

YOU ARE NOT ALONE

**Awareness Events
May–July 2021**

Guide for NAMI Partners and Ambassadors



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ABOUT NAMI'S YOU ARE NOT ALONE AWARENESS CAMPAIGN

Throughout 2020, NAMI's "You Are Not Alone" campaign spread a message of unity when physical and social distancing made it difficult to feel connected to our friends, family and communities. "You Are Not Alone" became not just a theme for an awareness event, but also a rallying cry: The mental health community must come together and show that no one is ever really alone because we have each other. And we did just that.

The strength of the NAMI Alliance banding together, being resourceful and staying resilient helped us serve millions more people across the country looking for mental health support and information when it was greatly needed. Through national, state and local efforts, we expanded vital connections to our members, families, advocates, peers, volunteers and staff to reach even more people through new virtual support groups, helplines, NAMIWalks events, meetings and conventions, and online education programs.

For 2021's Mental Health Awareness Month in May and Bebe Moore Campbell National Minority Mental Health Awareness Month in July, NAMI will continue to amplify the message "You Are Not Alone." We will use this time to focus on the healing value of connecting in safe ways, prioritizing mental health and acknowledging that it's okay to not be okay through NAMI's blog, personal stories, videos, digital toolkits, social media engagements and national events.

Together, we can realize our shared vision of a nation where anyone affected by mental illness can get the appropriate support and quality of care to live healthy, fulfilling lives — a nation where **no one feels alone** in their struggle.

If you ever feel alone because of your mental illness, the NAMI community is here for you.
#NotAlone

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If you are looking for someone to talk to about how you're doing, the NAMI HelpLine has created a directory of Warmlines you can call. #NotAlone
nami.org/warmline-directory

How to Spread Awareness and Engage Online with You Are Not Alone

There are different ways to get the word out during these awareness months to help start important conversations about mental health. We encourage you to use this guide and to reach out to us for support or suggestions to implement your own efforts — they can be via email, on your social channels, on your Intranet or through other modes of communication.

Download You Are Not Alone graphics, logos and social media images at nami.org/Get-Involved/Awareness-Events/Awareness-Resources

Social Media

- See specific sample posts and suggested graphics related to Mental Health Awareness Month on pages 9–10 and Bebe Moore Campbell National Minority Mental Health Awareness Month on pages 14–15.
- Check out NAMI's social media for helpful mental health facts (see page 6), posts and resources to like and share throughout these awareness months.
- Take the challenge! Share who or what makes you feel not alone in our #NotAlone Challenge. See page 8 for details.
- Host a **Facebook or Instagram Live** with an expert or a person with lived experience to discuss how people can manage their mental health or practice self-care.
- Share a video of what mental health means to you. Use short-form video-sharing apps like TikTok or Instagram Reels to create 15-second videos to post on your social media profiles.
- Promote NAMI HelpLine's contact information and hours of availability as a resource for people seeking mental health support:
Monday–Friday, 10 a.m.–8 p.m., ET
800-950-NAMI (6264)
info@nami.org nami.org/Help

NAMI Blog

During our awareness months, the NAMI Blog will feature stories about a variety of topics related to mental health. New posts will be added weekly. Be sure to check out the NAMI Blog at nami.org/Blogs/NAMI-Blog and look for posts on our social media channels featuring quotes from our authors.

NAMI.org Personal Stories

Throughout our awareness months, we will feature personal stories of lived experience on nami.org/PersonalStories and on NAMI's social media channels. Personal stories are brief, informal snapshots, making them unique from pieces published on the NAMI Blog. By sharing these stories, we aim to highlight the importance of mental health in all communities and to make people feel less alone in their mental health journeys.

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Now more than ever before, it is important for the mental health community to come together and show the world that no one should ever feel alone. #MHM #NotAlone

Videos

- Create a leadership/influencer video message to employees/fans/followers about Mental Health Awareness Month and Bebe Moore Campbell National Minority Mental Health Month and the importance of managing their mental health and finding support during this time
- Organize and promote a webinar or video share that is tailored to mental health.
- NAMI will feature different videos from people sharing their stories of lived experience. Look for content to be uploaded to nami.org/Awareness and our YouTube Channel, youtube.com/channel/UCaNzWjA23x9EvaVU3jYw15A, as we get closer to our awareness months.

Activities or Events

For specific events taking place during our awareness months, see pages 9 and 14. Be sure to visit nami.org/Awareness as we get closer to Mental Health Awareness Month in May and Bebe Moore Campbell National Minority Mental Health Awareness Month in July for the latest activities and events.

