

Mental Health Month Collaborators

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ABOUT MENTAL HEALTH MONTH

More than a half century ago, Mental Health America (MHA) – then known as the National Mental Health Association – embarked on the nation’s most ambitious ongoing public awareness and education campaign for mental health. Its designation of May as “Mental Health Month” took root, and today Mental Health Month is widely celebrated everywhere.

Since then, MHA and our affiliates across the country have led the observance of May is Mental Health Month by reaching millions of people through the media, local events and online screenings.

We welcome other organizations to join us in spreading the word that mental health is something everyone should care about by using MHA’s Mental Health Month toolkit materials and conducting awareness activities.

2020 THEME: Tools 2 Thrive

In 2020, MHA will use the *Tools 2 Thrive* theme as we develop new educational and other resources across six areas:

- Owning Your Feelings;
- Finding the Positive;
- Eliminating Toxic Influences;
- Creating Healthy Routines;
- Supporting Others; and
- Connecting with Others.

In addition, we have an infographic on COVID-19 and mental health.

The unifying principle is that all of us, no matter our mental health status, can find tools to thrive and lead healthier – and mentally healthier – lives.

HOW MENTAL HEALTH MONTH COLLABORATORS HELP

Mental Health Month is possible through a collective effort of mental health professionals, health care providers, students, educators, social workers, organizations, and individuals committed to raising awareness of mental health conditions and sharing information about mental wellness. In 2019, more than 22,000 organizations and individuals downloaded the toolkit to use and share, reaching 83 million people.

We ask that collaborators support Mental Health Month by sharing resources with their communities, engaging in the campaign, and hosting their own events and activities.

HOW DO COLLABORATORS PARTICIPATE?

Collaborators can get involved in many ways. We encourage everyone to highlight the need for early intervention by sharing our online screening tools available at MHAscreening.org with their networks. In 2020, we're launching a campaign to help one million people check on their mental health by taking a screen called #MillionInMay. Taking a mental health screening is one of the quickest and easiest ways to determine whether someone is experiencing symptoms of a mental health condition.

Suggested ways collaborators can help include:

- **Download our amazing toolkit and share it with your employees, volunteers, or constituents.** [Our toolkit is available here.](#)
- **Help make Mental Health Month trend online!** Participate in the conversation by tagging your posts with #MentalHealthMonth, #mhm20, or #Tools2Thrive on Twitter, Facebook, and Instagram. Here are recommended posting intervals:
 - **Facebook:** Post 1-2 times a week. You can alternate #MillionInMay and #Tools2Thrive posts. You can also [follow Mental Health America on Facebook](#) and share our posts—we'll actually be posting every day to celebrate #MentalHealthMonth!
 - **Twitter:** Post 3-5 times a week at a minimum. [Follow us on Twitter to retweet us.](#) You can tweet as many times as you want.
 - **Instagram:** Post 1-2 times a week. [Follow us on Instagram.](#) Make sure to use images and plenty of hashtags.
 - **LinkedIn:** We'll also be posting content on LinkedIn—[follow us there.](#) If you have a presence on LinkedIn, think about posting 1-2 times a month.
- **Use our sample social media banners and images.** You can access our content after you download our toolkit.
- **Take and share** our online screening tools: www.MHAscreening.org. MHA screens for 10 different conditions including a parent and youth risk survey.
- **Use the hashtags** #MillionInMay and the [sample social media language found here.](#)
- **Publish a blog or news article** about mental health, with a focus on caring for your mental wellness every day or learning new tools and skills to thrive. You can use our toolkit's Key Messages and Drop-In Articles and adapt them to your organization. Access them by downloading our toolkit.
- **Spread the message** about Mental Health Month by highlighting it on your website or linking to <https://mhanational.org/may>.
- **Wear green and shine a limelight on mental health!** Mental health awareness is represented by the color green. In the 1800s, around the time our founder Clifford Beers was in and out of psychiatric institutions, green was used to label people who were considered "insane." Incorporate green into your wardrobe in May to turn the tide on stigma.
- **Host an awareness or fundraising event!** You can build your own online fundraising page [here](#) or create a fundraiser on Facebook [here](#) to easily collect donations.
- **Volunteer with your local MHA affiliate.** [Find your local MHA](#) and ask about their volunteer opportunities or participate in their Mental Health Month activities.
- **Post** fact sheets and our Mental Health Month calendar in your office, school, place of worship, or local community space.

Questions? Visit www.mhanational.org for mental health information, resources, and tools.



- **Share** videos, infographics, fact sheets, or other resources with your community!

To make your participation easier, MHA has a free toolkit ([available on our website](#)) with sharable graphics, language, fact sheets, work sheets, and more.

Your efforts are the key to changing the trajectory of lives, and we greatly appreciate your participation.

HELPFUL LINKS

Hashtags: #tools2thrive, #mhm20, #mentalhealthmonth

Website: <https://www.mhanational.org/may>

MHA's online screening tools: www.MHAscreening.org

Twitter: www.twitter.com/MentalHealthAm

Facebook: www.facebook.com/mentalhealthamerica

Instagram: www.instagram.com/mentalhealthamerica

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