

Guide for NAMI Partners and Ambassadors

Advocates Educators Supporters Researchers Families Peers Donors
Individuals Partners Frontline Professionals Ambassadors Champions
Underrepresented Communities Organizations Affiliates Caregivers
Volunteers Influencers Parents Teachers Trainers Allies Survivors Groups
Experts Mentors Youth and Young Adults Founders Veterans Friends

TOGETHER
for Mental Health



Awareness Events September–October 2021

Ambassadors Underrepresented Communities Organizations Affiliates
Caregivers Volunteers Champions Influencers Parents Teachers Trainers
Allies Survivors Experts Professionals Groups Mentors Researchers
Youth and Young Adults Founders Veterans Advocates Educators
Supporters Friends Families Peers Donors Individuals Partners Frontline

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About NAMI's Together for Mental Health Awareness Campaign

During the pandemic, we faced isolation, turmoil and unrest, and a growing number of Americans experienced mental health symptoms. We learned through this experience that we all struggle during challenging times and need support and access to care to thrive. With our new **Together for Mental Health** awareness campaign, NAMI is emphasizing what we have all experienced — that mental health is an incredibly important part of overall health. Through this message, we are encouraging people to join together to advocate for better mental health care.

Our Together for Mental Health campaign will run from September 2021 through all of 2022. Our primary call to action will be focused around building a crisis response system where people are immediately connected to help when they are struggling.

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Messaging and Calls to Action

The overarching goal of NAMI's two-year Together for Mental Health awareness campaign is to advocate for improving our mental health care system, specifically our nation's crisis response system.

In fall 2020, the National Suicide Hotline Designation Act was passed by Congress establishing **988 as a three-digit nationwide mental health and suicidal crisis number** to be available in communities by July 2022. The implementation of 988 will involve making sure appropriate resources, funding, staffing and infrastructure are in place for a successful rollout across the country.

However, while establishing this easy-to-remember crisis number is a landmark first step, our nation needs more than a number. We need complete and robust crisis response services in every community that provide a mental health response to mental health crises.

So, during each of our awareness months starting September 2021 through all of 2022, not only will we be focusing our content on specific NAMI communities (for example, caregivers, youth and young adults), we will also be encouraging individuals, communities and our NAMI Alliance to take action through efforts such as sharing your crisis stories or advocating for improving our nation's crisis response system (**see page 7**).

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Activities and Engagement Opportunities with Together for Mental Health Campaign

Inspiration, Samples and Downloads

You can download graphics, logos and social media images to use during our awareness events here:

nami.org/Get-Involved/Awareness-Events/Awareness-Resources

Events and Activities

- **Have a virtual film watch party:** Watch a TV show or film about mental health and host a virtual watch party and/or discussion group. Include a post-conversation using a guide NAMI has or we could help develop questions for a film or show you choose. For some ideas, [visit this page](#).
- **Host a book club:** Coordinate a book selection about mental health with friends (such as “Turtles All the Way Down” by Jon Green; “On Edge: A Journey Through Anxiety” by Andrea Petersen; “Crazy Is My Superpower” by AJ Mendez Brooks; “Eleanor Oliphant Is Completely Fine: A Novel” by Gail Honeyman; “The Lonely Century” by Noreena Hertz). Then host — virtually or in person — a conversation to talk about it. Consider inviting the author or a subject matter expert to moderate or ask for facilitation questions to help guide the discussion.
- **Craft ideas:** Hold a Slime event through the [SlooMoo Institute](#); organize a community treasure hunt; or decorate rocks and write inspirational wellness messages on the bottom to place in spots such as parks or family-friendly hiking trails for others to find.
- **Host a NAMI DIY Fundraiser:** The [NAMI Do It Yourself \(DIY\) Fundraising](#) platform is the perfect way to take initiative and raise money for NAMI. Plan an event like bowling or a bake sale, concert or gala, celebrate a milestone, remember a loved one’s legacy, undertake a physical challenge, or create something that’s perfect for your unique skills or interests.

See [page 10](#) and [page 16](#) for specific activities and events taking place during our awareness events.

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Read the NAMI Blog and Share

The NAMI Blog will feature weekly stories with content related to our awareness events. Be sure to visit the NAMI Blog at nami.org/Blog and look for posts on our social media channels featuring quotes from our authors.

Get Inspired by NAMI.org Personal Stories

We will also feature personal stories of lived experience on nami.org/Personal-Stories and on our social media channels. Personal stories are brief, more informal pieces submitted to NAMI. By sharing these stories, we aim to highlight the importance of mental health in all communities and to make people feel less alone in their mental health journeys.