- Check out our document, [Working from Home: Tips and tactics for managing your employees, and your own, mental health.](#)
- Review our document, [StigmaFree Company Engagement: Walk, Jog, Run](#) for ideas that may be adaptable to any situation, including remote working. Some examples include:
 - Finding the “best of” mental health tips and inspiration graphics on NAMI’s Instagram feed or other sites to share and spotlight.
 - Prepare digital, email care packages with information on where to turn for help, including nami.org where resources relatable to any current moment are easily accessible.
 - Review the [NAMI COVID-19 Information and Resource Guide](#) and select tips and recommendations that are best aligned with your own culture and the unique needs of your employees; share these via email and online news, or talk about them in a virtual town hall.
- Consider sending your team something fun, like slime, as a stress reliever to set a positive tone.
- While everyone is working remotely, think about doing a “best home office” photo contest, or favorite home office pet contest. Make the prize something mental health-related, like a weighted blanket or a gift card for self-care.
- Consider sending a wellness box to team leads or employees going above and beyond during this time.
- Select and feature a mental health champion within your organization who embodies the ideals of mental health awareness

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Mental Health Fast Facts

These numbers are only a few of the reasons why it's important to take part in promoting our awareness events. Please use these facts and others, including the infographics on our website, nami.org/MHStats, to encourage discussions with your community, whether through social media or other forms of outreach.

Individual Impact

- 20.6% of U.S. adults (51.5 million people) experienced mental illness in 2019, but only 43.8% of them received treatment.*
 - 1 in 5 U.S. adults experience mental illness each year, but less than half get treatment.
- 5.2% of U.S. adults (13.1 million people) experienced serious mental illness in 2019, but only 65.5% of them received treatment.*
 - 1 in 20 U.S. adults experiences a serious mental illness each year, but less than two-thirds get treatment.*
- 16.5% of U.S. youth aged 6–17 (7.7 million people) experienced a mental health disorder in 2016, but only 50.6% of them received treatment.
 - 1 in 6 U.S. youth experience a mental health condition each year, but only half get treatment.
- 50% of all lifetime mental illness begins by age 14, and 75% by age 24.
- Suicide is the 2nd leading cause of death among people aged 10–34 and the 10th leading cause of death overall in the U.S.
- The overall suicide rate in the U.S. has increased by 35% since 1999.

Community Impact

- Lesbian, gay and bisexual youth are 4x more likely to attempt suicide than straight youth.
- Transgender adults are nearly 12x more likely to attempt suicide than the general population.
- The average delay between onset of mental illness symptoms and treatment is 11 years.
- 55% of U.S. counties do not have a single practicing psychiatrist.*
- 3.8% of U.S. adults experienced both mental illness and a substance use disorder in 2019 (9.5 million people).*
- Mental illness and substance use disorders are involved in 1 out of every 8 emergency department visits by a U.S. adult (estimated 12 million visits).
- 20.5% of people experiencing homelessness in the U.S. have a serious mental health condition.*
- 37% of adults incarcerated in the state and federal prison system have a diagnosed mental illness.
- 70.4% of youth in the juvenile justice system have a diagnosed mental illness.
- 41% of Veteran's Health Administration patients have a diagnosed mental illness or substance use disorder.

Share who or what makes you feel not alone #NotAlone



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**Mental Health Awareness Month
May 2021**

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MENTAL HEALTH AWARENESS MONTH

Mental Health Awareness Month has been observed in the U.S. since 1949. Each year millions of Americans face the reality of living with a mental illness. During May, NAMI joins the national movement to raise awareness about mental health. Each year we fight stigma, provide support, educate the public and advocate for policies that support people with mental illness and their families. Learn more at nami.org/MentalHealthMonth.

Activities and Events

Be sure to visit nami.org/MentalHealthMonth for further details on activities and events taking place as we get closer to May.

- **Throughout May**

Promote the #NotAlone Challenge! Encourage people to tag at least two friends, co-workers or family members. Or encourage sharing who or what makes you feel #NotAlone in this challenge. Download graphics to help promote the #NotAlone Challenge are available at nami.org/MentalHealthMonth.



Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.

- **Thursday, May 20: MTV's Mental Health Day of Action**

To help inspire people to talk about their lived experience, destigmatize mental health, and galvanize a movement to drive significant cultural, political and policy changes, this Mental Health Action Day aims to lift the conversation from awareness to action. Each person and company has their own ability to drive change and support this day of action in ways that work best for them, including: community, influencer or employee engagement; amplification; digital events; free support; and product updates. More information will be provided at nami.org/MentalHealthMonth.

