

# YOU ARE NOT ALONE

## Awareness Events May–July 2021

Guide for NAMI State Organizations and Affiliates



# YOU ARE NOT ALONE

This guide is intended to help NAMI State Organizations and Affiliates coordinate awareness month efforts with the national office for greater impact.

## IN THIS GUIDE

<b>BRAND AND LOGO INFORMATION</b> .....	<b>3</b>
Brand Guidelines .....	3
Recommended Fonts .....	3
Color Palette.....	3
<b>ABOUT NAMI'S YOU ARE NOT ALONE AWARENESS CAMPAIGN</b> .....	<b>4</b>
How to Engage Online with You Are Not Alone.....	5
<i>Inspiration, Samples and Downloads</i> .....	5
<i>Social Media</i> .....	5
<i>NAMI Blog</i> .....	5
<i>NAMI.org Personal Stories</i> .....	5
<i>Activities or Events</i> .....	5
<i>Videos</i> .....	5
How to Spread Awareness in Your Community .....	6
Mental Health Fast Facts.....	7
PSA Script.....	8
<b>MENTAL HEALTH AWARENESS MONTH</b> .....	<b>10</b>
Activities and Events.....	10
Social Media .....	11
<i>Hashtags</i> .....	11
<i>Sample Posts</i> .....	11
Suggested Graphics .....	12
Sample Press Release.....	13
<b>BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH</b> .....	<b>15</b>
Activities and Events.....	16
Strength Over Silence Video Series .....	16
Social Media .....	17
<i>Hashtags</i> .....	17
<i>Sample Posts</i> .....	17
Suggested Graphics .....	18
Resources .....	19
Sample Press Release.....	20

Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.

# YOU ARE NOT ALONE

## 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](https://nami.org/Identity) or upon request to Nathan Lemon, Senior Manager, Creative Design, at [nlemon2@nami.org](mailto:nlemon2@nami.org). We encourage you to use and share these in your campaigns.

When designing your own materials, you may use the You Are Not Alone and #NotAlone 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 Fredric Miggins, Senior Manager, Field, Allies & Professionals, at [fmiggins@nami.org](mailto:fmiggins@nami.org).

If you ever feel alone because of your mental illness, the NAMI community is here for you.  
#NotAlone

# YOU ARE NOT ALONE

## ABOUT NAMI'S YOU ARE NOT ALONE AWARENESS CAMPAIGN

Throughout 2020, NAMI's "You Are Not Alone" campaign spread a message of unity when physical and social distancing made it difficult to feel connected to our friends, family and communities. "You Are Not Alone" became not just a theme for an awareness event, but also a rallying cry: The mental health community must come together and show that no one is ever really alone because we have each other. And we did just that.

The strength of the NAMI Alliance banding together, being resourceful and staying resilient helped us serve millions more people across the country looking for mental health support and information when it was greatly needed. Through national, state and local efforts, we expanded vital connections to our members, families, advocates, peers, volunteers and staff to reach even more people through new virtual support groups, helplines, NAMIWalks events, meetings and conventions, and online education programs.

For 2021's Mental Health Awareness Month in May and Bebe Moore Campbell National Minority Mental Health Awareness Month in July, NAMI will continue to amplify the message "You Are Not Alone." We will use this time to focus on the healing value of connecting in safe ways, prioritizing mental health and acknowledging that it's okay to not be okay through NAMI's blog, personal stories, videos, digital toolkits, social media engagements and national events.

We encourage NSOs and NAs to promote your local online resources and programs as much as possible during May and July to highlight the mental health supports and services in your area and to emphasize that the NAMI community is here to help.

Together, we can realize our shared vision of a nation where anyone affected by mental illness can get the appropriate support and quality of care to live healthy, fulfilling lives — a nation where **no one feels alone** in their struggle.

