

Mental health month

State agency toolkit

Contents

Mental health month.....	1
State agency toolkit.....	1
Principals of this toolkit	3
Goals of this toolkit	3
Key messages.....	3
Dates, events, themes, and resources.....	4
Important dates.....	4
Dates/events/themes/resources	4
Communication materials.....	6
Hashtags.....	6
Online screening tools	6
Sample Press Release	6

Principals of this toolkit

- Any Washington State agency or partner organization is free to use some or all elements of this plan to promote mental health month.
- Messaging should promote a positive narrative, avoid negative or unsafe language/imagery.
- Messaging should point to state and national resources.
- Messaging should leverage the work of existing campaigns that focus on the importance of being there for others.

Goals of this toolkit

- Ensure coordinated messaging for mental health month.
- Address stigma around accessing mental health, reducing stigma about talking about mental health and doing things to improve our mental wellness to increase health.
- Promote help-seeking.
- Provide resources to build coping skills and resiliency.
- Be inclusive.

Key messages

- There are resources to pro-actively engage in mental wellness activities.
- Caregivers need help too. If you are a caregiver, do not be afraid to ask for help.
- This can be a stressful time. It is normal that you or your loved ones might feel anxious, sad, scared, or angry. You are not alone. It is okay to seek out and ask for help.
- [Mental health resources](#) are available that can help you.
- If you have Apple Health (Medicaid), your insurance will cover the cost of a mental health counselor. If you do not have Apple Health, [you can check to see if you are eligible](#).
- It's ok to ask for help – it doesn't mean that you're weak, or just want attention.

Dates, events, themes, and resources

Important dates

Dates/events/themes/resources

Saturday, May 7

Children's mental health day

Tuesday, May 17

International day against homophobia, transphobia, and biphobia

Monday, May 16

National mental health older adult awareness day

Wednesday, May 25

Anniversary of the murder of George Floyd

- [No shame in your brain: mental health toolkit for youth and teens.](#)
- [Choose you. The You Can campaign for youth](#) (includes videos with digital meditations, healthy recipes, ASMR, etc.)
- [Not A Moment Wasted campaign for young adult college students: How to Cope.](#)
- [Start Talking Now campaign for parents: COVID-19 is Harming teens' mental health. Parents can Help.](#)
- It's ok not to feel ok right now, if you need someone to talk to you can reach out to [Teen Link](#): 866-833-6546.
- Your child may show signs of depression or anxiety right now. [This toolbox](#) developed by the Department of Health behavioral health group can help you understand what is going on and provide you with tools to cope.
- Check out the [stress less toolkit](#). The toolkit features tools and resources for helping kids cope with anxiety.
- Love and friendship are all about respect. Toxic or unhealthy relationships can negatively affect you. Whether you're dating or building new friendships, [remember your rights](#). If you're being bullied, [help is also available](#).
- The COVID-19 changed the world dramatically. [This guide](#) can help families cope with the many changes of our new normal.
- [The Trevor Support Center](#) is a place where LGBTQ+ youth and their allies can find answers and explore resources on topics like coming out, healthy relationships, homelessness and mental health.
- Connect with loved ones and others who may be experiencing stress. It's okay to talk about your feelings.
- You don't have to be in crisis to call a hotline. Sometimes you just need to talk. If you need help or need to talk call (800) 273-8255.
- Stay active. Make sure to get enough sleep and rest. Stay hydrated and avoid excessive amounts of caffeine or alcohol. Eat healthy foods whenever possible.
- If you can't get out, you don't have to be lonely. [Here are some tips](#) on how to stay connected.
- Did you know you can increase short-term feelings of happiness by performing random acts of kindness? [Check out the kindness blog](#) on how random acts of kindness can help your headspace.
- [Watch this short public service announcement](#) about Washington Listens
- Emotional responses to protests and civil unrest can be heightened during COVID-19. [Here are some tips to keep you emotional healthy.](#)
- Silence isn't strength. Reach out if you feel like you need mental health help. Lean on your [support network](#), [find a therapist or a support group](#), or [get in touch with the Lifeline](#)

Tuesday, May 31
Memorial Day

- You are not alone. [Talk to other veterans](#) who have gone through the same kind of trauma that you have.
- Not all wounds from war can be seen. Make connections with stories from veterans.
- Don't be afraid to let your friends know what you need when they ask; they want to help. You can also reach out to confidential 24/7 services like the [Veterans Crisis Line](#).

Communication materials

Hashtags

- [#mindmatters](#)
- [#mentalhealthblogger](#)
- [#endthestigmaofmentalhealth](#)
- [#mentalhealthadvocate](#)
- [#mentalillnessrecovery](#)
- [#mentalhealthwarrior](#)
- [#endthestigma](#)
- [#mentalhealthsupport](#)
- [#mentalwellness](#)
- [#mentalillness](#)

Online screening tools

- [Mental health online screening tool](#)
- [How Right Now | Finding What Helps](#)

Sample Press Release

[Organization] recognizes May as National mental health awareness month

In observance of National mental health awareness month, [Organization] encourages Washingtonians to pause and care for their mental health. You can't be physically healthy if you are not mentally healthy. Ask for help when you need it, utilize resources, and take time for self-care.

"Ask for help when you need it. Take advantage of the tools and resources that are available." said [Organization Representative]. "Whole person care starts with mental health."

Listed are actions anyone can take to look after their mental health:

- Reach out to loved ones to show them you care. Check in through a text and simply ask, "How are you?"
- Check in with your own mental health with a [Mental health online screening tool](#).
- If you are experiencing excess stress call Washington Listens at 833-681-0211 for support and resources.
- Look for the hashtags [#mindmatters](#) [#mentalhealthblogger](#) [#endthestigmaofmentalhealth](#) [#mentalhealthadvocate](#) [#mentalillnessrecovery](#) [#mentalhealthwarrior](#) [#endthestigma](#) [#mentalhealthsupport](#) [#mentalwellness](#) [#mentalillness](#) this month on [Organization]'s social media pages.

Mental health wellness translates to physical wellness but everyone needs help sometimes. If you find yourself in a crisis or having thoughts of suicide call the Suicide Prevention Lifeline at (800) 273-8255 or chat online at suicidepreventionlifeline.org. Confidential support is available 24 hours a day, seven days a week, 365 days a year.

Learn more about [Organization]'s mental health awareness efforts at [website].