How to Spread Awareness in Your Community

There are different ways to get the word out during our awareness events to help start conversations about improving our nation's crisis response system:

- ♦ Mental health is an essential part of overall health
- ♦ We need to advocate for improved access and quality of mental health care
- ♦ We need to reimagine our crisis response system to one that offers help, not handcuffs
- ♦ Share your mental health crisis story with us
- ♦ NAMI HelpLine information as a mental health resource:

Monday–Friday, 10 a.m.–8 p.m., ET*

800-950-NAMI (6264)

info@nami.org

nami.org/help

**Note: NAMI HelpLine hours will extend to 10 p.m. effective Sept. 20, 2021.*

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for Mental Health



General Fast Facts

Why We Need to Increase Access to Care

- 1 in 5 U.S. adults experience mental illness each year, and less than half of them receive treatment.
- 1 in 20 U.S. adults experience a serious mental illness each year, and less than two-thirds receive treatment.
- 1 in 6 U.S. youth experience a mental health condition each year, and only half of them receive treatment.
- 50% of all lifetime mental illness begins by age 14, and 75% by age 24.
- The average delay between onset of mental illness symptoms and treatment is 11 years.
- 55% of U.S. counties do not have a single practicing psychiatrist.

The Cost of Inadequate Care

- Suicide is the 2nd leading cause of death among people aged 10–34 and the 10th leading cause of death overall in the U.S.
- Nearly 48,000 people in our country died by suicide in 2019.
- People with serious mental illness are booked into jails about 2 million times each year.
- Nearly 1 in 4 people shot and killed by police since 2015 have been people with mental illness.
- 70.4% of youth in the juvenile justice system have a diagnosed mental illness.
- 37% of adults incarcerated in the state and federal prison system have a diagnosed mental illness.
- The rate of unemployment is higher among U.S. adults who have mental illness (5.8%) compared to those who do not (3.6%).
- High school students with significant symptoms of depression are more than twice as likely to drop out compared to their peers.
- Mood disorders are the most common cause of hospitalization for all people in the U.S. under age 45 (after excluding hospitalization relating to pregnancy and birth).

Suicide Prevention Awareness Month

September 2021

Advocates Educators Supporters Researchers Families Peers Donors
Individuals Partners Frontline Professionals Ambassadors Experts
Underrepresented Communities Organizations Affiliates Caregivers
Volunteers Champions Influencers Parents Teachers Trainers Allies
Siblings Groups Mentors Youth and Young Adults Founders Veterans

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Peers Donors Individuals **Survivors** Partners Frontline Professionals
Ambassadors Underrepresented Communities Organizations Affiliates
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Adults Founders Veterans Friends Advocates Educators Supporters
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SUICIDE PREVENTION AWARENESS MONTH

Advocates Educators Supporters Researchers
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Affiliates Caregivers Youth and Young Adults
Trainers Partners Groups Champions Teachers
Veterans Mentors Peers Volunteers Allies

September is Suicide Prevention Awareness Month — a time to raise awareness on this stigmatized, and often taboo, topic. In addition to shifting public perception, we use this month to spread hope and vital information to people affected by suicide. Our goal is ensuring that individuals, friends and families have access to the resources they need to discuss suicide prevention and to seek help.

While suicide prevention is important to address year-round, Suicide Prevention Awareness Month provides a dedicated time to come together with collective passion and strength around a difficult subject. The truth is, we can all benefit from honest conversations about mental health conditions and suicide — just one conversation can save a life. Learn more at nami.org/Suicide-Prevention-Awareness-Month.

Throughout the month of September, NAMI will highlight our awareness theme Together for Mental Health, which encourages people to bring their voices together to advocate for better mental health care, including a crisis response system. NAMI wants any person experiencing suicidal thoughts or behaviors to have a number to call, a system to turn to, that would connect them to the treatment and support they need.

