



**MENTAL ILLNESS
AWARENESS WEEK**

**2023
FIELD
GUIDE**

MENTAL ILLNESS AWARENESS WEEK

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

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MENTAL ILLNESS AWARENESS WEEK



About Mental Illness Awareness Week (MIAW)

Each year, millions of Americans face the reality of living with a mental health condition — but mental illness affects everyone directly or indirectly through family, friends or coworkers. That is why each year, during the first week of October, NAMI and participants across the country raise awareness, fight discrimination and provide support.

We believe that mental health conditions are important to discuss all year, but MIAW provides a dedicated time for mental health advocates across the country to come together as one unified voice. Since 1990, when Congress officially established the first full week of October as MIAW, advocates have worked together to sponsor activities, large or small, to educate the public about mental illness.

MIAW 2023

This year's MIAW will center the theme "Together We Care. Together We Share." This campaign speaks to the impact of NAMI's support resources. It conveys the power of coming together in community, which can be healing as people gather to share their experiences. Our hope is that, through this campaign, we can spread awareness of two of NAMI's major support resources: NAMI Support Groups and the new NAMI Teen and Young Adult HelpLine. Visit our MIAW page for more information and resources [here](#).

MIAW - Resources/Calls to Action

1. Share our promotional materials with your networks about NAMI's free support groups.
2. Get the word out about the NAMI Teen and Young Adult HelpLine:

Call 1-800-950-6264, [chat](#), text "Friend" to 62640 or email helpline@nami.org to connect with us.

**The NAMI Teen and Young Adult HelpLine is not a hot line, crisis line or suicide prevention line. If you or someone you know is experiencing a crisis, please [chat](#), call or text 988. The NAMI TYA HelpLine does not provide mental health counseling, advice, personal advocacy or referrals to individual mental health providers or lawyers. The NAMI HelpLine does not provide individual casework, legal representation or any type of individual advocacy.*

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Field Content and Media Resources

Read the NAMI Blog and Share

The NAMI Blog will feature weekly stories with content related to our awareness events. During MIAW, our blogs will highlight contributors' experiences with peer support and how it has helped them during their mental health journeys. Be sure to visit the NAMI Blog at nami.org/Blog and look for posts on our social media channels.

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, 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.

Podcasts

On Oct. 4 *Hope Starts with Us* podcast will feature Lenny Mendonca (mental health advocate and former adviser to Governor Gavin Newsom) and Sophie Szew (NAMI Next Gen member) to talk about vulnerability as a superpower.

Videos

NAMI will feature videos from people sharing their stories of lived experience, such as *NAMI Support Groups: A Safe Space*, a video about the powerful and positive impact that NAMI support groups have on their lives. Look for additional content to be uploaded to our **YouTube** channel throughout the month.

Please check out our library of spots available for your use [here](#).

Graphics Inspiration, Samples and Downloads

You can download graphics, logos and social media images to use during our awareness events [here](#).

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
- Twitter
- LinkedIn
- TikTok
- Instagram
- YouTube

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General Fast Facts



- 1 in 5 U.S. adults experience mental illness each year
- 1 in 20 U.S. adults experience serious mental illness (SMI) each year
- 1 in 6 U.S. youth aged 6-17 experience a mental health disorder each year
- Annual prevalence of mental illness among U.S. adults, by demographic group:
 - Non-Hispanic Asian: 16.4%
 - Non-Hispanic white: 23.9%
 - Non-Hispanic Black or African American: 21.4%
 - Non-Hispanic American Indian or Alaska Native: 26.6%
 - Non-Hispanic mixed/multiracial: 34.9%
 - Non-Hispanic Native Hawaiian or Other Pacific Islander: 18.1%
 - Hispanic or Latino: 20.7%
 - Lesbian, Gay or Bisexual: 50.9%
- Annual prevalence among U.S. adults, by condition:
 - Major Depressive Episode: 8.3% (21 million people)
 - Schizophrenia: <1% (estimated 1.5 million people)
 - Bipolar Disorder: 2.8% (estimated 7 million people)
 - Anxiety Disorders: 19.1% (estimated 48 million people)
 - Posttraumatic Stress Disorder: 3.6% (estimated 9 million people)
 - Obsessive Compulsive Disorder: 1.2% (estimated 3 million people)
 - Borderline Personality Disorder: 1.4% (estimated 3.5 million people)
- 47.2% of U.S. adults with mental illness received treatment in 2021
- 65.4% of U.S. adults with serious mental illness received treatment in 2021
- Annual treatment rates among U.S. adults with any mental illness, by demographic group:
 - Male: 40%
 - Female: 51.7%
 - Lesbian, Gay or Bisexual: 55.6%
 - Non-Hispanic Asian: 25.4%
 - Non-Hispanic white: 52.4%
 - Non-Hispanic Black or African American: 39.4%
 - Non-Hispanic mixed/multiracial: 52.2%
 - Hispanic or Latino: 36.1%
- 164 million people live in a designated Mental Health Professional Shortage Area

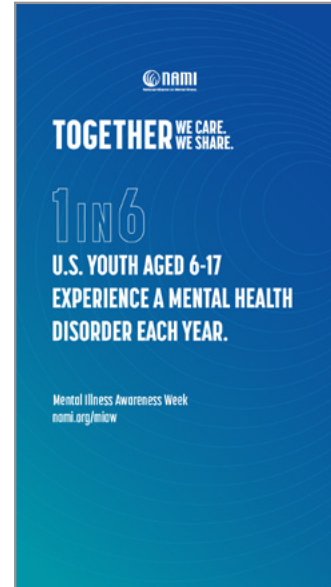
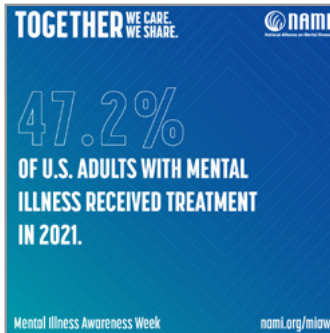
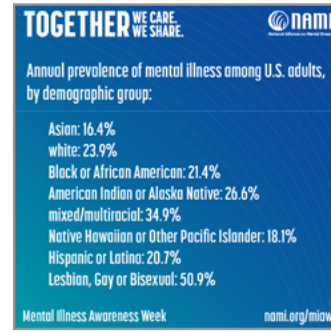
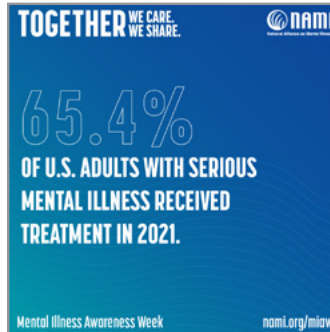
Source: Data from CDC, NIMH and other select sources. Find citations at nami.org/mhstats.

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Ways to Engage

Graphics Inspiration, Samples and Downloads

You can download graphics, logos and social media images to use during our awareness events here.



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 marcom@nami.org.