







Mental Health Month Communication Toolkit

**State agency and partner
organization toolkit**

Contents

 Mental health communication toolkit	3
Principles of this toolkit	3
Goals of this toolkit.....	3
Key messages.....	3
 Important dates	4
 Messages, online screening tools and resources	5
Messages.....	5
Online screening tools.....	5
Resources.....	6
 Communication materials	7
Hashtags	7
Sample press release.....	7

Principles 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 promote mental health acceptance.
- 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 overall health.
- Promote reaching out for mental health support when needed and that it's ok not to always be ok.
- Promote mental health acceptance.
- Provide resources to build coping skills and tools to improve overall health, including mental health wellness.
- Be inclusive.

Key messages

- Resources are available to support pro-active engagement in mental wellness activities.
- Caregivers need help too. If you are a caregiver, supports are available for you as well.
- 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.
- Accepting your mental health condition is one of the first steps you can take on your journey.
- 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.

Important dates

Sunday, May 7	Children’s mental health awareness day
Sunday, May 7 – Saturday, May 13	Children’s mental health awareness week
Thursday, May 11	Children’s mental health awareness day (observed)
Thursday, May 11	National mental health older adult awareness day
Wednesday, May 17	International day against homophobia, transphobia, and biphobia
Friday, May 26	Youth mental health first aid workshop
Monday, May 29	Memorial day
Wednesday, August 2 – Thursday, August 3	Better together leadership summit

Messages, online screening tools and resources

Messages

You don't need to be an expert to talk to a Veteran facing challenges. You just need to show genuine care and concern. Make connections with stories from veterans.

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.

If you can't get out, you don't have to be lonely. [Here are some tips](#) on how to stay connected.

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.

Connect with loved ones and others who may be experiencing stress. It's okay to talk about your feelings.

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](#).

Choose you. The [You Can campaign](#) for youth [includes videos with digital meditations, healthy recipes, ASMR]

Overall health is significantly impacted by our natural and built environment. Mental Health America invites you to Look Around, Look Within with their [mental health toolkit](#).

Online screening tools

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

Resources

Are you trying to find a mental health provider for your child or teen? The Mental Health Referral Service Line can connect your family with a mental health provider in your community who accepts new patients, works with your insurance, and fits your child's treatment needs. Call 833-303-5437 or [complete an online request](#).

The first weeks and months of caring for a new child can be overwhelming, but you don't have to do it alone. Want to talk? Call or text the Perinatal Supports Warm Line at 1-888-404-7763 or [request a call](#).

Do you wonder if you drink more alcohol than you should, or take drugs more than you want to? Treatment is available and you can find services for parents and pregnancy on the [PPRS resource finder](#).

Deployments and times apart can take a heavy toll on young military families. [Babies on the Homefront*](#) is a new and improved app designed for military families to make separation a little easier and a little less stressful. Learn more and [download the app](#) today!

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](#).

You are not alone. [Talk to other veterans](#) who have gone through the same kind of trauma that you have.

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](#).

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 988.

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.

The COVID-19 changed the world dramatically. [This guide](#) can help families cope with the many changes of our new normal.

Check out the [stress less toolkit](#). The toolkit features tools and resources for helping kids cope with anxiety.

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.

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.

[Start Talking Now campaign for parents](#): COVID-19 is Harming teens' mental health. Parents can Help.

[Not A Moment Wasted campaign for young adult college students](#): How to Cope.

[No shame in your brain](#): mental health toolkit for youth and teens.

Participate in a youth [mental health first aid training](#) to raise awareness for mental health in your community.

Learn about [community-based organization](#) and how you can get involved!

*Additional Babies on the Homefront resources include their [Partnership Toolkit](#) and [Video Series](#).

Communication materials

Hashtags

- [#mindmatters](#)
- [#mentalhealthblogger](#)
- [#endthestigmaofmentalhealth](#)
- [#mentalhealthadvocate](#)
- [#mentalillnessrecovery](#)
- [#mentalhealthwarrior](#)
- [#endthestigma](#)
- [#mentalhealthsupport](#)
- [#mentalwellness](#)
- [#mentalillness](#)
- [#mentalhealthmatters](#)
- [#mentalhealthawarness](#)
- [#shiftyourmindset](#)
- [#everythingisfigureoutable](#)
- [#personaldevelopmentjourney](#)
- [#selfcarematters](#)
- [#selfcare](#)
- [#noshameinyourbrain](#)

Sample press release

[Organization] recognizes May as National mental health acceptance and awareness month.

In observance of National mental health acceptance and awareness month, [Organization] encourages Washingtonians to pause and care for their mental health. Your mental health and overall health are connected to each other. Accepting your mental health condition is one of the first steps you can take on your journey.

"Acceptance is a personal journey one must go on, said [Organization Representative], and with the love and support from friends and loved ones you can get yourself one step closer to feeling well."

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 stress call 988, Washington Recovery Help line at 866-789-1511 (24/7), or 211 in King county for support and resources.
- Look for the hashtags [#mindmatters](#) [#mentalhealthblogger](#) [#endthestigmaofmentalhealth](#) [#mentalhealthadvocate](#) [#mentalillnessrecovery](#) [#mentalhealthwarrior](#) [#endthestigma](#) [#mentalhealthsupport](#) [#mentalwellness](#) [#mentalillness](#), [#mentalhealthmatters](#) this month on [Organization]'s social media pages.

Mental health wellness translates to physical wellness and overall wellness. And 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 acceptance and awareness efforts at [\[website\]](#).