

**#MIAW**

**Mental Illness  
Awareness Week**

**Oct. 4–10, 2020**

Guide for NAMI Partners and Ambassadors



# #MIAW

Oct. 4–10

## IN THIS GUIDE

<b>About Mental Illness Awareness Week</b> .....	3
<b>Mental Illness Awareness Week Theme Overview</b> .....	3
<b>How to Engage Online with MIAW</b> .....	4
NAMI Blog .....	4
NAMI.org Personal Stories .....	4
MIAW Video Series .....	4
<b>How to Spread Awareness</b> .....	5
NAMI Partners .....	5
NAMI Ambassadors .....	5
<b>Social Media</b> .....	6
Sample Posts .....	6
Suggested Graphics .....	7
<b>Fast Facts</b> .....	8

## QUESTIONS?

Contact Gustavo Guerrero with Strategic Alliances & Development at [gguerrero@nami.org](mailto:gguerrero@nami.org).

**#MIAW**  
**Oct. 4–10**

## ABOUT MENTAL ILLNESS AWARENESS WEEK

Each year, millions of Americans face the reality of living with a mental health condition. However, mental illness affects everyone directly or indirectly through family, friends or coworkers. That is why each year, during the first week of October, NAMI and participants across the country raise awareness of mental illness, fight stigma and provide support through Mental Illness Awareness Week (MIAW).

We believe that mental health conditions are important to discuss year-round, but highlighting them during Mental Illness Awareness Week provides a dedicated time for mental health advocates across the country to come together as one unified voice. Since 1990, when Congress officially established the first full week of October as MIAW, advocates have worked together to sponsor activities, large or small, to educate the public about mental illness.

Learn more here: [nami.org/miaw](https://nami.org/miaw)

## MENTAL ILLNESS AWARENESS WEEK THEME OVERVIEW

Mental Illness Awareness Week occurs Sunday, Oct. 4 through Saturday, Oct. 10.

The theme of this year's MIAW is **“What People with Mental Illness Want You to Know.”** Each day throughout the week, NAMI will be raising the voices of those with lived experience to talk about some of the conditions and symptoms that are most misunderstood. Below is the focus for each day of MIAW:

Day 1: MIAW Kickoff

Day 2: Borderline Personality Disorder

Day 3: Disassociation

Day 4: Anxiety

Day 5: Bipolar Disorder

Day 6: Psychosis

Day 7: General Mental Health (World Mental Health Day)

*Throughout MIAW, NAMI will also continue to amplify its “You Are Not Alone” campaign, which builds awareness with digital tools and storytelling that make connection possible during a climate of physical distancing. The NAMI community is always here to help, reminding everyone that you are not alone.*

**#MIAW**  
**Oct. 4–10**

## HOW TO ENGAGE ONLINE WITH MIAW

### NAMI Blog

Each day during MIAW, NAMI will feature a blog and social media post addressing the theme “What People with Mental Illness Want You to Know.” Be sure to check out the NAMI Blog and look for posts on our social media. [nami.org/Blogs/NAMI-Blog](https://nami.org/Blogs/NAMI-Blog)

### NAMI.org Personal Stories

Each day during MIAW, we will feature personal stories from real people experiencing mental health conditions submitted to [nami.org/yourstory](https://nami.org/yourstory). Personal stories are brief, informal snapshots of lived experience, making them unique from pieces published on the NAMI Blog. By reading about lived experience, we aim to make people feel less alone in their mental health journeys.

Please share the link with your networks, and they could be featured on [nami.org/personal-stories](https://nami.org/personal-stories) and NAMI social media channels.

### MIAW Video Series

NAMI will feature videos from real people sharing their lived experience with some of the mental health conditions NAMI is focusing on during MIAW. Look for content to be uploaded to [nami.org/miaw](https://nami.org/miaw) as we get closer to MIAW.

**#MIAW**  
**Oct. 4–10**

## HOW TO SPREAD AWARENESS

There are different ways to spread the word about Mental Illness Awareness Week and start the conversation about mental health within your networks:

- **Participate in NAMIWalks Your Way**, a virtual event on Saturday, October 10th. This National Day of Hope has a local and national reach to elevate awareness of and raise funds for mental health. Visit [namiwalks.org](http://namiwalks.org) for more information.
- **Host a Facebook or Instagram Live** with an expert or person with lived experience about how they're managing physical distancing challenges while maintaining their mental health.
- **Vote4MentalHealth**, spotlighting the importance of MIAW is also a great opportunity to cross-promote efforts to get out the vote in this November's election. To help spread the message and for ways to get involved, including a sample social media toolkit with graphics, visit [vote4mentalhealth.org/get-involved](http://vote4mentalhealth.org/get-involved).