If you ever feel alone because of your mental illness, the NAMI community is here for you.  
#NotAlone

# YOU ARE NOT ALONE

If you are looking for someone to talk to about how you're doing, the NAMI HelpLine has created a directory of Warmlines you can call. #NotAlone  
[nami.org/warmline-directory](https://nami.org/warmline-directory)

## How to Engage Online with You Are Not Alone

### Inspiration, Samples and Downloads

To download You Are Not Alone graphics, logos and social media images to use during our awareness months, visit [nami.org/Get-Involved/Awareness-Events/Awareness-Resources](https://nami.org/Get-Involved/Awareness-Events/Awareness-Resources)

### Social Media

- See specific sample posts and suggested graphics related to Mental Health Awareness Month on pages 11–12 and Bebe Moore Campbell National Minority Mental Health Awareness Month on pages 17–18.
- Take the challenge! Share who or what makes you feel not alone in our #NotAlone Challenge. See page 10.
- Share a video of what mental health means to you. Use short-form video-sharing apps like TikTok or Instagram Reels to create 15-second videos to post on your social media profiles.

### NAMI Blog

During our awareness months, the NAMI Blog will feature stories about a variety of topics related to mental health in the typical, more structured NAMI Blog format. New posts will be added weekly. Be sure to check out the NAMI Blog at [nami.org/Blogs/NAMI-Blog](https://nami.org/Blogs/NAMI-Blog) and look for posts on our social media channels featuring quotes from our authors.

### NAMI.org Personal Stories

Throughout our awareness months, we will feature personal stories of lived experience on [nami.org/Personal-Stories](https://nami.org/Personal-Stories) and on NAMI's social media channels. Personal stories are brief, informal snapshots, making them unique from pieces published on the NAMI Blog. 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.

### Activities or Events

For specific events taking place during our awareness months, see pages 10 and 16. Be sure to visit [nami.org/Awareness](https://nami.org/Awareness) as we get closer to Mental Health Awareness Month in May and Bebe Moore Campbell National Minority Mental Health Awareness Month in July for the latest activities and events.

### Videos

We will feature different videos from people sharing their stories of lived experience. Look for content to be uploaded to [nami.org/Awareness](https://nami.org/Awareness) and our YouTube Channel, [youtube.com/channel/UCaNzWjA23x9EvaVU3jYw15A](https://youtube.com/channel/UCaNzWjA23x9EvaVU3jYw15A), as we get closer to our awareness months.

# YOU ARE NOT ALONE

## How to Spread Awareness in Your Community

There are different ways to get the word out during these awareness months to help start the conversation about mental health in your community.

- Host a **Facebook or Instagram Live** with an expert or a person with lived experience to discuss how they manage their mental health or how they spread awareness in their community.
- When connecting with others virtually on video conferencing applications, show your support with NAMI or You Are Not Alone branded **Zoom/video conferencing backdrops**.



Download backdrops from Dropbox here:

[https://www.dropbox.com/sh/xi0ff7g2rl7vb9p/AACEgmScyYAjagUkjsh--E\\_da?dl=0](https://www.dropbox.com/sh/xi0ff7g2rl7vb9p/AACEgmScyYAjagUkjsh--E_da?dl=0)

- Promote any online **NAMI programs, local support groups or resources** you offer 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 valuable mental health resources that are available.
- Promote **local helpline and warmline information** to your community. If none are available in your area, you can share the national NAMI HelpLine's recently expanded hours and new online chat feature:

Monday–Friday, 10 a.m.–8 p.m., ET  
800-950-NAMI (6264)  
info@nami.org  
nami.org/Help

Now more than ever before, it is important for the mental health community to come together and show the world that no one should ever feel alone. #MHM #NotAlone

# YOU ARE NOT ALONE

## Mental Health Fast Facts

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

### Individual Impact

- 20.6% of U.S. adults (51.5 million people) experienced mental illness in 2019, but only 43.8% of them received treatment.\*
  - 1 in 5 U.S. adults experience mental illness each year, but less than half get treatment.
- 5.2% of U.S. adults (13.1 million people) experienced serious mental illness in 2019, but only 65.5% of them received treatment.\*
  - 1 in 20 U.S. adults experiences a serious mental illness each year, but less than two-thirds get treatment.\*
- 16.5% of U.S. youth aged 6–17 (7.7 million people) experienced a mental health disorder in 2016, but only 50.6% of them received treatment.
  - 1 in 6 U.S. youth experience a mental health condition each year, but only half get treatment.
- 50% of all lifetime mental illness begins by age 14, and 75% by age 24.
- 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.

