



2024
Mental Health
Awareness Month
TOOLKIT

**TAKE THE
MOMENT**

Advocates Educators Supporters Researchers
 People with Mental Illness Peers Parents
 Champions Teachers Veterans Mentors
 Underrepresented Communities Organizations
 Affiliates Caregivers Youth and Young Adults
 Trainers Partners Groups Frontline Professionals

WHAT'S INSIDE This Toolkit

We at NAMI National have created this toolkit in order to support NAMI State Organizations, NAMI Affiliates, partners and ambassadors in efforts to promote Mental Health Awareness Month. We encourage you to use the assets and hashtags in your own promotion. You are also welcome to simply share or like our posts on our social media channels.

Your support is invaluable to NAMI, and we thank you for all that you are doing to advance our vision of a world where all people affected by mental illness live healthy, fulfilling lives, supported by a community that cares.

If you have any questions about the materials in this toolkit or how to use them, please reach out to the NAMI National Marketing & Communications Department at marcom@nami.org.

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MENTAL HEALTH AWARENESS MONTH

Overview

Mental Health Awareness Month

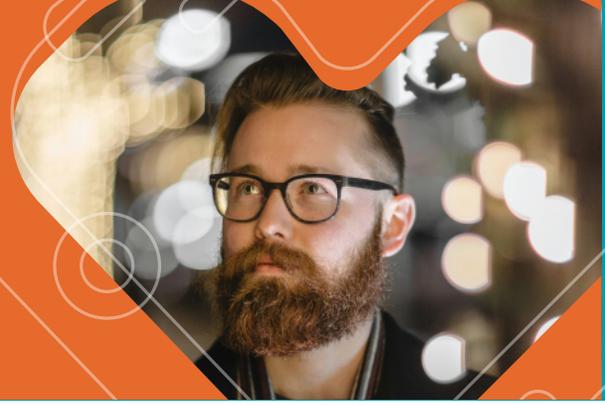
Since its inception in 1949, Mental Health Awareness Month has been a cornerstone of addressing the challenges faced by millions of Americans living with mental health conditions. Throughout May, NAMI actively participates in this national movement, dedicated to eradicating stigma, extending support, fostering public education and advocating for policies that prioritize the well-being of individuals and families affected by mental illness.

Mental Health Awareness Month provides a perfect opportunity for the NAMI Alliance, our partners and ambassadors to shine a spotlight on NAMI's work — our mental health resources, local programs and initiatives, as well as helpful information that is available for specific populations such as caregivers, youth and young adults and underrepresented communities.



MENTAL HEALTH AWARENESS MONTH

Overview



About NAMI's "Take the Moment" Campaign

This year, NAMI is celebrating Mental Health Awareness Month with the "Take the Moment" campaign. We encourage you to join us in fostering open dialogues, cultivating empathy and understanding. We also urge you to share our resources to support individuals and families on their journey towards mental wellness. Through "Take the Moment," we shine a spotlight on NAMI's array of signature programs including:

NAMI Basics: A free, six-session education program for parents, caregivers and other family members who provide care for youth (ages 22 and younger) who are experiencing mental health symptoms.

NAMI Family-to-Family: A free, eight-session educational program for family, significant others and friends of people with mental health conditions.

NAMI Family & Friends: A free 90-minute or four-hour seminar that informs people who have loved ones with a mental health condition how to best support them.

NAMI Homefront: A free, six-session program for families, caregivers and friends of military members and veterans with mental health conditions. Plus, find free online resources available 24/7.

NAMI In Our Own Voice: Free presentations that provide a personal perspective of mental health conditions, as leaders with lived experience talk openly about what it's like to have a mental health condition.

NAMI Peer-to-Peer: A free, eight-session educational program for adults with mental health conditions who are looking to better understand themselves and their recovery.

NAMI Support Groups: NAMI support groups are free peer-led and offer participants an opportunity to share their experiences and gain support from other attendees

NAMI Helplines:

The **NAMI Helpline** is a free, nationwide peer-support service providing information, resource referrals and support to people living with a mental health condition, their family members and caregivers, mental health providers and the public.

Call 1-800-950-NAMI (6264), text "Helpline" to 62640 or chat with us at [nami.org/help](https://www.nami.org/help). Available Monday Through Friday, 10 A.M. – 10 P.M., ET.

The **NAMI Teen & Young Adult Helpline** offers a direct connection with another young person who shares similar experiences and is prepared to offer information, resources and support.

Call 1-800-950-NAMI (6264), text "Friend" to 62640 or chat with us at [nami.org/talktous](https://www.nami.org/talktous). Available Monday Through Friday, 10 A.M. – 10 P.M., ET.

Join us, take the moment and let's make a difference together.

“This campaign champions the importance of destigmatizing mental health by normalizing the practice of taking moments to prioritize mental health care without guilt or shame.”

MENTAL HEALTH AWARENESS MONTH

Ways to Engage

Advocates Educators Supporters Researchers
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How to Spread Awareness in Your Community

In this toolkit, we've included many ways to help spread awareness during Mental Health Awareness Month and to help start healthy mental health conversations in your community.

