



YOU ARE NOT ALONE

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

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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

ABOUT NAMI'S YOU ARE NOT ALONE AWARENESS CAMPAIGN

For 2021's 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 events.

We encourage NSOs and NAs to promote your local online resources and programs as much as possible during 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.

ABOUT 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 author, advocate, co-founder of NAMI Urban Los Angeles, national spokesperson and mental health leader in the Black community.

Moore Campbell, who died in 2006, 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.

While there have been recent legislative attempts to change the name of this month to "BIPOC Mental Health Month," the official name remains Bebe Moore Campbell National Minority Mental Health Awareness Month. For NAMI, we feel the title should continue to honor the legacy of Bebe Moore Campbell who advocated for individuals and their families affected by mental illness.

Additionally, NAMI feels the name of July's awareness month should be inclusive of all groups underserved by the mental health care system, which includes the LGBTQI community and people with disabilities, not just BIPOC. So for 2021, NAMI will continue to use the official title while referencing this event.

Learn more at nami.org/BebeMooreCampbell.

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

Activities and Engagement Opportunities

Inspiration, Samples and Downloads

Download graphics, logos and social media images to use during July here:
nami.org/Get-Involved/Awareness-Events/Awareness-Resources

Events

- On Thursday, July 8, at 1 p.m. ET, NAMI CEO Daniel H. Gillison, Jr., will take part in a virtual symposium “Erase the Stigma Not Her Name: The State of Mental Health in Communities of Color” featuring national mental health thought leaders, health experts and advocates to discuss the state of mental health in communities of color. To attend, click [here](#) to register.

In partnership with NAMI, NAMI Urban LA, American Psychiatric Association, Hurdle, Affinity, Hillcrest Children and Family Center and other mental health organizations.

- Visit nami.org/Awareness for updates on activities and events happening in July.

Social Media Activities

- See specific sample posts ([page 6](#)) and suggested graphics ([page 7](#)) related to Bebe Moore Campbell National Minority Mental Health Awareness Month.
- 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.
- **Retweet** our Twitter post featuring NAMI’s Chief Medical Officer Dr. Ken Duckworth in the new Apple TV+ documentary, “The Me You Can’t See,” produced by Oprah Winfrey and Prince Harry. The six-part series aims to tackle stigma around mental health and shed light on treatment options. Or promote the show’s full trailer, <https://youtu.be/dWevopoBmAE>, on your other social channels.
- Weekly activations will be taking place on NAMI’s social media channels throughout the month of July, including:
 - Weekly Instagram takeovers and live chats with a variety of NAMI Ambassadors and influencers.
 - Hosted #NotAlone conversations — candid discussions about the intersection of mental health, race and identity between experts, influencers and other people with lived experience.
 - TikTok videos from youth ambassadors.

So be sure to follow NAMI’s social media channels to tune in, repost, retweet and share.

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Twitter](#)
- [TikTok](#)
- [YouTube](#)

Read the NAMI Blog and Share

During July, the NAMI Blog will feature stories about **How Culture and Identity Intersect with Mental Health**. New posts will be added weekly. Be sure to check out the NAMI Blog at nami.org/Blogs/NAMI-Blog and look for posts on our social media channels featuring quotes from our authors.

YOU ARE NOT ALONE

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. #MMHM #NotAlone

Get Inspired by NAMI.org Personal Stories

In July, 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.

View and Share NAMI's Strength Over Silence Videos: Stories of Courage, Culture and Community

NAMI continues to feature new voices of unique perspectives on mental health from the Black, Hispanic/Latinx, Asian American/Pacific Islander and LGBTQI communities in our documentary miniseries Strength Over Silence.

Through candid and courageous stories of lived experience, these mental health champions share their journeys of resiliency and recovery:

- **Charita Cole Brown**, an author, educator, and NAMI presenter and facilitator who works within the Black community to dispel stereotypes and help end the silence surrounding mental health.
- **Nao Gamma**, a neuroscientist, entrepreneur, and NAMI presenter and facilitator who speaks about living with bipolar disorder. As a Japanese-American woman, she addresses the need for greater openness about mental health within the AAPI community.
- **Joseline Castanos, Ph.D.**, a mother and educator who, alongside her family, became an advocate for mental health in the Hispanic/Latinx community following her daughter's suicide attempts. Through NAMI, she works to provide greater mental health and culturally competent resources for Spanish-speakers, especially following COVID-19.

