

Mental Health Awareness Month 2021

Partner Toolkit

#MENTALHEALTH4ALL



**American
Foundation
for Suicide
Prevention**

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Introduction

#MentalHealth4All Campaign

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Introduction

This toolkit provides an overview of how our partners can participate in the Mental Health Awareness Month (MHAM) campaign, #MentalHealth4All.

AFSP's social media: @AFSPnational

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

Campaign Overview: #MentalHealth4All

This May for Mental Health Awareness Month, we're sending the message that no one's mental health is fully supported until everyone's mental health is supported. That's why for our **#MentalHealth4All** campaign, we're encouraging everyone to get involved by taking one simple action to encourage their friends, family, and community to take care of their mental health. Everyone has different experiences with their own mental health, and their own preferred methods of care and support. It's important that we all remain open and ready to listen to others' points of view and perspectives, especially during this challenging time. We all have mental health, and by taking one simple action, we can create massive collective change to support **#MentalHealth4All**.

#MentalHealth4All Actions

During Mental Health Awareness Month in May, we have developed actions each of us can take. Please help us amplify on your own channels by resharing from @AFSPnational on all platforms.

Introduction

#MentalHealth4All Campaign (cont.)

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For Yourself

- Open up to someone close to you about something that you've been coping with.
- Identify three simple self-care activities that work for you, like exercising, meditating, or journaling.
- Schedule a check-up to talk to a doctor about your mental health, as well as your physical health.
- Add crisis resource numbers to your phone and encourage a loved one to do the same.

For the People in Your Life

- Let people in your life know you're a safe person to talk to about mental health, and actively listen and engage when someone comes to you for help.
- Connect people in your life who have shared interests, such as music, gaming, sports, art and more!

For Your Community

- Advocate for mental health policies that ensure that everyone in your community has access to mental health care, suicide prevention training, and funding for local crisis resources.
- Get involved with your local AFSP chapter, or join an Out of the Darkness Walk, and help transform your community into one that's smart about mental health, where everyone has support when they need it.
- Bring an AFSP mental health education, research or support program to your school, workplace, or community center.



Spreading Awareness Social Networks

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Join us in sharing our #MentalHealth4All content through your own social media channels during Mental Health Awareness Month - there is power in numbers! To highlight the specific actions you are taking, please use the hashtag #MentalHealth4All. We also encourage you to use the social graphics and GIFs we have created - all can be found [here](#). You can also now update your Facebook frame [here](#)!

As always, please share content from @AFSPnational

Facebook

Post Copy Option 1

- Today begins #MentalHealthAwarenessMonth. Join us and @AFSPnational as we share actions to support #MentalHealth4All and encourage our friends, family, and communities to get involved to prevent suicide.

Post Copy Option 2

- In recognition of #MentalHealthAwarenessMonth, we're joining @AFSPnational to encourage everyone to take action to support mental health. Anyone can make a difference! #MentalHealth4All

Instagram

Post Copy Option 1

- It's more important than ever that we all take care of our #mentalhealth. This #MentalHealthAwarenessMonth, we're joining @AFSPnational in sharing actions everyone can take to support #MentalHealth4All

Post Copy Option 2

- This #MentalHealthAwarenessMonth, take action with us and @AFSPnational to prevent suicide. From reaching out to someone and having a #RealConvo to advocating for legislation that addresses disparities in #mentalhealth care access, we can all play a role in supporting #MentalHealth4All

Spreading Awareness Social Networks (cont.)

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Twitter

Post Copy Option 1

- In honor of #MentalHealthAwarenessMonth, we're joining @AFSPnational in spreading awareness about the actions we can all take to support #MentalHealth4All & #StopSuicide

Post Copy Option 2

- No one's #mentalhealth is fully supported until everyone's mental health is supported. It's important that we take care of everyone's mental health in order to support #MentalHealth4All & #StopSuicide #MentalHealthAwarenessMonth



Events Calendar

May



AFSP will be hosting a variety of free virtual events through the month of May.

Please consider joining these events and sharing them with your friends, family, neighbors, teachers, etc. We will be hosting a live concert with a musical group, Facebook Live Q&A, webinars about how to advocate for smart public policies and a Live Town Hall on Facebook with families who have been affected by suicide, plus many other events.

After the first of May, check afsp.org/may for details about how to join these events.

Spreading Awareness

PSAs

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If your organization has relationships with radio stations who donate airtime for Public Service Announcements, please find suggested messaging below.

15 second version

May is Mental Health Awareness Month. No one's mental health is fully supported until everyone's mental health is fully supported. Learn more about the **#MentalHealth4All** campaign from the American Foundation for Suicide Prevention at [A-F-S-P dot org slash May](https://www.afsp.org).

30 second version

May is Mental Health Awareness Month, and the American Foundation for Suicide Prevention is sending the message that no one's mental health is fully supported until everyone's mental health is fully supported. As part of the **#MentalHealth4All** campaign, we're asking you to take one simple action to encourage your friends, family, and community to take mental health seriously. Learn more at [A-F-S-P dot org slash May](https://www.afsp.org).

Safe Reporting Guidelines for Media

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Nine out of 10 times when someone dies by suicide, they have a diagnosable mental health condition at the time of their death. If you are working with a reporter on a story about mental health, and a suicide is involved, it is important to cover it in a responsible way. Evidence suggests that when the media tell stories of people positively during a mental health crisis, or even during suicidal moments, suicides can be prevented. We urge all members of the media working on these stories to refer to [the Recommendations for Reporting on Suicide](#) for best practices for safely and accurately reporting on suicide.

Additionally, AFSP has a dedicated webpage for journalists, which includes statistics, resources, and guidance for covering the topic: afsp.org/for-journalists.

If you receive any media inquiries and need help addressing them, please reach out to Alexis O'Brien, PR Director at the American Foundation for Suicide Prevention at 347-826-3577 or aobrien@afsp.org.