



# National Mental Health Month



“The goal of Mental Health Month is to bring attention to the issue of mental health. The more people know, the more they can do to help our cause. With knowledge comes understanding; a willingness to share experiences, provide support and reduce stigma.” <sup>(NAMI)</sup>

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

## Social media

### Hashtag

#B4Stage4  
#mentalhealth  
#MHMonth2015  
#FFCMH15

### Facebook

Mental Health America  
SAMHSA  
NAMI  
National Federation of  
Families for Children’s  
Mental Health

### Twitter

@B4Stage4  
@mentalhealtham

@samhsagov

@NAMICommunicate

@NationalFFCMH

### YouTube

SAMHSA  
NAMIVideo  
mentalhealthamerica  
National Federation  
Families for Children’s  
Mental Health

### Pinterest

Mental Health America

### Instagram

@namicomunicate

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

*Please share these documents and consider tagging the Centers: @UMN\_MCH and @SahrcUMN.*



## Print, post, or share

### Mental Health America

Infographics, fact sheets, and other materials for individuals

Materials for organizations

2015 Mental Health Month toolkit

Infographic B4Stage4: Changing the Way We Think About Mental Health

Products and education materials to purchase

B4Stage4 information

Resources and materials in Spanish

Mental health screening tools

### National Federation of Families for Children's Mental Health

Purchase a green awareness ribbon

Activity workbook for kids

Advocacy toolkit 2015

### Substance Abuse and Mental Health Services Administration (SAMHSA)

2015 National Children's Mental Health Awareness Day (May 7) information and resources

Awareness day website in Spanish

Blog post

### National Alliance on Mental Illness (NAMI)

StigmaFree Pledge

What you can learn, do, and share

Involving family and friends

Mental health by the numbers: Infographics and data

Engage your community

Create/join a NAMI Walks team

Social media resources

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

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