### Community Impact

- 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.
- 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.\*
- 3.8% of U.S. adults experienced both mental illness and a substance use disorder in 2019 (9.5 million people).\*
- Mental illness and substance use disorders are involved in 1 out of every 8 emergency department visits by a U.S. adult (estimated 12 million visits).
- 20.5% of people experiencing homelessness in the U.S. have a serious mental health condition.\*
- 37% of adults incarcerated in the state and federal prison system have a diagnosed mental illness.
- 70.4% of youth in the juvenile justice system have a diagnosed mental illness.
- 41% of Veteran's Health Administration patients have a diagnosed mental illness or substance use disorder.

\*Denotes statistics that have been updated since 2020.

Share who or what makes you feel not alone #NotAlone

# YOU ARE NOT ALONE

## PSA Script

NAMI's "You are Not Alone" 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: <https://www.dropbox.com/sh/n6iykpk44yy9w3o/AADdLdyfosBSqdTxevLXOkm6a?dl=0>

Video	Audio
Station host or a local celebrity speaking to camera (lower-third ID as needed)	We all know, these are tough and uncertain times.
	Our mental health matters.
	If you or a loved one is struggling, you are not alone!
	NAMI, the nation's largest grassroots mental health organization, is here in our community to help.
<b>Graphic:</b> NAMI logo and URL full screen or as lower-third	Visit <a href="http://nami.org">nami.org</a> (NAMI DOT O-R-G) to learn more about the free programs and services near you.
<b>Graphic:</b> NAMI HelpLine info builds onto previous graphic	You can also call the NAMI HelpLine at 1-800-950-NAMI (6264)
Or text "NAMI" to 741741.	
On-camera talent or hold on info	You are not alone!



A stylized illustration of two hands, one in a darker green and one in a lighter green, cupping a heart shape. The background is a gradient from light green at the top to dark blue at the bottom.

**YOU ARE  
NOT  
ALONE**

**Mental Health Awareness Month  
May 2021**

# YOU ARE NOT ALONE

## MENTAL HEALTH AWARENESS MONTH

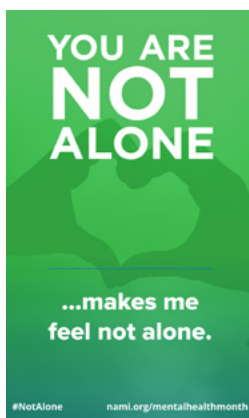
Mental Health Awareness Month has been observed in the U.S. since 1949. Each year millions of Americans face the reality of living with a mental illness. During May, NAMI joins the national movement to raise awareness about mental health. Each year we fight stigma, provide support, educate the public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

### Activities and Events

Be sure to visit [nami.org/MentalHealthMonth](https://nami.org/MentalHealthMonth) for further details on activities and events taking place as we get closer to May.

- **Throughout May**

Promote the #NotAlone Challenge! Encourage people to tag at least two friends, co-workers, family members or loved ones. Or even share who or what makes you feel not alone in this challenge. Downloadable graphics to help promote the #NotAlone Challenge are available at [nami.org/MentalHealthMonth](https://nami.org/MentalHealthMonth).



- **Thursday, May 20: MTV's Mental Health Day of Action**

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. More information will be provided at [nami.org/MentalHealthMonth](https://nami.org/MentalHealthMonth).

- **Saturday, May 22: NAMIWalks Your Way: A United Day of Hope**

Many virtual NAMIWalks throughout the country will coincide on this day 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](https://NAMIWalks.org) for more information.

- **Activate a Watch Party**

Watch a TV show or film about mental illness and host a virtual watch party and/or discussion group. For some ideas, visit [this page](#).

# YOU ARE NOT ALONE

## Social Media

### Hashtags for Mental Health Awareness Month

#NotAlone

#MentalHealthMonth

#MHM

### Sample Posts

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

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

- May 1–31: Asian/Pacific American Heritage Month
- May 4: International Firefighters Day
- May 7: National Children’s Mental Health Awareness Day
- May 9–15: National Women’s Health Week
- May 9–15: National Police Week
- May 12: International Nurses Day
- May 13: Mental Health Day of Action  
*(visit [nami.org/MentalHealthMonth](https://nami.org/MentalHealthMonth) for further details closer to May)*
- May 16–23: National Emergency Medical Services (EMS) Week
- May 22: NAMIWalks Your Way: A United Day of Hope

