

YOU ARE NOT ALONE

Mental Health Month 2020

Guide for NAMI Partner Organizations



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.

YOU ARE NOT ALONE



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

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.

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

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/MentalHealthMonth

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FOR NAMI PARTNERS

We recognize that during this COVID-19 crisis, with so many working from home and others adapting and improvising, people are more aware than ever of our collective and individual mental health.

May is Mental Health Month, and there is perhaps no better time to explore ways to encourage understanding, awareness and the need to echo that we are #NotAlone.

For many with mental health vulnerabilities the transition, ongoing uncertainty, physical boundary challenges and the potential impact of isolation or lack of privacy may be particularly challenging. What we know is that both informal and formal communication can be beneficial, and communication transparency and frequency may help mitigate worry and assist in establishing comfort.

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.

- 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 or furlough periods. 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 www.nami.org where resources relatable to any current moment are easily accessible
 - Use the graphics and messages in this guide to craft your own message to employees, reminding them that they are #NotAlone
 - Organize and promote a webinar or video share that is tailored to mental health
 - 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
- Things are chaotic in communities right now, and flow and typical schedules are disrupted. 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 who are going above and beyond during the time of flux and disruption.
- If you’re looking for additional ways to get engaged, check out [The Mental Health Coalition](#), which NAMI is a partner.

Please reach out if we can assist

Contact Gustavo Guerrero via GGuerrero@nami.org.

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SOCIAL MEDIA

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

We also encourage you to post relevant content on National Children's Mental Health Awareness Day on May 7th and during National Anxiety and Depression Awareness Week May 11th - 19th.

Hashtags to Use: [#NotAlone](#), [#MentalHealthMonth](#), [#MHM](#)

General Suggested Social Posts

- 1 in 5 U.S. adults experience a mental health condition each year. [#NotAlone](#) [#MHM](#)
 - If you ever feel alone because of your mental illness, the NAMI community is here for you. [#NotAlone](#)
 - Mental illness affects millions of people in the U.S. [#NotAlone](#) [#MHM](#)
 - 17% of youth aged 6-17 experience a mental health condition. [#NotAlone](#) [#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. [#NotAlone](#) [#MHM](#)
 - Mental illness affects:
 - 15% of Asian adults
 - 16% of Black adults
 - 17% of Latinx adults
 - 37% of LGB adults
- None of us are alone. [#MHM](#) [#NotAlone](#)
- You are [#NotAlone](#). It's time to end the silence around mental illness because the suicide rate has increased 31% since 2001. [#MHM](#)

COVID-19-Related Suggested Social Posts

Now more than ever, the mental health community must come together and show that no one is ever really alone. [#MHM](#) [#NotAlone](#)

What helps you feel connected during this time of physical distancing? Share with the NAMI community by visiting nami.org/YourStory. [#MHM](#)

For those who may be feeling isolated while physically distancing, many of NAMI's support groups have moved online. The [#mentalhealth](#) community is here for you! [#NotAlone](#) nami.org/covid-19

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/warmlines-directory

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](#)

YOU ARE NOT ALONE

SUGGESTED GRAPHICS FOR MENTAL HEALTH 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

YOU ARE NOT ALONE
 Now more than ever, we need to find ways to stay connected with our community. No one should feel alone or without the information, support and help they need.

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YOU ARE NOT ALONE
 #NotAlone nami.org/mentalhealthmonth

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YOU ARE NOT ALONE
 1 in 6 youth aged 6-17 experience a mental health condition.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 1 in 5 adults in the United States experience a mental health condition in a given year.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
47.6 MILLION
 Nearly 50 million adults in the United States face the reality of managing a mental illness every day.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 Stigma and discrimination are reasons so many of us have struggled in silence. This #MHM let's break down stigma so no one struggles in silence.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 If you ever feel alone because of your mental illness, the NAMI community is here for you.
 Stay Strong
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 Common barriers to treatment include the cost of mental health care and insurance, prejudice and discrimination and structural barriers like transportation.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 What helps you feel connected during this time of physical distancing?
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 Half of all lifetime mental health conditions begin by age 14 and 75% by age 24. Early intervention programs can help.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 Sharing your story is not only helpful to your own mental health journey, it's also a great way to show others they are #NotAlone.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 Fewer than half of the adults in the U.S. who experience mental illness get the help they need.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 1 in 25 adults in the United States experiences a serious mental illness in a given year.
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE
 Now more than ever, the mental health community must come together and show that no one is ever really alone.
 #MHM #NotAlone
 #NotAlone nami.org/mentalhealthmonth

YOU ARE NOT ALONE

What helps you feel connected during this time of physical distancing?

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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 ENGAGE ONLINE WITH YOU ARE NOT ALONE

NAMI.org Personal Stories

Throughout the month of May, we will be featuring real stories from real people experiencing mental health conditions. By reading about lived experience, we aim to make people feel less alone in their mental health journeys.

By the end of April, we will share a link where people can submit their stories. Please share that link with your networks and they could be featured on the NAMI website and NAMI social media channels.

Social Media

- Tag a friend, family member, loved one with a message of caring
- Share who or what makes you feel not alone



HOW TO STAY CONNECTED WITH YOUR COMMUNITY

There are different ways to get the word out about Mental Health Month and stay connected to your community, friends and family — even during this period of physical distancing:

- Participate in NAMIWalks Your Way, a virtual event on May 30th. This National Day of Hope has a local and national reach to join together, elevate awareness and raise funds for mental health and the NAMI community. Visit namiwalks.org for more information.
- Host a Facebook or Instagram Live with an expert or even just with a person with lived experience about how they're managing physical distancing challenges

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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 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 with your community, whether 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.