






MAY IS MENTAL HEALTH MONTH 2019

4 M I N D 4 B O D Y



OUTREACH TOOLKIT



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FOREWARD

Very few people go through life without any chronic health challenges. Cancer, heart disease, chronic pain, diabetes, mental illnesses, and more touch every family at some point.

And often mental illnesses and other chronic conditions co-occur. People with cancer often have depression; people with schizophrenia often have diabetes; and people with chronic pain often have both physical and behavioral health challenges.

We know that the underlying environment – the “social determinants” of health – plays a role in the development of both physical and mental health conditions.

And what we also know is that some common tools and strategies – such as animal companionship, humor, spirituality, work-life balance, and recreation and social networking – lead to improvements in both physical and mental health.

This year, Mental Health America has chosen to expand on our 4Mind4Body Mental Health Month theme with a variety of new tools and materials specifically designed for people living with chronic conditions and the people who care for them.

Our 4Mind4Body theme proved tremendously popular in 2018, with more than 16,000 organizations downloading our health and wellness toolkit and making it part of their own Mental Health Month messaging. Those resources are still available on our web site. This year we’ve expanded on them with a set of new resources that are best characterized as essential parts of everyone’s recovery toolkit.

This year’s annual MHA conference will have a similar theme – *Dueling Diagnoses: Mental Health and Chronic Conditions in Children in Adults*. It is again open to all and will take place at the culmination of Mental Health Month, from June 13-15 in Washington D.C. We’ll take an even deeper dive at the conference into the many common challenges faced by people living with multiple chronic conditions and their caregivers.

I hope that you find this year’s Mental Health Month toolkit as useful as you have found our toolkits in the past. Last year alone, 30 million people were exposed to these resources!

MHA is proud to have started Mental Health Month in 1949. Over the past seventy years, it has become the most widely recognized mental health awareness effort in the world. Thank you for doing your part to help us make mental health an essential part of our overall health and well-being.




Paul Gionfriddo
President and CEO



INTRODUCTION

For Mental Health Month 2019 we are expanding upon last year's theme of 4Mind4Body and taking it to the next level, as we explore the topics of animal companionship (including pets and support animals), spirituality and religion, humor, work-life balance, and recreation and social connections as ways to boost mental health and general wellness.

These topics are relevant to all Americans, and may be especially important to the health of those living with chronic health conditions and the people who care for them.

By using the toolkit materials, you will help members of your community:

- Understand how lifestyle factors impact the health of the mind and body;
- Start talking about mental health B4Stage4;
- Assess their own mental health through use of MHA's screening tools;
- Share their strategies for maintaining overall health by tagging social media posts with #4Mind4Body, or uploading content directly to MHA's website; and
- Learn how others use animals, spirituality and religion, humor, work-life balance, and recreation and social connections to improve their physical and mental health by visiting mentalhealthamerica.net/4Mind4Body.

This year's toolkit includes:

Media Materials

- Key Messages
- Sample Press Release
- Drop-In Article
- May is Mental Health Month Proclamation

Social Media and Web Components

- Sample Facebook and Twitter Posts
- Facebook Profile, Cover, and Shareable Images
- Twitter Profile, Header, and Shareable Images
- Instagram Profile and Shareable Images
- Call to Action Buttons for Screening and sharing with #4mind4body
- Horizontal Banner Image
- Vertical Banner Image

Fact Sheets and Handouts

- Fact Sheet: Animal Companionship
- Fact Sheet: Spirituality and Religion
- Fact Sheet: Humor
- Fact Sheet: Work-Life Balance
- Fact Sheet: Social Connections and Recreation
- *May is Mental Health Month* 4Mind4Body Calendar/Poster
- 4Mind4Body Chronic Health Conditions Poster
- 4Mind4Body Caregivers Poster

Other

- Outreach Ideas
- Additional Resources
- End Notes (Fact Sheet Sources)

QUESTIONS?

If you have further questions about Mental Health Month, please contact Danielle Fritze, Associate Vice President of Public Education and Design at dfritze@mentalhealthamerica.net.