- 1 in 5 U.S. adults experience a mental health condition each year. You are #NotAlone #MHM
- If you ever feel alone because of your mental illness, the NAMI community is here for you. You are #NotAlone
- Mental illness affects millions of people in the U.S. You are #NotAlone #MHM
- 17% of youth aged 6–17 experience a mental health condition. #MHM
- Sharing your story is not only helpful for your own mental health journey, it’s also a great way to let others know they are #NotAlone.
- Stigma and discrimination have caused so many of us to suffer. This #MHM, let’s break down stigma so no one struggles in silence.
- 19% of U.S. adults have an anxiety disorder. You are #NotAlone #MHM
- Annually, mental illness affects:
  - 14% of Asian adults
  - 17% of Black adults
  - 17% of Native Hawaiian/Pacific Islander adults
  - 18% of Hispanic/Latinx adults
  - 19% of Indigineous adults
  - 32% of multiracial adults
  - 44% of LGB adults
- You are #NotAlone. End the silence around mental illness because the suicide rate has increased 35% since 1999. #MHM

# YOU ARE NOT ALONE

## 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](http://nami.org/MentalHealthMonth)



**YOU ARE NOT ALONE**

May is Mental Health Awareness Month

It's essential to prioritize our mental health and stay connected with friends, family and peers. No one should feel alone in their mental health journey or without the resources and support they need.

[nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

Include a graphic in your email signature to spread awareness during July.

**YOU ARE NOT ALONE**



**YOU ARE NOT ALONE**

It's essential to prioritize our mental health and stay connected with friends, family and peers. No one should feel alone in their mental health journey or without the resources and support they need.

**YOU ARE NOT ALONE**

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**



**YOU ARE NOT ALONE**

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

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

1 in 5 adults in the United States experience a mental health condition in a given year.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

**51.5 MILLION**

More than 51 million adults in the United States face the reality of managing a mental illness every day.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Stigma and discrimination have caused so many of us to suffer. This #MHM let's break down stigma so no one struggles in silence.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

If you ever feel alone because of your mental illness, the NAMI community is here for you.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Common barriers to treatment include the cost of mental health care and insurance, prejudice and discrimination and structural barriers like transportation.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Who makes you feel #NotAlone? What helps you feel connected to your community?

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Half of all lifetime mental health conditions begin by age 14 and 75% by age 24. Early intervention programs can help.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Sharing your story is not only helpful to your own mental health journey, it's also a great way to show others they are #NotAlone.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Fewer than half of the adults in the U.S. who experience mental illness get the help they need in a given year.

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

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

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

**YOU ARE NOT ALONE**

Now more than ever, the mental health community must come together and show that no one is ever really alone.

#MHM #NotAlone

#NotAlone [nami.org/mentalhealthmonth](http://nami.org/mentalhealthmonth)

# YOU ARE NOT ALONE

If you ever feel alone because of your mental illness, the NAMI community is here for you. #NotAlone



YOU ARE  
**NOT**  
ALONE

## Sample Press Release

For Immediate Release  
[Date]

[Contact Name]  
[Phone] and [E-mail]

### This Mental Health Awareness Month You are Not Alone, NAMI [Affiliate Name] Provides Support and Resources

[City, State] — Before the pandemic, in any given year, 1 in 5 people in the U.S. reported having a mental health condition. Currently, mental health experts suggest the figure is 2 in 5, or even higher. This May, for Mental Health Awareness Month, [Name], the [State Organization/local Affiliate] of NAMI, the National Alliance on Mental Illness, is raising awareness of mental health conditions and highlighting available resources.

It's been more than a year since the pandemic upended our everyday lives with feelings of uncertainty, anxiety and depression. The burden of living through a pandemic continues to impact our personal and professional relationships in unprecedented ways. We've all been impacted one way or another due to the unprecedented stress and hardship we've endured as a country. NAMI [Affiliate Name] wants anyone who might have concerns for themselves or a loved one to know that they are not alone.

The NAMI You Are Not Alone campaign focuses on connecting people to resources or free online support groups, so no one struggles through this difficult time alone. The campaign builds connection and increases awareness through digital tools, such as our social media platforms and the NAMI COVID-19 Information and Resource Guide. Collectively, we can help each other start to heal and find a path to recovery. Together, we can realize our shared vision of a nation where anyone affected by mental health conditions can get the appropriate support and quality of care to live healthy, fulfilling lives — a nation where no one feels alone in their struggle.