Here are additional things you can do to raise awareness about mental health:

### NAMI Partners

- Create a CEO/leadership video message to employees about MIAW and the importance of managing their mental health and finding support during this time
- Offer fact sheets for employees to post and share (See **Fast Facts** on page 8)
- Email your employees "desk drops" each day of MIAW that highlight the featured mental health conditions and symptoms that are most misunderstood (i.e., Did You Know...)
- Select and feature a mental health champion within your organization who embodies the ideals of mental health awareness

### NAMI Ambassadors

- Create a social video about MIAW and the importance of addressing mental health, tag NAMI and encourage fans and followers to make their own videos
- Create and share social media posts each day of MIAW with mental health facts (see Social Media on page 6 for examples)
- Check out NAMI's social media for helpful posts and resources to like and share
- Create a social campaign using donation buttons on YouTube, Facebook, Instagram or TikTok in honor of MIAW and NAMI's work

# #MIAW

## Oct. 4–10

## SOCIAL MEDIA

Below are some sample social media posts you can use throughout the week. Amplify NAMI's social media posts by sharing, liking and retweeting. We will also feature videos with members of the NAMI community telling their personal stories that we invite you to share.

We also encourage you to post relevant content on the following days with events that coincide with Mental Illness Awareness Week:

- Tuesday, Oct. 6: National Day of Prayer for Mental Illness Recovery and Understanding
- Thursday, Oct. 8: National Depression Screening Day
- Saturday, Oct. 10: World Mental Health Day
- Saturday, Oct. 10: NAMIWalks National Day of Hope

### Sample Posts:

- There is a lack of understanding surrounding people experiencing mental illness. That's why @NAMICommunicate is sharing some of the most misunderstood aspects of mental illness each day during MIAW. #MentalIllnessAwarenessWeek #MIAW
- We can use our shared experiences to fuel empathy for those with chronic conditions and symptoms that affect daily life. #MentalIllnessAwarenessWeek #MIAW
- Mental health is a huge part of overall health and should be a priority for everyone, whether you have a mental health condition or not. #MentalIllnessAwarenessWeek #MIAW
- We've come a long way in fighting mental health stigma, but there's still more to do. Join us in raising awareness and providing education, information and support this #MentalIllnessAwarenessWeek #MIAW
- You are #NotAlone: 1 in 5 U.S. adults experience mental illness each year. #MentalIllnessAwarenessWeek #MIAW
- There is no health without mental health #MentalIllnessAwarenessWeek #MIAW
- Less than half of U.S. adults with mental illness get treatment. That must change. #MentalIllnessAwarenessWeek #MIAW
- (10/10) Today is World Mental Health Day. We all have mental health challenges and if you are struggling right now, know that You Are Not Alone. #MentalIllnessAwarenessWeek #MIAW
- Mental health can and should be a priority this election season. Visit NAMI's new election website, [vote4mentalhealth.org](http://vote4mentalhealth.org), and pledge to #Vote4MentalHealth.

Hashtags to Use: [#MentalIllnessAwarenessWeek](#) [#MIAW](#)