- **Saturday, May 22: NAMIWalks Your Way: A United Day of Hope**

Many virtual NAMIWalks throughout the country will coincide on this day to help bring awareness and spread the message of Mental Health for All! Promote NAMIWalks events taking place in your local areas. Encourage people to sign up and use their creativity, create teams and participate however they can. Visit NAMIWalks.org for more information.

- **Activate a Watch Party**

Watch a TV show or film about mental illness and host a virtual watch party and/or discussion group. For some ideas, visit [this page](#).

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Social Media

Hashtags for Mental Health Awareness Month

#NotAlone

#MentalHealthMonth

#MHM

Sample Posts

Below are some sample social media posts you can use throughout the month of May.

Here are a few awareness dates happening during May as additional opportunities for posting relevant content:

- May 1–31: Asian/Pacific American Heritage Month
- May 4: International Firefighters Day
- May 7: National Children’s Mental Health Awareness Day
- May 9–15: National Women’s Health Week
- May 9–15: National Police Week
- May 12: International Nurses Day
- May 13: Mental Health Day of Action
(visit nami.org/MentalHealthMonth for further details closer to May)
- May 16–23: National Emergency Medical Services (EMS) Week
- May 22: NAMIWalks Your Way: A United Day of Hope

- 1 in 5 U.S. adults experience a mental health condition each year. You are #NotAlone #MHM
- If you ever feel alone because of your mental illness, the NAMI community is here for you. You are #NotAlone
- Mental illness affects millions of people in the U.S. You are #NotAlone #MHM
- 17% of youth aged 6–17 experience a mental health condition. #MHM
- Sharing your story is not only helpful for your own mental health journey, it’s also a great way to let others know they are #NotAlone.
- Stigma and discrimination have caused so many of us to suffer. This #MHM, let’s break down stigma so no one struggles in silence.
- 19% of U.S. adults have an anxiety disorder. You are #NotAlone #MHM
- Annually, mental illness affects:
 - 14% of Asian adults
 - 17% of Black adults
 - 17% of Native Hawaiian/Pacific Islander adults
 - 18% of Hispanic/Latinx adults
 - 19% of Indigineous adults
 - 32% of multiracial adults
 - 44% of LGB adults
- You are #NotAlone. End the silence around mental illness because the suicide rate has increased 31% since 2001. #MHM

The background features a stylized illustration of two hands, one from the top and one from the bottom, cupping a heart. The hands and heart are rendered in various shades of green and blue, creating a layered, ethereal effect. The overall color palette transitions from bright green at the top to deep blue at the bottom.

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**Bebe Moore Campbell
National Minority Mental Health
Awareness Month
July 2021**

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BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH

Mental health conditions do not discriminate based on race, color, gender or identity. Anyone can experience the challenges of mental illness regardless of their background. However, a person's culture and identity can make access to mental health treatment much more difficult. Bebe Moore Campbell National Minority Mental Health Awareness Month was established in 2008 to start changing this reality.

In 2008, the U.S. House of Representatives designated July as Bebe Moore Campbell National Minority Mental Health Awareness Month in honor of the leading African American novelist and journalist, who also was a voice for individuals and families affected by mental illness.

Bebe Moore Campbell, who died in 2006, was an accomplished author, advocate, co-founder of NAMI Urban Los Angeles and national spokesperson. She received NAMI's 2003 Outstanding Media Award for Literature for the children's book "Sometimes My Mommy Gets Angry," a story about a girl who learns how to cope with her mother's bipolar disorder. In 2005, her novel "72-Hour Hold" focused on an adult daughter and her family's experience with the onset of mental illness. It helped educate Americans that the struggle is not just with the illness, but with the health care system as well.

Campbell advocated for mental health education and support among individuals with mental illness and their families. National Minority Mental Health Awareness Month was created in her honor to carry out the goal of creating mental health awareness and eliminating stigma among diverse communities.

Learn more at nami.org/MinorityMentalHealthMonth.

If you ever feel alone because of your mental illness, the NAMI community is here for you.
#NotAlone

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Activities and Events

Be sure to visit nami.org/Awareness for further details on activities and events taking place as we get closer to July.

Strength Over Silence Video Series: Stories of Courage, Culture and Community

In this documentary miniseries, NAMI explores unique perspectives on mental health from the Black, Hispanic/Latinx, Asian American/Pacific Islander and LGBTQI communities.