SUICIDE PREVENTION AWARENESS MONTH

Events and Activities

Advocates Educators Supporters Researchers
Individuals **Survivors** Frontline Professionals
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Trainers Partners Groups Champions Teachers
Veterans Mentors Peers Volunteers Allies

Events/Webinars:

- **Sept. 5–11: Suicide Prevention Awareness Week**
- **Friday, Sept. 10: World Suicide Prevention Day**
- **Tuesday, Sept. 14: [NAMI Presents: Preventing Physician Suicide](#), 6–7 p.m. ET**
Our panel of experts will discuss methods for physicians to self-assess and will share effective options for self-care and support that protect privacy and offer hope.
- **Friday, Sept. 17: Physician Suicide Awareness Day**
- **Thursday, Sept. 23: [NAMI Ask the Expert Webinar](#), 4–5:30 p.m. ET**
Dr. Christine Moutier, Medical Director of the American Foundation for Suicide Prevention.
- **Sunday, Sept. 26: Law Enforcement Suicide Awareness Day**
- **Tuesday, Sept. 28: [Veterans Future Lab Summit: Serving the Voiceless: How to Make an Impact](#)**
Sherman Gillums, Jr., NAMI Chief Strategy & Operations Officer

Social Media:

- See specific sample posts on [page 12](#) and suggested graphics on [page 13](#).
- Be on the lookout on NAMI's social media and answer our survey questions (such as "Would you be comfortable calling 911?")
- Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share:
 - ♦ [Facebook](#)
 - ♦ [LinkedIn](#)
 - ♦ [Instagram](#)
 - ♦ [Twitter](#)
 - ♦ [TikTok](#)
 - ♦ [YouTube](#)

Videos:

- NAMI will feature videos from people sharing their stories of lived experience, such as [Jen Sorensen](#) who was able to climb back from depression and anxiety to embrace life and become an inspiring voice of recovery within the NAMI community. Look for additional content to be uploaded to our [YouTube](#) channel throughout the month.

SUICIDE PREVENTION AWARENESS MONTH

Fast Facts

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These are only a few of the reasons why it's important to take part in promoting Suicide Prevention Awareness Month. Please use these facts and others, including those on [pages 7 and 17](#) and the **"It's Okay to Talk About Suicide"** infographics on nami.org/mhstats to encourage discussions with your community through social media or other forms of outreach.

Individual Impact:

- 78% of all people who die by suicide are male.
- Although more women than men attempt suicide, men are nearly 4x more likely to die by suicide.
- Suicide is the 2nd leading cause of death among people aged 10–34 and the 10th leading cause of death overall in the U.S.
- The overall suicide rate in the U.S. has increased by 35% since 1999.
- 46% of people who die by suicide had a diagnosed mental health condition.
- While nearly half of individuals who die by suicide have a diagnosed mental health condition, research shows that 90% experienced symptoms.

Community Impact:

- Annual prevalence of serious thoughts of suicide, by U.S. demographic group:
 - ♦ 4.8% of all adults
 - ♦ 11.8% of young adults aged 18–25
 - ♦ 18.8% of high school students
 - ♦ 46.8% of lesbian, gay and bisexual high school students
- Some of the highest rates of suicide in the U.S. are among American Indian/Alaska Native and non-Hispanic white communities.
- El 18 % de las personas adultas hispanas o latinas tienen afecciones de salud mental.
- Lesbian, gay and bisexual youth are 4x more likely to attempt suicide than straight youth.
- Transgender adults are nearly 12x more likely to attempt suicide than the general population.
- Suicide is the leading cause of death for people held in local jails.

SOCIAL MEDIA

Sample Posts

Advocates Educators Supporters Researchers
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Hashtags for Suicide Prevention Awareness Month

#Together4MH **#SuicidePrevention**

We encourage you to post relevant content on the following days:

- **Sept. 5–11:** Suicide Prevention Awareness Week
- **Friday, Sept. 10:** World Suicide Prevention Day
- **Friday, Sept. 17:** Physician Suicide Awareness Day
- **Sept. 15–Oct. 15:** National Hispanic Heritage Month
- **Sunday, Sept. 26:** Law Enforcement Suicide Awareness Day

Content posted on NAMI's social channels throughout the month will highlight facts about suicide and key resources for support. We will also feature new videos with members of the NAMI community telling their personal stories that you are welcome to share.

