



National Alliance on Mental Illness



2022
Mental Health
Awareness Month
PARTNER GUIDE



#Together4MH

TOGETHER
for Mental Health



WHAT'S INSIDE

This Guide

This guide is intended to help our partners and supporters coordinate their public awareness efforts with NAMI's for greater impact.

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TOGETHER

for Mental Health



About NAMI's Together for Mental Health Awareness Campaign

Throughout this pandemic, we have faced isolation, turmoil and unrest, and a growing number of Americans experienced mental health symptoms. We've learned through this experience that we all struggle during challenging times and need support and access to care so we can thrive.

With our **Together for Mental Health** awareness campaign, which will run through 2022, NAMI is emphasizing what we have all experienced — that mental health is an incredibly important part of overall health. With this message, we are encouraging people to join together to advocate for better mental health care.

MENTAL HEALTH AWARENESS MONTH

Advocates Educators Supporters Researchers
People with Serious Mental Illness Peers Partners
Champions Teachers Veterans Mentors
Underrepresented Communities Organizations
Affiliates Caregivers Youth and Young Adults
Trainers Partners Groups Frontline Professionals

Mental Health Awareness Month has been observed in the U.S. since 1949. Each year millions of Americans face the reality of living with a mental illness. During May, NAMI joins the national movement to raise awareness about mental health. Each year we fight stigma, provide support, educate the public and advocate for policies that support people with mental illness and their families.

Mental Health Awareness Month provides a perfect opportunity to shine a spotlight on spreading helpful mental health resources, information and content to your followers or in your communities or networks. We encourage people to take action through efforts, such as voting for mental health or advocating for improving our nation's crisis response system (**see pages 5 and 6 for specific activation examples**).

Learn more at nami.org/MentalHealthMonth.

MENTAL HEALTH AWARENESS MONTH

Calls to Action



The overarching goal of NAMI's Together for Mental Health awareness campaign is to advocate for improving our mental health care system. In 2022, we will focus on a few key initiatives:

#ReimagineCrisis

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.

Call to Action: Visit nami.org/reimaginecrisis to take action to build a better crisis response system.

#Vote4MentalHealth

People with mental illness are traditionally disenfranchised in the elections process, and every level of policy impacts the mental health services we see in our communities. Voting with mental health in mind is critical.

NAMI is nonpartisan. We won't tell people who to vote for on their ballot. Rather, we share information on why their vote matters, how to register, where/when to vote and how to engage candidates on mental health.

Call to Action: Visit nami.org/vote4mentalhealth and take the pledge to Vote4MentalHealth and learn more about voting in your area.

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Support Mental Health

As important policies come to pass, we will make sure our advocates know what's at stake and how they can support our movement. To keep them engaged throughout the year, our general action page will contain ways for them to get involved.

Call to Action: Visit nami.org/act4mh and sign our petition and take action to improve mental health care.

Throughout our awareness months, NAMI encourages people to bring their voices together to advocate for better mental health care. NAMI wants any person experiencing a mental health crisis to have a number to call, a system to turn to, that would connect them to the treatment and support they need.

Messaging

- 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.**
- Share why you #Vote4MentalHealth.
- NAMI HelpLine information as a mental health resource:

Monday–Friday, 10 a.m.–10 p.m. ET

800-950-NAMI (6264)

info@nami.org

nami.org/help

MENTAL HEALTH AWARENESS MONTH

Ways to Engage



In this partner guide, we've included many ways to help spread awareness to help start healthy mental health conversations in your communities.

Events, Webinars and Activities

Be sure to visit nami.org/MentalHealthMonth for further details on activities and events taking place as we get closer to May.

- **NAMIWalks Your Way:** Many virtual and in-person NAMIWalks will be taking place throughout the country during the month of May to help bring awareness and spread the message of Mental Health for All! Promote NAMIWalks events taking place in your local areas. Encourage people to use their creativity, create teams and participate however they can. Visit NAMIWalks.org for more information.
- **MTV's Mental Health Day of Action, May 19:** To help inspire people to talk about their lived experience, destigmatize mental health, and galvanize a movement to drive significant cultural, political and policy changes, this Mental Health Action Day aims to lift the conversation from awareness to action. Each person and company has their own ability to drive change and support this day of action in ways that work best for them, including: community, influencer or employee engagement; amplification; digital events; free support; and product updates. For more information, visit mentalhealthactionday.org.
- **Sound Mind Music Festival for Mental Health, May 21 at Central Park in NYC:** With 988, the nationwide mental health and suicidal crisis number, going into effect this July, this event will rally national support to improve mental health crisis response infrastructure. Visit soundmindlive.org for tickets or to see how you can take action and get involved.
- **NAMI programs, local support groups or resources:** Promote any programs or support groups your local NAMI offers in your area. Use these awareness months as opportunities for getting the word out in your communities through social media or other outreach efforts about your affiliate's valuable mental health resources.

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- **Hold a virtual film watch party in your community:** Host a TV show or film watch party about mental health (such as “Paper Spiders,” “Many Sides of Jane” and “Touch with Fire”) and/or discussion group following. 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 or for your organization (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.

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Read the NAMI Blog and Share

The NAMI Blog will feature weekly stories with content related to our awareness events. In May, we will feature the theme, “What are the Warning Signs?” 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.

