



National Alliance on Mental Illness



2022
Mental Health
Awareness Month
FIELD GUIDE



#Together4MH

TOGETHER
for Mental Health



WHAT'S INSIDE

This Guide

This guide is intended to help NAMI State Organizations and NAMI Affiliates coordinate their public awareness efforts with the National Office for greater impact.

- About NAMI's Together for Mental Health Awareness Campaign.....3**
- Mental Health Awareness Month..... 4**
 - Calls to Action..... 5-6
- Ways to Engage..... 7-8**
 - Events, Webinars and Activities..... 7
 - NAMI Blog..... 8
 - Personal Stories..... 8
 - Videos..... 8
 - Graphics Inspiration, Samples and Downloads..... 8
- Social Media..... 9-10**
- Sample Graphics..... 11**
- General Fast Facts..... 12**
- Sample PSA Script..... 13**
- Sample Press Release..... 14**
- NAMI Brand and Logo Information..... 15**
 - Brand Guidelines..... 15
 - Recommended Fonts..... 15
 - Color Palette..... 15

If you have any questions about the materials in this guide or how to use them, please reach out to Blake Rostine, Senior Coordinator, Marketing & Communications, at brostine@nami.org.

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 Parents
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 for the NAMI Alliance to shine a spotlight on spreading helpful mental health resources, information on local programs or initiatives and content to specific NAMI communities (for example, caregivers, youth and young adults, underrepresented communities), and 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.

MENTAL HEALTH AWARENESS MONTH

Calls to Action

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

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 #Vote4MH.
- 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 field guide, we've included many ways to help spread awareness during Mental Health Awareness Month 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.
- **NAMI programs, local support groups or resources:** Promote any programs or support groups your affiliate 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.
- **Hold a virtual film watch party in your community:** Host a TV show or film watch party about mental health 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 for your community (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.

MENTAL HEALTH AWARENESS MONTH

Ways to Engage

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.

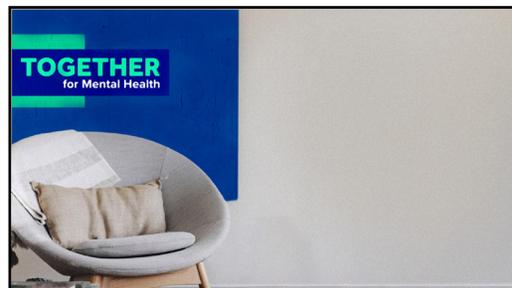
Videos

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 11** for samples.

- **Video Backdrops:** When connecting with others virtually on video conferencing applications, show your support with NAMI or Together for Mental Health branded [Zoom/video conferencing backdrops](#).



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

MENTAL HEALTH AWARENESS MONTH

Social Media

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

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](https://nami.org/mentalhealthmonth)

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.

nami
National Alliance on Mental Illness

nami.org/together4mh

#Together4MH

TOGETHER
for Mental Health

Mental Health Awareness Month

[Learn More →](#)

nami
National Alliance on Mental Illness

#Together4MH

TOGETHER
for Mental Health

Learn more:
nami.org/together4mh

TOGETHER
for Mental Health

#Together4MH

May is Mental Health Awareness Month

MENTAL HEALTH AWARENESS MONTH

General Fast Facts

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

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.

MENTAL HEALTH AWARENESS MONTH

Sample PSA Script

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

Sample PSA Script

NAMI’s “Together for Mental Health” 30-second PSA script is intended for local broadcasters to read on-camera by a station host or a local celebrity. You can also use it to record yourself and post on your social media.

Graphics, end cards and editable files are available at:

dropbox.com/sh/n6iyrkp44yy9w3o/AADdLdyfosBSqdTxevLXOkm6a?dl=0

Video	Audio
Station host or a local celebrity speaking to camera (lower-third ID as needed)	Over the last two years, we have all collectively learned
	That mental health is an essential part of overall health
	Which is why we must come together to advocate for mental health!
	NAMI, the nation’s largest grassroots mental health organization, is here in our community to help.
Graphic: NAMI HelpLine info builds onto previous graphic	Visit nami.org (NAMI DOT O-R-G) to learn more about the free programs and services near you.
Graphic: NAMI HelpLine info builds onto previous graphic	Visit nami.org (NAMI DOT O-R-G) to learn more about the free programs and services near you.
Graphic: NAMI HelpLine info builds onto previous graphic	Visit nami.org (NAMI DOT O-R-G) to learn more about the free programs and services near you.
Or text “NAMI” to 741741.	
On-camera talent or hold on info	Together for mental health!

MENTAL HEALTH AWARENESS MONTH

Sample Press Release

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

For Immediate Release
Date: May 2022

[Contact Name]
[Phone] and [Email]

This Mental Health Awareness Month, NAMI [Affiliate Name] Advocates for Better Access to Quality Mental Health Care by Coming Together for Mental Health

[City, State] — Over the last two years, the collective distress of the pandemic has shed light on the importance of mental health as an essential part of overall health. This May, for Mental Health Awareness Month, [Name], the [state organization/local affiliate] of NAMI, the National Alliance on Mental Illness, is raising awareness and advocating for improved access to affordable, quality mental health care for everyone. More than ever, mental health cannot be ignored.

By coming **Together for Mental Health**, we can amplify our message from a few voices to a harmonious chorus of advocates emphasizing the need for adequate mental health care funding, access to quality care and effective mental health crisis response in all communities. NAMI believes that accessing mental health care and treatment should be as easy as going to the doctor for a broken arm.

As the mental health impact of the pandemic continues and affects more people, we have an opportunity to meet people where they are with systematic changes that reimagine crisis response systems to provide help. On July 16, the new 988 mental health and suicide crisis number will launch nationwide. NAMI is working tirelessly at the local, state and federal levels, and calling for adequate funding for crisis response teams and services in every community. The goal is to provide a mental health response for a mental health crisis that treats people with dignity and respect.

NAMI [affiliate] knows that getting help during a crisis can save lives — and so can getting care before reaching a crisis point. We support a coordinated care approach that combines physical and mental health care services to identify symptoms earlier and connect people with care. Together, we can help create a mental health support system that doesn't leave anyone behind and provides access to the right support at the right time.

“Over the last two years, NAMI [affiliate] has provided continuous support both virtually and in-person as our community endures grief, trauma, uncertainty and isolation, said [insert local spokesperson]. “We will continue as long as necessary to meet people where they are with resources and support groups to get through these challenging times. By joining **Together for Mental Health**, we can build better communities where no one feels alone in their struggle.”

Especially during difficult times, the NAMI community is here to help you. [Affiliate] will [insert short description of any event or anything specific to an activity during Mental Health Awareness Month including location, date and time or web address for more information].

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 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 Blake Rostine, Senior Coordinator, Marketing & Communications, at brostine@nami.org.