“Over the last year, we've experienced an unprecedented level of grief, trauma, uncertainty, and isolation, but there is a light at the end of the tunnel with the vaccines, said [insert local spokesperson]. “We will continue as long as necessary to support people remotely with virtual support groups and resources to help them through these challenging times.”

This Mental Health Awareness Month, we endeavor to turn the tragic and life-changing impact of COVID-19 into a spotlight on the growing need for systematic improvements in our mental health care system to meet the increased need as we return to some sense of a new normal as the world opens back up again. We will all be facing and adapting to this change together as a society.

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

*The National Alliance on Mental Illness is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness.*

Join the conversation at [nami.org](https://nami.org) | [facebook.com/nami](https://facebook.com/nami) |  
[instagram.com/namicommunicate](https://instagram.com/namicommunicate) | [twitter.com/namicommunicate](https://twitter.com/namicommunicate) #NotAlone



**YOU ARE  
NOT  
ALONE**

**Bebe Moore Campbell  
National Minority Mental Health  
Awareness Month  
July 2021**

YOU ARE  
**NOT**  
ALONE

## **BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH**

Mental health conditions do not discriminate based on race, color, gender or identity. Anyone can experience the challenges of mental illness regardless of their background. However, a person's culture and identity can make access to mental health treatment much more difficult. Bebe Moore Campbell National Minority Mental Health Awareness Month was established in 2008 to start changing this reality.

In 2008, the U.S. House of Representatives designated July as Bebe Moore Campbell National Minority Mental Health Awareness Month in honor of the leading African American novelist and journalist, who also was a voice for individuals and families affected by mental illness.

Bebe Moore Campbell, who died in 2006, was an accomplished author, advocate, co-founder of NAMI Urban Los Angeles and national spokesperson. She received NAMI's 2003 Outstanding Media Award for Literature for the children's book "Sometimes My Mommy Gets Angry," a story about a girl who learns how to cope with her mother's bipolar disorder. In 2005, her novel "72-Hour Hold" focused on an adult daughter and her family's experience with the onset of mental illness. It helped educate Americans that the struggle is not just with the illness, but with the health care system as well.

Campbell advocated for mental health education and support among individuals with mental illness and their families. National Minority Mental Health Awareness Month was created in her honor to carry out the goal of creating mental health awareness and eliminating stigma among diverse communities.

Learn more at [nami.org/MinorityMentalHealthMonth](https://nami.org/MinorityMentalHealthMonth).

If you ever feel alone because of your mental illness, the NAMI community is here for you.  
#NotAlone

YOU ARE  
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## Activities and Events

Be sure to visit [nami.org/MinorityMentalHealthMonth](https://nami.org/MinorityMentalHealthMonth) for further details on activities and events taking place as we get closer to July.

## Strength Over Silence Video Series: Stories of Courage, Culture and Community

In this documentary miniseries, NAMI explores unique perspectives on mental health from the Black, Hispanic/Latinx, Asian American/Pacific Islander and LGBTQI communities.

Through candid and courageous stories of lived experience, these mental health champions share their journeys of resiliency and recovery. View the videos here and share with your networks: [nami.org/StrengthOverSilence](https://nami.org/StrengthOverSilence)

- Yulanda Ming Blackson, a NAMI In Our Own Voice presenter from Maryland
- Rosemary Ketchum, the first-ever politically-elected trans woman in West Virginia
- Pooja Mehta, a rising leader in the Asian American/Pacific Islander mental health community
- Chris Hubbard, a NAMI Ambassador and offensive lineman for the National Football League's Cleveland Browns
- Lorenzo Lewis, the founder of The Confess Project
- A.J. Mendez, a NAMI Ambassador and author, advocate and former World Wrestling Entertainment professional wrestler
- Jasmin Pierre, a mental health advocate

Additional videos will be uploaded to [nami.org/Awareness](https://nami.org/Awareness) and our YouTube Channel, [youtube.com/channel/UCaNzWjA23x9EvaVU3jYw15A](https://youtube.com/channel/UCaNzWjA23x9EvaVU3jYw15A), as we get closer to July.



# YOU ARE NOT ALONE

## Social Media

### Hashtags for Bebe Moore Campbell National Minority Mental Health Awareness Month

#NotAlone

#MMHAM

### Sample Posts

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

In addition, July 24 is International Self-Care Day and an opportunity to post mental health self-care content that day.