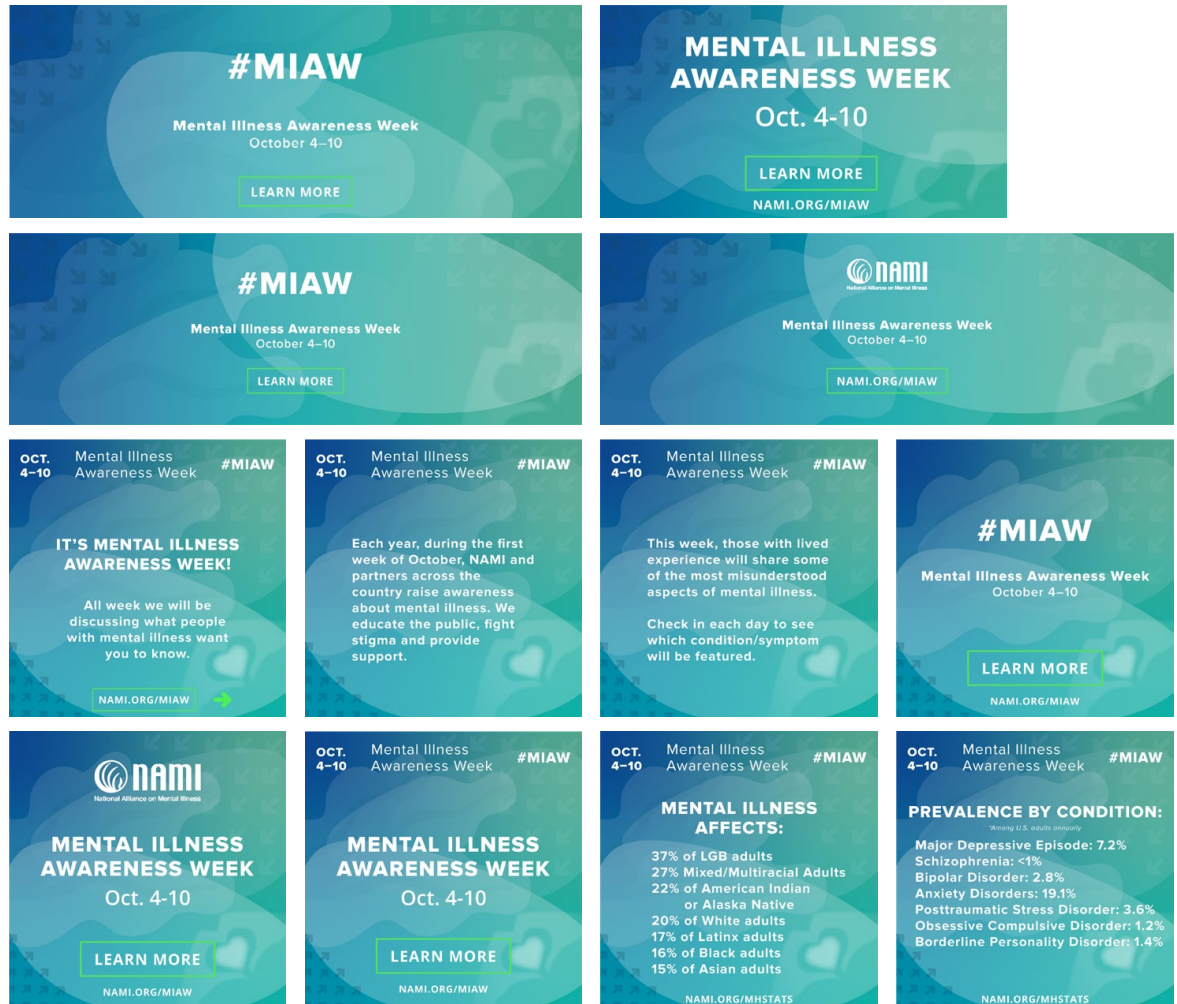
# #MIAW

Oct. 4-10

## SUGGESTED GRAPHICS FOR MENTAL ILLNESS AWARENESS WEEK

Download graphics and logo files to share on social media accounts as posts, cover images, website hero images or to add to existing messaging.

High-quality files (and additional graphics) can be downloaded from: [nami.org/Get-Involved/Awareness-Events/Awareness-Resources](https://nami.org/Get-Involved/Awareness-Events/Awareness-Resources)



**#MIAW**  
**Oct. 4–10**

## FAST FACTS

These are only a few of the reasons why it's important to take part in promoting awareness for Mental Illness Awareness Week. Please use these facts and others, including the infographics on our website ([nami.org/mhstats](http://nami.org/mhstats)), to encourage discussions about mental health through social media or other forms of outreach.

- 1 in 5 U.S. adults experience mental illness each year
- 1 in 25 U.S. adults experience serious mental illness each year
- 1 in 6 U.S. youth aged 6-17 experience a mental health disorder each year
- Suicide is the 2nd leading cause of death among people aged 10-34
- 19.1% of U.S. adults experienced mental illness in 2018 (47.6 million people). This represents 1 in 5 adults.
- 4.6% of U.S. adults experienced serious mental illness in 2018 (11.4 million people). This represents 1 in 25 adults.
- 16.5% of U.S. youth aged 6-17 experienced a mental health disorder in 2016 (7.7 million people)
- 3.7% of U.S. adults experienced a co-occurring substance use disorder and mental illness in 2018 (9.2 million people)
- 43.3% of U.S. adults with mental illness received treatment in 2018
- 64.1% of U.S. adults with serious mental illness received treatment in 2018
- 50.6% of U.S. youth aged 6-17 with a mental health disorder received treatment in 2016
- The average delay between onset of mental illness symptoms and treatment is 11 years
- Mental illness affects:
  - 15% of Asian adults
  - 20% of White adults
  - 16% of Black adults
  - 17% of Latinx adults
  - 22% of American Indian or Alaska Native
  - 27% Mixed/Multiracial Adults
  - 37% of LGB adults
- Annual prevalence among U.S. adults, by condition:
  - Major Depressive Episode: 7.2% (17.7 million people)
  - Schizophrenia: <1% (estimated 1.5 million people)
  - Bipolar Disorder: 2.8% (estimated 7 million people)
  - Anxiety Disorders: 19.1% (estimated 48 million people)
  - Posttraumatic Stress Disorder: 3.6% (estimated 9 million people)
  - Obsessive Compulsive Disorder: 1.2% (estimated 3 million people)
  - Borderline Personality Disorder: 1.4% (estimated 3.5 million people)

For more statistics and detailed citations, visit [nami.org/mhstats](http://nami.org/mhstats).