

WHERE → TO ← START

MAY IS MENTAL HEALTH MONTH
2024 OUTREACH TOOLKIT



Mental Health America

mhanational.org/may

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INTRODUCTION

As we enter Mental Health Month this May, it is with great pride that we continue the tradition established in 1949 by Mental Health America. Every year, millions of Americans join us in promoting awareness, providing vital resources and education, and advocating for the mental health and well-being of all.

This year's theme for Mental Health Month is "Where to Start: Mental Health in a Changing World." In a world that is constantly evolving, it can be overwhelming to navigate the various challenges and changes happening around us. The pressures of work, relationships, and societal factors, like politics, climate change, and the economy, can significantly impact our mental well-being, sometimes even more than we realize.

While society is getting more comfortable discussing mental health, it can still be hard to know "Where to Start" when these pressures are impacting your daily life – what do you do when you think you might be experiencing signs and symptoms of a mental health condition?

In our 2024 Mental Health Month toolkit, you will learn how the modern world affects mental health and you will find new resources to help you navigate difficult times. We aim to empower you to take action. There are numerous ways to do that, from building up your coping toolbox to advocating for improved mental health in your community.

As we celebrate this Mental Health Month, let us embark on a journey together to prioritize our mental well-being in a changing world. Your actions, no matter how small, contribute to a collective effort in creating communities that value and support mental health.



Schroeder Stribling

Schroeder Stribling
President and CEO,
Mental Health America

QUESTIONS?

If you have questions about Mental Health Month, please contact:
Danielle Fritze, Vice President of Public Education and Design at dfritze@mhanational.org.
Media inquiries should be directed to media@mhanational.org.

Mental Health America's 2024 Mental Health Month toolkit provides free, practical resources, such as information about how the changing world impacts mental health, how to build coping skills, and where to start finding help for mental health challenges. This year's toolkit includes:

GENERAL

- Outreach Ideas
- Be Seen in Green Challenge and Building Green Lighting
- Key Messages
- Email Announcement
- Drop-In Article
- May is Mental Health Month Proclamation

SOCIAL MEDIA

- Sample Post Language
- Shareable Images

OTHER

- Additional Resources
- Affiliate Directory
- Zoom Backgrounds

FACT SHEETS

- 4 Things Likely Affecting Your Mental Health, and 4 Things You Can Do About It
- Negative News Coverage and Mental Health
- Things You Can Say When You're Not "Fine"
- What to Say When Someone Tells You They're Fine, But They're Not
- Building Your Coping Toolbox
- Helpful vs. Harmful: Ways to Manage Emotions

COPING TOOLS

- Word Bank: What's Underneath?
- Letter: Time to Talk
- Worksheet: Dealing with Tough Situations
- Worksheet: Looking for Good
- Worksheet: Managing Frustration and Anger
- Worksheet: Processing Trauma and Stress
- Worksheet: Social Confidence and Connections
- Decision Map: Where to Go
- Coloring Pages

POSTERS

- Tips Calendar
- Screening Poster
- PATH to Calm Poster

We'll be reaching out in mid-June to ask about your outreach and impact. Make sure to keep track of your efforts by doing things like:

- Counting how many handouts you distribute;
- Tracking media hits and impressions;
- Downloading analytics for social media posts during Mental Health Month;
- If you do a screening event or health fair, counting how many people visit your booth; and
- Conducting a pre/post survey to see how you've increased knowledge about mental health issues among those you reach. Set up a quick survey of up to 10 questions for free using SurveyMonkey.com.

LIKE OUR MATERIALS? WANT MORE?

MHA merchandise is available through the Mental Health America Store to supplement your outreach efforts. Visit the MHA Store* at store.mhanational.org.

*MHA Affiliates – One of the benefits of being an affiliate is getting a discount on materials at the MHA store. Email vsterns@mhanational.org if you need help getting your affiliate discount code.