Through candid and courageous stories of lived experience, these mental health champions share their journeys of resiliency and recovery. View the videos here and share with your networks: nami.org/StrengthOverSilence

- Yulanda Ming Blackson, a NAMI In Our Own Voice presenter from Maryland
- Rosemary Ketchum, the first-ever politically-elected trans woman in West Virginia
- Pooja Mehta, a rising leader in the Asian American/Pacific Islander mental health community
- Chris Hubbard, a NAMI Ambassador and offensive lineman for the National Football League's Cleveland Browns
- Lorenzo Lewis, the founder of The Confess Project
- A.J. Mendez, a NAMI Ambassador and author, advocate and former World Wrestling Entertainment professional wrestler
- Jasmin Pierre, a mental health advocate

Additional videos will be uploaded to nami.org/Awareness and our YouTube Channel, youtube.com/channel/UCaNzWjA23x9EvaVU3jYw15A, as we get closer to July.

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Social Media

Hashtags for Bebe Moore Campbell National Minority Mental Health Awareness Month

#NotAlone

#MMHAM

Sample Posts

Below are some sample social media posts you can use throughout the month of July.

In addition, July 24 is International Self-Care Day and an opportunity to post mental health self-care content that day.

- 1 in 5 U.S. adults experience a mental health condition each year. That includes individuals from every culture, community or background. #NotAlone #MMHAM
- If you ever feel alone because of your mental illness, the NAMI community is here for you. #NotAlone
- As the consequences of racial injustice continue to unfold, we need to understand how culture, race and background impact people's mental health. #MMHAM
- Only 23% of Asian adults with mental illness receive treatment. #MMHAM
- Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.
- Communities of color face an added level of stigma and discrimination when seeking mental health care. This #MMHAM, let's break down stigma so no one struggles in silence.
- Mental illness affects:
 - 14% of Asian adults
 - 17% of Black adults
 - 18% of Hispanic/Latinx adults
 - 32% of multiracial adults
 - 44% of LGB adults
- Trans adults are nearly 12x more likely to attempt suicide than the general population. We need to end mental health discrimination so no one feels alone in their struggle. #NotAlone
- Sexual and gender minority individuals and people of color have less access to appropriate mental health services, meaning they are less likely to receive necessary high-quality care. This needs to change. #MMHAM
- Mental health care should be tailored to a person's culture, language and background. #MMHAM #NotAlone
- If you're struggling, the NAMI HelpLine has created a directory of warmlines you can call. #NotAlone [nami.org/warmlines-directory](https://www.nami.org/warmlines-directory)

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Suggested Graphics

We encourage you to incorporate these graphics and logos in social media posts, cover images, website hero images or existing messaging to help spread awareness during the month of July. High-quality files can be downloaded from nami.org/Get-Involved/Awareness-Events/Awareness-Resources.

Additional resources and graphics will be added as we approach the official launch in July and will be available on the awareness resources page.



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Resources

Our culture, beliefs, sexual identity, values, race and language all affect how we perceive and experience mental health conditions. Cultural differences can significantly influence what treatments, coping mechanisms and supports work for us. It is therefore essential for culture and identity to be a part of the conversation as we discuss both mental health and mental health care.

Visit NAMI's online Identity and Cultural Dimensions section at nami.org/Your-Journey/Identity-and-Cultural-Dimensions for resources specific to these communities:

- Asian American and Pacific Islander
- Black/African American
- Hispanic/Latinx
- Indigenous
- LGBTQI
- People with Disabilities

Additional Helpful Sites:

- National Institute of Mental Health: www.nimh.nih.gov/health/statistics/mental-illness.shtml
- U.S. Department of Health and Human Services, Office of Minority Health: www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=26
- American Psychological Association Office of Ethnic and Minority Affairs: www.apa.org/pi/oema/resources/index
- American Psychological Association Office on Sexual Orientation and Gender Diversity: www.apa.org/pi/lgbt/resources/lgbt-health

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BRAND AND LOGO INFORMATION

Brand Guidelines

As always, we ask that you to follow NAMI's brand guidelines.

When designing your own materials, you may use the You Are Not Alone and #NotAlone graphics, but you should not use the official NAMI logo without clearance by a NAMI National staff representative.

Recommended Fonts

- Franklin Gothic (sans serif)
- Museo Slab (serif) [or Roboto Slab as a free alternative]
- Proxima Nova (sans serif) [or Open Sans as a free alternative]

Color Palette

Primary Colors:



NAMI Blue
PMS Reflex Blue
CMYK: 100/82/0/2
RGB: 0/37/150



Teal
PMS 321
CMYK: 80/21/32/1
RGB: 0/153/168



Pear Green
PMS 377
CMYK: 58/23/100/4
RGB: 121/153/0

Inspiration, Samples and Downloads

To download You Are Not Alone graphics, logos and social media images to use during our awareness months, visit nami.org/Get-Involved/Awareness-Events/Awareness-Resources. We encourage you to use and share these in your mental health promotion campaigns.

Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to Gustavo Guerrero, Manager, External Relations, Strategic Alliances & Development, at gguerrero@nami.org.