- 1 in 5 U.S. adults experience a mental health condition each year. That includes individuals from every culture, community or background. #NotAlone #MMHAM
- If you ever feel alone because of your mental illness, the NAMI community is here for you. #NotAlone
- As the consequences of racial injustice continue to unfold, we need to understand how culture, race and background impact people's mental health. #MMHAM
- Only 23% of Asian adults with mental illness receive treatment. #MMHAM
- Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.
- Communities of color face an added level of stigma and discrimination when seeking mental health care. This #MMHAM, let's break down stigma so no one struggles in silence.
- Mental illness affects:
  - 14% of Asian adults
  - 17% of Black adults
  - 18% of Hispanic/Latinx adults
  - 32% of multiracial adults
  - 44% of LGB adults
- Trans adults are nearly 12x more likely to attempt suicide than the general population. We need to end mental health discrimination so no one feels alone in their struggle. #NotAlone
- Sexual and gender minority individuals and people of color have less access to appropriate mental health services, meaning they are less likely to receive necessary high-quality care. This needs to change. #MMHAM
- Mental health care should be tailored to a person's culture, language and background. #MMHAM #NotAlone
- If you're struggling, the NAMI HelpLine has created a directory of warmlines you can call. #NotAlone [nami.org/warmlines-directory](https://www.nami.org/warmlines-directory)

# YOU ARE NOT ALONE

## Suggested Graphics

We encourage you to incorporate these graphics and logos in your social media posts, cover images, website hero images or existing messaging to help spread awareness. Additional resources and graphics will be added as we approach the official launch in July. High-quality files can be downloaded from [nami.org/Get-Involved/Awareness-Events/Awareness-Resources](https://nami.org/Get-Involved/Awareness-Events/Awareness-Resources).

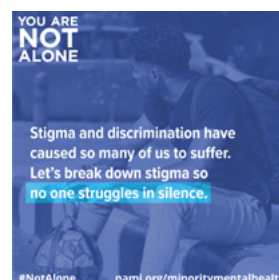
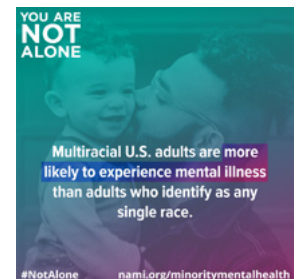
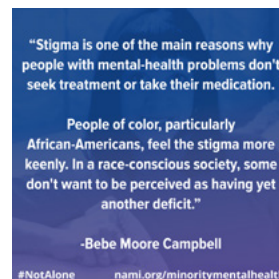
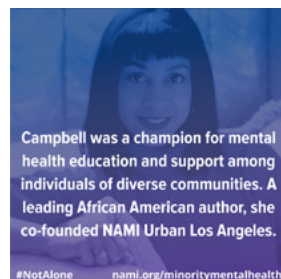
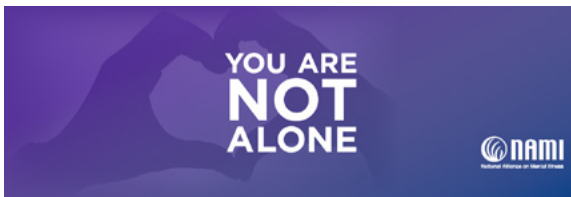
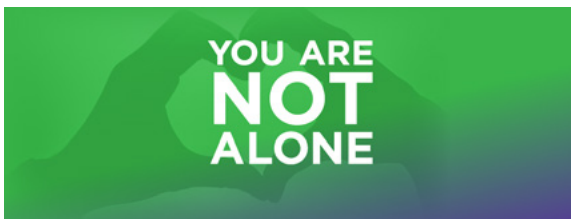
**YOU ARE NOT ALONE**

**Bebe Moore Campbell  
National Minority Mental Health  
Awareness Month**

We need to better understand how culture and identity intersect with mental health. No one should feel alone or without the support and help they need.

[nami.org/minoritymentalhealth](https://nami.org/minoritymentalhealth)

Include a graphic in your email signature to spread awareness during July.