Promote NAMI Resources and Events

- **NAMI programs, local support groups and resources:** Promote any programs NAMI offers. Use this opportunity to get the word out in your communities through social media or other outreach efforts about NAMI's valuable mental health resources.
- **NAMIWalks:** Many virtual and in-person NAMIWalks will be taking place throughout the country during the month of May to help bring awareness and spread the message of Mental Health for All! Promote NAMIWalks events taking place in your community. Encourage people to create or join a team and participate however they can.
- **Fundraise Your Way:** The NAMI Do-It-Your-Way fundraising platform is the perfect way to grow your impact by raising money to support and advance NAMI's mission. Plan an event like bowling or a bake sale, concert or gala, celebrate a milestone, remember a loved one's legacy, undertake a physical challenge or create something that's perfect for your unique skills or interests.

MENTAL HEALTH AWARENESS MONTH

Social Media



Join the Conversation on Social Media

Throughout May, we invite you to share on social media why or how you are taking moments to prioritize your mental health. Please use the hashtag **#TakeAMentalHealthMoment** in your posts.

Platforms

NAMI National will be posting new Mental Health Awareness Month content throughout the month. Be sure to follow NAMI to tune in, repost, retweet and share:

[Facebook](#)

[TikTok](#)

[Instagram](#)

[X](#)

[LinkedIn](#)

[YouTube](#)

[Threads](#)

Hashtags

[#TakeAMentalHealthMoment](#)

[#MentalHealthMonth](#)

URL

nami.org/mham

Sample Captions

- Take the Moment: Join NAMI's Mental Health Awareness Month campaign as we spotlight our signature programs! Let's break the stigma together! nami.org/mham
[#TakeAMentalHealthMoment](#) [#MentalHealthMonth](#)
- Our mental health journey starts with a single moment. Take it! NAMI's 2024 campaign is here to empower you with resources like NAMI Family-to-Family. Let's prioritize mental well-being together. nami.org/mham
[#TakeAMentalHealthMoment](#) [#MentalHealthMonth](#)
- Seeking mental health support? Look no further than NAMI's comprehensive suite of programs! Join us in making a difference today! nami.org/mham
[#TakeAMentalHealthMoment](#) [#MentalHealthMonth](#)
- Join us and NAMI this month in normalizing the practice of taking moments to prioritize mental health care without guilt or shame. nami.org/mham
[#TakeAMentalHealthMoment](#)

MENTAL HEALTH AWARENESS MONTH

Social Media



Suggested Graphics

Incorporate these graphics and logos in your social media posts, cover images, website hero images or existing messaging to help spread awareness during May. High-quality files can be downloaded from nami.org/mham.



MENTAL HEALTH AWARENESS MONTH

Fast Facts

Advocates Educators Supporters Researchers

People with Mental Illness Peers Parents

Champions Teachers Veterans Mentors

Underrepresented Communities Organizations

Affiliates Caregivers Youth and Young Adults

Trainers Partners Groups Frontline Professionals

Share Fast Facts

- The NAMI HelpLine is a free, nationwide peer-support service providing information, resource referrals and support to people living with a mental health condition, their family members and caregivers, mental health providers and the public.
- The NAMI Teen & Young Adult (T&YA) HelpLine offers a direct connection with another young person who shares similar experiences and is prepared to offer information, resources, and support to help you move through difficult times to a better place.
- Experiencing a mental health crisis: Call, chat or text 988 to speak with a trained crisis counselor 24 hours a day, 7 days a week.
- 1 in 5 U.S. adults experience mental illness each year, and only half of them receive treatment.
- 1 in 20 U.S. adults experience a serious mental illness each year, and only two-thirds receive treatment.
- 1 in 6 U.S. youth experience a mental health condition each year, and only half of them receive treatment.
- 50% of all lifetime mental illness begins by age 14, and 75% by age 24.
- The average delay between onset of mental illness symptoms and treatment is 11 years.
- 122 million people live in Mental Health Professional Shortage Areas.
- In 2020, 1 in 5 young people reported that the pandemic had a significant negative impact on their mental health.
- In 2020, there was a 31% increase in mental health-related emergency department visits among adolescents.
- As of 2021, 1 in 10 young people under age 18 experienced a mental health condition following a COVID-19 diagnosis.
- More than three quarters of Americans (76%) say they are not content with the status of mental health treatment in this country.
- 7 in 10 Americans (72%) agree that people with mental health conditions face discrimination in their everyday life.
- Only half of Americans (53%) say they are familiar with the U.S. mental health care system.

Data from SAMHSA, CDC and others. Find sources for this resource at nami.org/mhstats and in NAMI's [Poll of Public Perspectives on 988 & Crisis Response \(2023\)](#).

BRAND AND LOGO

Guidelines



Brand Guidelines

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

The NAMI Identity Guide and NAMI logos can be found at nami.org/Identity. We encourage you to use and share these in your campaigns.

When designing your own materials, you may use the "Take The Moment" and [#TakeAMentalHealthMoment](https://nami.org/Identity) graphics.

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

Questions?

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