It is important to reference crisis resources throughout the month. Here are some suggested social posts featuring helpful information:

- Suicide is the 2nd leading cause of death for teens and young adults. Help get improved crisis response implemented in your communities by signing NAMI's petition. **#Together4MH**
- Nearly 48,000 people in our country died by suicide in 2019. Together, we need to improve our response to mental health crises so we can better prevent suicide. **#Together4MH**
- The National Suicide Prevention Lifeline (@800273TALK) offers free, confidential crisis counseling 24/7/365 — and you don't have to be in crisis to call. **#SuicidePrevention**
- @CrisisTextLine is free 24/7 mental health support at your fingertips. Text "NAMI" to 741741 for help. **#SuicidePrevention**
- Crisis episodes related to mental illness can be incredibly difficult. To help navigate through them, NAMI created a downloadable guide available in English and Spanish: nami.org/crisisguide **#Together4MH**

GRAPHIC DESIGN Assets

Advocates Educators Supporters Researchers
Individuals **Survivors** Frontline Professionals
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Incorporate these graphics in your social media posts, cover images, website hero images or existing messaging to help spread awareness during September's Suicide Prevention Awareness Month.

High-quality files (and additional graphics) can be downloaded from:
nami.org/Get-Involved/Awareness-Events/Awareness-Resources



Mental Illness Awareness Week

October 3–9, 2021

Advocates Educators Supporters Researchers Families Peers Donors
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TOGETHER
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Parents **People with Serious Mental Illness** Caregivers

Frontline Professionals Ambassadors Underrepresented Communities

Organizations Affiliates Caregivers Volunteers Champions Influencers

Peers Teachers Trainers Allies Survivors Experts Professionals Groups

Mentors Youth and Young Adults Founders Veterans Friends Advocates

Educators Supporters Researchers Families Peers Donors Individuals

MENTAL ILLNESS AWARENESS WEEK

Advocates Educators Supporters Researchers
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Each year, millions of Americans face the reality of living with a mental health condition. However, mental illness affects everyone directly or indirectly through family, friends or coworkers. That is why each year, during the first week of October, NAMI and participants across the country raise awareness of mental illness, fight discrimination and provide support through Mental Illness Awareness Week (MIAW).

We believe that mental health conditions are important to discuss year-round, but highlighting them during MIAW provides a dedicated time for mental health advocates across the country to come together as one unified voice. Since 1990, when Congress officially established the first full week of October as MIAW, advocates have worked together to sponsor activities, large or small, to educate the public about mental illness. Learn more at nami.org/miaw.

Mental Illness Awareness Week 2021 occurs Sunday, Oct. 3 through Saturday, Oct. 9. This year's MIAW is centered around our new awareness campaign Together for Mental Health, where we will focus on the importance of advocating for better care for people with serious mental illness (SMI). Each day throughout the week, we will be raising the voices of people with lived experience to talk about SMI and the need for improved crisis response and mental health care.

MENTAL ILLNESS AWARENESS WEEK

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Each day during MIAW, NAMI will focus on what continues to be barriers to mental health care that people nationwide still experience:

Oct. 3: MIAW Kickoff

Oct. 4: Stigma/Discrimination

Oct. 5: Access to Care/Not Enough Providers

Oct. 6: Lack of Crisis Response

Oct. 7: Cultural Barriers

Oct. 8: Condition-Specific Barriers

Oct. 9: Socio-Economic Barriers

Events/Activities:

- NAMI will be making several special announcements during MIAW regarding the extension of NAMI HelpLine hours and an update to NAMI Hearts + Minds. Visit nami.org/news for more information as we get closer to October.
- Register and attend **NAMI's Virtual Inspiring Hope Through Research Event** on Wednesday, Oct. 6 is honoring Gail Daumit, M.D., MHS, FACP, and A. Eden Evins, M.D., for their work in the mental health field.
- Thursday, Oct. 7: Virtual Town Hall featuring NAMI and The Steve Fund. Visit nami.org/news for more information as we get closer to the event.
- Participate in NAMIWalks Your Way, a virtual event on Saturday, Oct. 9. This United Day of Hope has a local and national reach to elevate awareness of and raise funds for mental health and bring together and grow the NAMI community. Visit namiwalks.org for more information.
- Sunday, Oct. 10 is World Mental Health Day. NAMI will be working with several of our partners on joint activities and special events. Visit nami.org/miaw for more information as we get closer to the date.

Social Media Activities

- See specific sample posts on [page 18](#) and suggested graphics on [page 19](#).
- Look out for Instagram takeovers from NAMI Ambassadors, an Instagram Live with NAMI's Associate Medical Director Dr. Christine Crawford and more!
- Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share:

♦ Facebook

♦ LinkedIn

♦ Instagram

♦ Twitter

♦ TikTok

♦ YouTube

MENTAL ILLNESS AWARENESS WEEK

Fast Facts

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These numbers are only a few of the reasons why it's important to take part in promoting MIAW. Please use these facts and others, including those on [pages 8 and 11](#) and the infographics on our website, nami.org/mhstats, to encourage discussions with your community, whether through social media or other forms of outreach.

