



2023

Mental Health
Awareness Month
FIELD GUIDE

MORE THAN
enough

WHAT'S INSIDE

This Guide

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

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If you have any questions about the materials in this guide or how to use them, please reach out to reach out to us at marcom@nami.org.

MENTAL HEALTH AWARENESS MONTH

Advocates Educators Supporters Researchers
People with 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

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 health condition. In 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 all of us to shine a spotlight on spreading helpful mental health resources and information about NAMI programs or initiatives and content to specific populations (for example, caregivers, youth and young adults, underrepresented communities). It is also a chance to encourage people to take action.

ABOUT NAMI'S "More Than Enough" CAMPAIGN

During the Mental Health Awareness Month, NAMI is launching the "More Than Enough" social media awareness campaign, uplifting and empowering all people to feel that they are "more than enough." We want to affirm the idea that people are inherently worthy of life, love and healing — no matter what they look like, no matter where they are in their journeys, no matter what they are or aren't able to do.

This campaign is a message of hope and inclusion. Throughout the month, we will introduce several calls to action related to how people can feel empowered, combat stigma and get involved — ultimately sharing the message that all people, no matter where they are on their mental health journey, are deserving of support, resources, fulfillment and a community that cares.

MENTAL HEALTH AWARENESS MONTH

Calls to Action



Building Connection and Community

Emphasis: Affirming the inherent value of people living with mental health conditions and their families. Creating a community that cares — how to support people living with mental health conditions.

Call to action: Have your community share why they are #MoreThanEnough. Start community conversations, share resources (e.g., hang up downloadable posters with QR codes to NAMI HelpLine and support groups) or host events.

Education and Advocacy

Emphasis: Educating people on mental health issues and challenges and empowering everyone to help advocate for the rights people affected by mental health conditions deserve.

Call to action: Get involved with mental health advocacy.

Creating Awareness and Driving Action

Emphasis: Increasing awareness of NAMI resources and empowering people to take action this month and every month by getting involved and continuing to learn.

Call to action: Reach out to the NAMI HelpLine, attend NAMIcon, attend local NAMIWalks, volunteer with the NAMI HelpLine or at your local NAMI, donate to NAMI, buy NAMI's first book "**You Are Not Alone**," etc.

MENTAL HEALTH AWARENESS MONTH

Ways to Engage

Advocates Educators Supporters Researchers

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How to Spread Awareness in Your Community

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 community.

Events 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:** 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 create teams and participate however they can. Visit NAMIWalks.org for more information.
- **NAMI programs, local support groups or resources:** Promote any programs your affiliate offers. Use this opportunity to get 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. 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:** Select a book about mental health with friends (such as "[You Are Not Alone](#)" by Ken Duckworth, "[Turtles All the Way Down](#)" by John Green, "[On Edge: A Journey Through Anxiety](#)" by Andrea Petersen, "[Crazy Is My Superpower](#)" by AJ Mendez, "[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.
- **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.

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 “Early Intervention.” 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.

A few examples of past NAMI Blog posts:

- [Fighting Internalized Stigma and Changing My Attitude](#)
- [How Law Enforcement Perpetuated My Son’s Trauma During a Mental Health Crisis](#)
- [What to Do When You Love Someone with Depression](#)
- [Early Intervention Could Have Changed My Life](#)

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 than NAMI Blog posts. 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, such as “[Discovering Bipolar at 25.](#)” Look for additional content to be uploaded to our [YouTube](#) channel throughout the month.

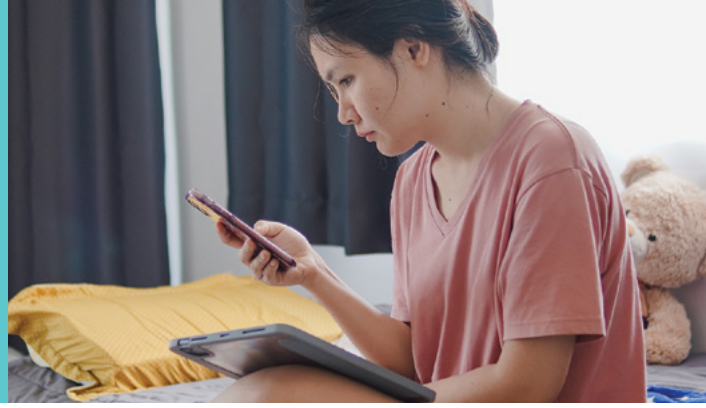
Act4MentalHealth

Encourage your community to join our movement by signing up for NAMI’s federal advocacy alerts at nami.org/takeaction. We’ll reach out with more ways for advocates to speak up, share their story and make a difference on Capitol Hill and beyond. Additional ways to get involved during Mental Health Awareness Month will be added to the landing page.