# YOU ARE NOT ALONE

## Resources

Our culture, beliefs, sexual identity, values, race and language all affect how we perceive and experience mental health conditions. Cultural differences can significantly influence what treatments, coping mechanisms and supports work for us. It is therefore essential for culture and identity to be a part of the conversation as we discuss both mental health and mental health care.

Visit our online Identity and Cultural Dimensions section, [nami.org/Your-Journey/Identity-and-Cultural-Dimensions](https://nami.org/Your-Journey/Identity-and-Cultural-Dimensions), for resources specific to these communities:

- Asian American and Pacific Islander
- Black/African American
- Hispanic/Latinx
- Indigenous
- LGBTQI
- People with Disabilities

### Additional Helpful Sites:

- National Institute of Mental Health: [www.nimh.nih.gov/health/statistics/mental-illness.shtml](https://www.nimh.nih.gov/health/statistics/mental-illness.shtml)
- U.S. Department of Health and Human Services, Office of Minority Health: [www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=26](https://www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=26)
- American Psychological Association Office of Ethnic and Minority Affairs: [www.apa.org/pi/oema/resources/index](https://www.apa.org/pi/oema/resources/index)
- American Psychological Association Office on Sexual Orientation and Gender Diversity: [www.apa.org/pi/lgbt/resources/lgbt-health](https://www.apa.org/pi/lgbt/resources/lgbt-health)

YOU ARE  
**NOT**  
ALONE

## Sample Press Release

For Immediate Release

[Date]

[Contact Name]  
[Phone] and [E-mail]

**This Bebe Moore Campbell National Minority Mental Health Awareness Month, NAMI [Affiliate Name] is Raising Awareness that You Are Not Alone with Resources and Support**

[City, State] — Over the past year, in addition to the strain of the pandemic, as a society we've experienced unprecedented levels of racial injustice and racial inequity in access to health services and vaccines, as well as shocking xenophobia. This July, for Bebe Moore Campbell National Minority Mental Health Awareness Month, [Name], the [State Organization/local Affiliate] of NAMI, the National Alliance on Mental Illness, is raising mental health awareness and the need for culturally competent mental health care in diverse communities.

During these extraordinarily difficult times, there's a spotlight on social injustice, trauma, anxiety and isolation which can negatively impact anyone's mental health. Our culture, beliefs, sexual identity, values, race, and language all affect how we perceive and experience mental health conditions. In fact, cultural differences can influence what treatments, coping mechanisms and supports work for us. For example, a person who has experienced discrimination due to their identity may experience depression symptoms as anger more than sadness. It is therefore essential for culture and identity to be a part of the conversation as we discuss both mental health and mental health care.

Mental health conditions do not discriminate based on race, color, gender or identity. However, a person's culture and identity can make access to mental health treatment much more difficult. Bebe Moore Campbell National Minority Mental Health Awareness Month was established in 2008 to start changing this reality. [NAMI's Statement on Racism](#) emphasizes that racism is a public health crisis and the negative impacts of racial trauma on mental health are real and can be treated with access to appropriate and culturally competent mental health care.

"Many people nationwide are feeling anxiety, fear or an acute sense of vulnerability because of both COVID-19 and social injustice. These are stressful and unprecedented times; we're all having to deal with mental health challenges even if you had no preexisting mental health vulnerability," said [insert local spokesperson]. "We are coming together to call for long-term, systematic improvements to our mental health care system so no one feels alone, and anyone who needs culturally competent care in order to be well should be able to find support."

The NAMI community is here to help everyone no matter where you are in your mental health journey for both caregivers and people with lived experience. NAMI stands in solidarity with people who have been affected by racial injustice and xenophobia across the country. We are working together to help anyone affected by a mental health condition get access to the appropriate support and quality of care to live healthy and fulfilling lives.

We are creating a community where no one feels alone in their struggle. [Name] will [insert short description of any affiliate event or anything specific to an activity during Minority Mental Health Awareness Month including location, date and time or web address for more information].

For additional resources, please visit [NAMI's Identity and Cultural Dimensions](#) section for resources tailored to specific cultural groups.

*The National Alliance on Mental Illness is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness.*

Join the conversation at [nami.org](https://www.nami.org) | [facebook.com/nami](https://www.facebook.com/nami) | [instagram.com/namicommunicate](https://www.instagram.com/namicommunicate) | [twitter.com/namicommunicate](https://twitter.com/namicommunicate) #NotAlone