

OUTREACH IDEAS



WHAT INDIVIDUALS CAN DO

Spread the word:

- Share the BIPOC Mental Health Campaign and supplemental materials on social media and with your networks by linking to mhanational.org/july and encouraging others to do the same.
- Use the shareable images and messages to spread awareness and advocate for more mentally healthy spaces that support overall wellness for BIPOC communities.
- Print content from the campaign and post in high-traffic areas. For example, hanging posters and fact sheets in school hallways, libraries, recreation centers, and other community-centered places can make this content more accessible to those who may not have consistent internet access or who may otherwise be unaware of these resources.
- Take action for community-led support. Use the worksheets to create stronger systems of support for you and your community and to advocate for better environments that support your mental health.

Share Mental Health America's National Prevention and Screening Program:

- Spread the word about screening. Encourage individuals in your community to check in on their mental health by taking a brief test at mhascreening.org.
- Check-in on your own mental health at mhascreening.org. Remember – when we begin to heal ourselves, we heal our communities.

Call or email your elected officials and let them know why you think the mental health of BIPOC communities should be a priority:

- Ask your local government to declare July as Bebe Moore Campbell National Minority Mental Health Awareness Month and commit to building stronger communities with BIPOC-led initiatives. Use the sample proclamation in this campaign.
- Get in touch with your senators: www.senate.gov/senators/senators-contact.htm
- Contact your local representative. Find yours using the ZIP code search feature in the top right at www.house.gov.
- Check out our most recent State of Mental Health in America report and find out where your state ranks and share with your elected officials: www.mhanational.org/issues/state-mental-health-america
- Share detailed data about suicidal thinking, depression, psychosis, and trauma across your state and county from www.mhanational.org/mhamapping/mha-state-county-data.
- Check out Mental Health America's series of reports on Communities in Need Across the U.S. during COVID-19:
 - Suicide: www.mhanational.org/research-reports/suicide-and-covid-19-communities-need-across-us
 - Severe depression: www.mhanational.org/research-reports/severe-depression-and-covid-19-communities-need-across-us
 - Trauma: www.mhanational.org/research-reports/trauma-and-covid-19-communities-need-across-us
 - Psychosis: www.mhanational.org/research-reports/psychosis-and-covid-19-communities-need-across-us

WHAT ORGANIZATIONS AND BUSINESSES CAN DO

- Share the BIPOC Mental Health Campaign and supplemental materials on social media and with your networks by linking to mhanational.org/july and encouraging others to do the same.
- Include Mental Health America's National Prevention and Screening program in resources for your staff or audiences. Encourage individuals to check in on their mental health by using mhascreening.org.
- Provide consistent and accessible community-led support systems, such as employee resource groups and identity-specific services or resources.
- Plan events and services with – not just for – community members. Understand the power of community-initiated programs and prioritize representation in the voices your organization chooses to highlight.
- Provide ways for community members, employees, and other stakeholders to share feedback on a regular basis.
- Identify BIPOC community-owned businesses that your organization can support instead of large retailers
- Make connections in the community by engaging in community events, meeting with community members, and funding or supporting community initiatives.
- Prioritize psychological safety in the workplace. Use the content in this campaign to help promote inclusion, belonging, connection, and support.
- Host a mental health screening or other educational event at a local venue (e.g., town hall, firehouse, school, house of worship, or community center). Have computers or tablets available for people to go to mhascreening.org. Make sure to have a printer so that people can print their results. If an in-person event isn't possible, host a webinar or social media live event.
- Plan an advocacy event. This could be a day at your state capitol or an email campaign. Invite advocates, consumers, concerned citizens, and community and business leaders to reach out to policymakers to discuss your community's mental health needs.
- Team up with other local mental health and wellness organizations to host a community meet-and-greet. Connecting with community organizations on a regular basis can encourage stronger systems of support and collectivism.
- Connect with one of Mental Health America's affiliates and bring a speaker into your workplace. Find your local affiliate by visiting arc.mhanational.org/find-affiliate.
- Shop the Mental Health America Store, store.mhanational.org, for gifts that can be used to reward workers and spread awareness about BIPOC mental health.
- Use the sample posts from this campaign or share posts from Mental Health America's social media accounts on your organization's social media networks throughout July to raise awareness about BIPOC mental health.