

**YOU ARE
NOT
ALONE**

**Minority Mental Health
Awareness Month 2020**

Guide for NAMI Partners and Ambassadors



National Alliance on Mental Illness

YOU ARE NOT ALONE



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.

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QUESTIONS?

Email marcom@nami.org and a member of the Marketing and Communications Team will respond.

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

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.

This guide is intended to help NAMI State Organizations (NSO) and NAMI Affiliates (NA) coordinate their National Minority Mental Health Awareness Month public awareness efforts with the national office for greater impact.

About Bebe Moore Campbell National Minority Mental Health Awareness Month

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 here: nami.org/Get-Involved/Awareness-Events/Minority-Mental-Health-Awareness-Month/Learn-About-Minority-Mental-Health-Month

YOU ARE NOT ALONE

ABOUT YOU ARE NOT ALONE

NAMI's "You are Not Alone" campaign features the lived experience of people affected by mental illness to fight stigma, inspire others and educate the broader public. Now more than ever, the mental health community must come together and show that no one is ever really alone. The campaign builds connection and increases awareness with the digital tools that make connection possible during a climate of physical distancing. Even in times of uncertainty, the NAMI community is always here, reminding everyone that you are not alone.

BRAND & LOGO INFORMATION

Brand Guidelines

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

The NAMI Identity Guide and NAMI logos can be found at nami.org/identity or upon request to Nathan Lemon at nlemon2@nami.org. We encourage you to use and share these in your campaigns.

Recommended Fonts

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

Inspiration, Samples and Downloads

Please visit the campaign page for more resources:
nami.org/MinorityMentalHealthMonth

Anyone can experience mental illness, regardless of race, ethnicity, sexual orientation or gender identity.

YOU ARE NOT ALONE

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 ENGAGE WITH YOU ARE NOT ALONE

During Minority Mental Health Month, we will be uplifting the experiences of diverse communities through NAMI.org Personal Stories, NAMI Blogs, and the Strength over Silence documentary miniseries. As a NAMI Partner or Ambassador, you have the visibility and the reach to amplify these important stories. Please help us show support for minority mental health by sharing and promoting via social media and email across your networks.

NAMI.org Personal Stories

Throughout the month of July, we will feature personal stories from diverse communities about how culture impacts mental health. Personal stories are brief, informal snapshots of lived experience, making them unique from pieces published on the NAMI Blog. By sharing stories of lived experience, we aim to highlight the importance of minority mental health and to make people feel less alone in their mental health journeys. nami.org/yourstory

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

NAMI Blog

During the month of July, the NAMI Blog will also feature stories from diverse communities, in the typical, more structured NAMI Blog format. 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 featuring quotes from our authors.

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

In this documentary miniseries, NAMI explores unique perspectives on mental health from the African-American and Latinx 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/Get-Involved/Awareness-Events/Minority-Mental-Health-Awareness-Month/Strength-Over-Silence-Stories-of-Courage-Culture.

- **Chris Hubbard**, NAMI Ambassador and offensive lineman for the National Football League's Cleveland Browns
- **Lorenzo Lewis**, founder of The Confess Project
- **A.J. Mendez**, NAMI Ambassador and author, advocate and former World Wrestling Entertainment professional wrestler
- **Jasmin Pierre**, mental health advocate

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HOW TO SPREAD AWARENESS

There are different ways to get the word out about Minority Mental Health Month and start the conversation about mental health within your networks. Here are five things you can do as a NAMI Partner or Ambassador to raise awareness about minority mental health:

NAMI Partners

- Create a CEO/leadership video message to employees about Minority Mental Health Month and the importance of supporting the mental health of diverse communities
- Provide employees with links to webinars, videos and other content they can view to learn more about Minority Mental Health Month ([See Resources on page 10](#))
- Offer fact sheets for employees to post and share ([See Fast Facts on page 9](#))
- Email “desk drops” of information to employees throughout the workday highlighting key facts about minority mental health (i.e., Did You Know...)
- Select and feature a mental health champion within your organization who embodies the ideals of Minority Mental Health Month

NAMI Ambassadors

- Create a social video about Minority Mental Health Month and what mental health means to you; encourage fans and followers to make their own videos
- Create and share social media posts with facts about minority mental health ([See Social Media on page 7](#))
- Participate in an Instagram Live with another ambassador or peer who can speak to their experience with mental health as a member of a diverse community; uplift their story
- 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 Minority Mental Health Month and NAMI’s work

YOU ARE NOT ALONE

SOCIAL MEDIA

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

Hashtags to Use: [#NotAlone](#), [#MinorityMentalHealth](#), [#MMHAM](#)

Suggested Social Posts

- 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. [#MinorityMentalHealth](#)
- Only 25% of Asian adults with mental illness receive help. [#MinorityMentalHealth](#)
- 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](#).
- Minority communities 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:
 - 15% of Asian adults
 - 16% of Black adults
 - 17% of Latinx adults
 - 37% of LGB adults

None of us are alone. [#MMHAM](#) [#NotAlone](#)

- Trans individuals are 12X more likely to attempt suicide than the general population. [#MinorityMentalHealth](#)
- Minorities have less access to mental health services than Caucasians, are less likely to receive needed care and are more likely to receive inferior quality of care when they are treated. This needs to change. [#MinorityMentalHealth](#)
- Mental health care should be tailored to a person's culture, language and background. [#MinorityMentalHealth](#)
- Even though people of color are more likely to be involved in the criminal justice system, they are less likely to be identified as having a mental health condition and less likely to receive access to treatment once incarcerated. [#MinorityMentalHealth](#)
- "Advancing racial equity is a commitment that must go hand-in-hand with reform to both the criminal justice system and the mental health system." [#MinorityMentalHealth](#)
- 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

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SUGGESTED GRAPHICS FOR MINORITY MENTAL HEALTH AWARENESS MONTH

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 can be downloaded from:

nami.org/Get-Involved/Awareness-Events/Awareness-Resources

Additional resources and graphics, including additional statistics images, will be included and available on the awareness resources page.

Sample images



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FAST FACTS

These are only a few of the reasons why it's important to take part in promoting awareness for Minority Mental Health Month. Please use these facts and others, including the infographics on our website (nami.org/learn-more/mental-health-by-the-numbers), to encourage discussions about mental health through social media or other forms of outreach.

Individual Impact

- 19.1% of U.S. adults (47.6 million people) experienced mental illness in 2018, but only 43.3% received treatment.
 - 1 in 5 U.S. adults experiences a mental illness each year, but less than half get treatment.
- 4.6% of U.S. adults (11.4 million people) experienced serious mental illness in 2018, but only 64.1% received treatment.
 - 1 in 25 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% received treatment.
 - 1 in 6 US 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 31% since 2001.

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.
- 60% of U.S. counties do not have a single practicing psychiatrist.
- 19.3% of U.S. adults with mental illness also experienced a substance use disorder in 2018 (9.2 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).
- 20.1% 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.

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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 our [Identity and Cultural Dimensions](#) section for resources specific to these communities:

- [Black/African American](#)
- [Latinx/Hispanic](#)
- [LGBTIQ+](#)

You can also view NAMI's statement on recent racist incidents, as well as archived Ask the Expert webinars on mental health in diverse communities at the links below:

- [NAMI's Statement on Recent Racist Incidents and Mental Health Resources For African Americans](#)
- [NAMI's Ask the Expert Webinar: Impact of Racism and Trauma on Black Mental Health](#)
- [NAMI's Ask the Expert Webinar: How You Can Help LGBTQ Youth Mental Health](#)

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