Individual Impact

- 5.2% of U.S. adults (13.1 million people) experienced SMI in 2019, but only 65.5% of them received treatment.
 - ♦ 1 in 20 U.S. adults experience SMI each year, but less than two-thirds get treatment.
- Annual prevalence among U.S. adults, by condition:
 - ♦ Anxiety Disorders: 19.1% (estimated 48 million people)
 - ♦ Major Depressive Episode: 7.8% (estimated 19.4 million people)
 - ♦ Posttraumatic Stress Disorder: 3.6% (estimated 9 million people)
 - ♦ Bipolar Disorder: 2.8% (estimated 7 million people)
 - ♦ Borderline Personality Disorder: 1.4% (estimated 3.5 million people)
 - ♦ Obsessive Compulsive Disorder: 1.2% (estimated 3 million people)
 - ♦ Schizophrenia: <1% (estimated 1.5 million people)

Community Impact

- 11.9% of U.S. adults with SMI had no insurance coverage in 2019.
- Across the U.S. economy, SMI causes \$193.2 billion in lost earnings each year.
- 20.5% of people experiencing homelessness in the U.S. have SMI.
- About 2 million times each year, people with SMI are booked into jails.
- An estimated 4,000 people with SMI are held in solitary confinement inside U.S. prisons.

SOCIAL MEDIA

Sample Posts

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Hashtags for Mental Illness Awareness Week

#Together4MH #MIAW

We encourage you to post relevant content on the following days:

- **Sept. 15–Oct. 15:** National Hispanic Heritage Month
- **Oct. 2–3:** National Firefighters Memorial Weekend
- **Tuesday, Oct. 5:** National Day of Prayer for Mental Illness Recovery and Understanding
- **Thursday, Oct. 7:** National Depression Screening Day
- **Saturday, Oct. 9:** NAMI Walks United Day of Hope
- **Sunday, Oct. 10:** World Mental Health Day

Content posted on NAMI's social channels will highlight facts about mental health as well as SMI. Amplify our posts by sharing, liking and retweeting.

- 1 in 20 U.S. adults experience SMI each year, but less than two-thirds get treatment. We must improve access to quality care. #Together4MH
- Do you have a mental health crisis story? Share with us today to help reimagine our crisis response system. #Together4MH
- Mental health is a huge part of overall health and should be a priority for everyone, whether you have a mental health condition or not. #Together4MH #MIAW
- Now, more than ever, we need to provide mental health support and resources. NAMI is here for you! #Together4MH
- Somos muchas personas a las que la estigmatización y la discriminación nos han causado sufrimiento. Derrumbemos la estigmatización para que nadie sufra en silencio.
- Nearly 2 million times each year, people with SMI are booked into jails. We need to change our crisis response system to one that offers help, not handcuffs. #Together4MH
- The average delay between onset of mental illness symptoms and treatment is 11 years. This is 11 years too long. #Together4MH

GRAPHIC DESIGN

Assets

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Incorporate these graphics in your social media posts, cover images, website hero images or existing messaging to help spread awareness during Mental Illness Awareness Week.

High-quality files (and additional graphics) can be downloaded from:
nami.org/Get-Involved/Awareness-Events/Awareness-Resources



BRAND AND LOGO Information



Brand Guidelines

As always, we ask that you to follow NAMI's brand guidelines.

The NAMI Identity Guide and NAMI logos can be found at nami.org/Identity or upon request to Nathan Lemon, Senior Manager, Creative Design, at nlemon2@nami.org. We encourage you to use and share these in your campaigns.

When designing your own materials, you may use the "Together for Mental Health" and #Together4MH graphics and your NSO/NA logo, but you should not use the official NAMI logo without clearance by a NAMI National staff representative.

Recommended Fonts

- Franklin Gothic (sans serif)
- Museo Slab (serif) [or Roboto Slab as a free alternative]
- Proxima Nova (sans serif) [or Open Sans as a free alternative]

Color Palette

Primary Colors:



NAMI Blue
PMS Reflex Blue
CMYK: 100/82/0/2
RGB: 0/37/150



Teal
PMS 321
CMYK: 80/21/32/1
RGB: 0/153/168



Pear Green
PMS 377
CMYK: 58/23/100/4
RGB: 121/153/0

Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to Jessica Edwards, Director, External Relations, Strategic Alliances & Development, at jedwards@nami.org.