View the videos at nami.org/StrengthOverSilence and share with your networks. Look for additional videos on nami.org/Awareness and our [YouTube Channel](#).

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

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

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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

Download these graphics and logos to use in social media posts, cover images, website hero images or existing messaging to help spread awareness during July: nami.org/Get-Involved/Awareness-Events/Awareness-Resources.

YOU ARE NOT ALONE

We need to understand how culture, race and background impact people's mental health. No one should feel alone or without the support and help they need.

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

YOU ARE NOT ALONE

In 2008, the U.S. House of Representatives proclaimed July as Bebe Moore Campbell National Minority Mental Health Awareness Month.

Campbell was a champion for mental health education and support among individuals of diverse communities. A leading African American author, she co-founded NAMI Urban Los Angeles.

"Stigma is one of the main reasons why people with mental-health problems don't seek treatment or take their medication.

People of color, particularly African-Americans, feel the stigma more keenly. In a race-conscious society, some don't want to be perceived as having yet another deficit."

-Bebe Moore Campbell

YOU ARE NOT ALONE

Only 1 in 3 Black Americans who need mental health care receives it.

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Taking on the challenges of mental health conditions, health coverage, and erasing the stigma around mental illness requires all of us.

YOU ARE NOT ALONE

Anyone can experience mental illness, regardless of race, ethnicity, sexual orientation or gender identity.

YOU ARE NOT ALONE

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

YOU ARE NOT ALONE

July is **Bebe Moore Campbell National Minority Mental Health Awareness Month** #NotAlone

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Mental illness affects 18% of Hispanic/Latinx adults.

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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 nami.org/Your-Journey/Identity-and-Cultural-Dimensions, our online Identity and Cultural Dimensions section, for resources specific to these communities:

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

Refer to NAMI's [COVID-19 Information and Resource Guide](#), or [La Guía COVID-19](#) in Spanish, and select tips and recommendations that are best aligned with your unique needs or for your employees. Share these via email and online news, or talk about them in a virtual town hall.

Additional Helpful Sites:

- National Institute of Mental Health:
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
- American Psychological Association Office of Ethnic and Minority Affairs:
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

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, 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.

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, we have seen the divide widen among Americans with increased levels of racial injustice, xenophobia and inequitable access to health services in underserved communities. 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 awareness with support for people in need of culturally competent mental health care in diverse and underserved communities so no one feels alone in their mental health journey.

During these difficult times, there has been a spotlight on social injustice, trauma, anxiety, grief and isolation that 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 change this reality and encourage a dialogue essential to getting help in the face of the unique challenges of racism and its debilitating impact a person's mental health. At [NAMI XX], we recognize the importance of honoring Bebe Moore Campbell's incredible legacy and groundbreaking work. She was an author, advocate, co-founder of NAMI Urban Los Angeles, national spokesperson and a mental health leader in the Black community.

"Many people nationwide are feeling anxiety, fear or an acute sense of vulnerability as we return to work and a new normal while still dealing with COVID-19 and social injustice. These are stressful and uncertain times; we're all feeling the impact of mental health challenges even if you had no preexisting mental health vulnerability," said [insert local spokesperson]. "We are coming together to raise awareness about the importance of mental health in all communities so that no one, no matter their race, color, gender, or identity, feels alone in their journey."

The NAMI community is here to help everyone no matter where they are in their mental health journey, including 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 July's 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. NAMI is facilitating much-needed conversations through our Sharing Hope initiative, an in-depth set of empowerment tools for NAMI affiliates created to help shape how we talk about mental wellness in Black and African American communities. We offer compelling stories and fresh perspectives on mental wellness targeted to specific audiences, including youth, families and community leaders.

Our goal is to connect members of underserved communities to the best care possible, as early as possible, and to drastically curb the effect that institutional racism has on mental health access and awareness for communities of color.

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.

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/n6iyk44yy9w3o/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.
Graphic: NAMI logo and URL full screen or as lower-third	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	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!

YOU ARE NOT ALONE



Stay strong

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

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 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 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.