Videos

NAMI will feature videos from people sharing their stories of lived experience. Look for additional content to be uploaded to our [YouTube](#) channel throughout the month.

Graphics 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 or see **page 12** for samples.

MENTAL HEALTH AWARENESS MONTH

Social Media



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](#)

Hashtags for Mental Health Awareness Month

[#Together4MH](#) | [#MentalHealthMonth](#) | [#MHM](#)

Be on the lookout on NAMI's social media and answer our survey questions (such as "What changes would you like to see in your community's mental health care system?").

Sample Posts

Here are a few awareness dates happening during May as additional opportunities for posting relevant content:

- May 1–31:** Asian/Pacific American Heritage Month
National Maternal Depression Awareness Month
Women's Health Month
NAMIWalks Your Way Events
- May 2–8:** Tardive Dyskinesia* Awareness Week
- May 4:** International Firefighters Day
- May 6:** National Nurses Day
- May 6–12:** National Nurses Week
- May 7:** National Children's Mental Health Awareness Day
- May 8–14:** National Women's Health Week
- May 15–21:** National Emergency Medical Services (EMS) Week

**Tardive dyskinesia (TD) is a movement disorder that causes a range of repetitive muscle movements in the face, neck, arms and legs. TD symptoms are beyond a person's control and can make routine physical functioning difficult, significantly affecting quality of life. TD primarily occurs as a side effect of long-term use of certain medications.*

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Social Media

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Below are some sample social media posts you can use throughout the month of May.

- 1 in 5 U.S. adults experience a mental health condition each year. #Together4MH
- You are not alone on your mental health journey. The NAMI community is here to support you. #Together4MH
- Mental illness affects more than 50 million people in the U.S. Visit nami.org/act4mh and sign our petition and take action to improve mental health care. #Together4MH
- 17% of youth aged 6–17 experience a mental health condition. Visit nami.org/v4mh and take the pledge to Vote4MentalHealth to support youth mental health. #MHM #Together4MH
- Sharing your story can be a therapeutic experience. It's also an important way to communicate to your community that we are #Together4MH.
- For far too long, stigma and discrimination have silenced those living with mental health conditions. This #MHM, let's challenge stigma and change the conversation.
- 19% of U.S. adults — an estimated 48 million people — had an anxiety disorder. #Together4MH #MHM
- Annually, mental illness affects:
 - 14% of Asian adults
 - 17% of African American/Black adults
 - 17% of Native Hawaiian/Pacific Islander adults
 - 18% of Hispanic/Latinx adults
 - 19% of American Indian/Alaska Native adults
 - 36% of multiracial adults
 - 47% of LGB adults
- The suicide rate has increased 35% since 1999.
- Visit nami.org/reimagine to take action to build a better crisis response system. #MHM #Together4MH

Source: Data from CDC, NIMH and other select sources. Find citations at nami.org/mhstats.

MENTAL HEALTH AWARENESS MONTH

Sample Graphics



Incorporate these graphics and logos in your social media posts, cover images, website hero images or existing messaging to help spread awareness during May.

High-quality files can be downloaded from: nami.org/MentalHealthMonth

TOGETHER
for Mental Health

#Together4MH

1 in 20 adults in the United States experiences a serious mental illness every year.

nami.org/mentalhealthmonth

TOGETHER
for Mental Health

#Together4MH

1 in 6 youth aged 6-17 experience a mental health condition each year.

nami.org/mentalhealthmonth

nami
National Alliance on Mental Illness

#Together4MH

TOGETHER
for Mental Health

Mental Health Awareness Month

Mental health is an incredibly important part of our overall health. We're strongest when we join **Together for Mental Health** to advocate for resources, support and access to quality care.

Learn More

nami.org/mentalhealthmonth

#Together4MH

TOGETHER
for Mental Health

Taking on the challenges of mental health conditions, health coverage, and erasing the stigma around mental illness requires all of us.

nami.org/mentalhealthmonth

Todas las **PERSONAS JUNTAS**
por la salud mental

#Together4MH

Las barreras frecuentes para el tratamiento incluyen el costo del cuidado de la salud mental y los seguros, los prejuicios y la discriminación y las barreras estructurales como el transporte.

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nami.org/together4mh

#Together4MH

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Mental Health Awareness Month

Learn More →

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Learn more:
nami.org/together4mh

TOGETHER
for Mental Health

#Together4MH

May is Mental Health Awareness Month

MENTAL HEALTH AWARENESS MONTH

General Fast Facts

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Why We Need Increased 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 of them 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.
- 1 in 5 young people report that the pandemic had a significant negative impact on their mental health.
- 1 in 10 young people under age 18 experience a mental health condition following a COVID-19 diagnosis.
- In 2020, there was a 31% increase in mental health-related emergency department visits among U.S. adolescents.
- Three quarters of Americans (75%) say they are not content with the state of mental health treatment in this country. That is particularly true if they are diagnosed with a mental health condition (84%).
- 60% of Americans are concerned about the stigma around mental illness.
- Less than half (49%) of Americans consider themselves familiar with the U.S. mental health care system.

Source: Data from CDC, NIMH and other select sources. Find citations at nami.org/mhstats.

Brand Guidelines

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

The NAMI Identity Guide and NAMI logos can be found at nami.org/Identity or upon request to marcom@nami.org. We encourage you to use and share these in your campaigns.

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, National Director, Strategic Alliances & Development, at jedwards@nami.org.