Highlight how people can get involved in advocacy efforts directly in your community. Many important mental health policy decisions happen at the state and local levels. Be sure to share ways for people to take action on your NAMI’s current policy priorities.

MENTAL HEALTH AWARENESS MONTH

Social Media



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](#)

[Instagram](#)

[LinkedIn](#)

[TikTok](#)

[Twitter](#)

[YouTube](#)

Hashtags for Mental Health Awareness Month

[#MentalHealthMonth](#)

[#MHM](#)

[#MoreThanEnough](#)

Sample Posts

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. [#MHM](#)
- I am more than enough because I have accepted myself. [#MoreThanEnough](#) [#MHM](#)
- People in mental health or suicidal crisis deserve a compassionate and effective response. [#MHM](#)
- Gone are the days where I defined myself by what others think. [#MoreThanEnough](#) [#MHM](#)
- Annually, mental illness affects:
 - 16% of Asian adults
 - 21% of Black/African American adults
 - 18% of Native Hawaiian/Pacific Islander adults
 - 21% of Hispanic adults
 - 27% of American Indian/Alaska Native adults
 - 24% of White adults
 - 35% of multiracial adults
 - 50% of Lesbian, Gay and Bisexual adults
- Visit nami.org/reimagine to take action to build a better crisis response system. [#MHM](#)
- Mental illness affects more than 50 million people in the U.S. Visit nami.org/reimagine and sign our petition and take action to improve mental health care.

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

MENTAL HEALTH AWARENESS MONTH

Social Media

Advocates Educators Supporters Researchers

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

Other May Awareness Months

- National Anxiety Month
- Borderline Personality Disorder Awareness Month
- Asian American and Pacific Islander Heritage Awareness Month
- Maternal Mental Health Month
- Women's Health Care Month

Awareness Days and Events

- May 1–7: Tardive Dyskinesia Awareness Week
- May 2: Childhood Depression Awareness Day
- May 3: National Anxiety Disorders Screening Day
- May 4: International Firefighters' Day
- May 6: National Nurses Day
- May 7: Children's Mental Health Awareness Day
- May 8: Teacher Appreciation Week
- May 11: Brain Injury Awareness Week
- May 14: National Women's Health Week
- May 18: Mental Health Action Day
- May 20: **NAMIWalks: United Day of Hope**
- May 21: National EMS Week
- May 24: World Schizophrenia Awareness Day
- May 24–27: **NAMICon**
- May 29: Memorial Day

MENTAL HEALTH AWARENESS MONTH

Social Media



Suggested 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.

1/5
1 in 5 U.S. adults experience mental illness each year, and less than half of them receive treatment.
#MoreThanEnough

MENTAL HEALTH CARE is HEALTH CARE
#MoreThanEnough

1/20
1 in 20 U.S. adults experience a serious mental illness each year, and less than two-thirds of them receive treatment.
#MoreThanEnough

Mental Health Awareness Month
MORE THAN enough
All people, no matter where they are on their mental health journey, are deserving of support, resources, fulfillment and a community that cares.
nami.org/mentalhealthmonth

BEING THERE IS enough
#MoreThanEnough

YOU ARE MORE THAN enough
#MoreThanEnough

50%
50% of all lifetime mental illness begins by age 14, and 75% by age 24.
#MoreThanEnough

#MoreThanEnough
All people, no matter where they are on their mental health journey, are deserving of support, resources, fulfillment and a community that cares.
[Learn More](#)
nami.org/mentalhealthmonth

MORE THAN enough
All people, no matter where they are on their mental health journey, are deserving of support, resources, fulfillment and a community that cares.
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MENTAL HEALTH AWARENESS MONTH

Fast Facts

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- 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.
- 160 million people live in Mental Health Professional Shortage Areas
- In 2020, 1 in 5 young people reported that the pandemic had a significant negative impact on their mental health.
- 1 in 10 young people under age 18 experienced a mental health condition following a COVID-19 diagnosis.
- In 2020, there was a 31% increase in mental health-related emergency department visits among adolescents.
- More than three quarters of Americans (77%) say they are not content with the state of mental health treatment in this country. People with a mental health condition are even more likely to say they are unhappy with mental health treatment (82%).
- 65% of Americans are concerned about the stigma around mental illness.
- Only half of Americans (52%) say they are familiar with the mental health care system.

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

BRAND AND LOGO 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 "More Than Enough" and #MoreThanEnough 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?

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