2024
MENTAL ILLNESS AWARENESS WEEK AND WORLD MENTAL HEALTH DAY

TOOLKIT

WHAT'S INSIDE THIS TOOLKIT

We at NAMI National have created this toolkit to support NAMI State Organizations and Affiliates, partners and ambassadors, and other mental health champions in an effort to raise awareness of Mental Illness Awareness Week and World Mental Health Day. We encourage you to use these resources in your own promotion and awareness efforts.

Your support is invaluable to NAMI, and we thank you for all that you are doing to help advance our vision of a world where all people affected by mental health conditions 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.

Table of Contents

ABOUT MENTAL ILLNESS AWARENESS WEEK AND WORLD MENTAL HEALTH DAY

Everyone is impacted by mental health conditions – including the friends, family, and coworkers who don't live with a mental health condition themselves. One in five adults in the U.S. experiences a mental health condition each year, which impacts those who know and love them.

Since 1990, Americans have celebrated the first full week of October as Mental Illness Awareness Week after the National Alliance on Mental Illness (NAMI) lobbied Congress to create this critical awareness event. This year, Mental Illness Awareness Week is **October 6 – 12** and World Mental Health Day is **October 10**.

NAMI believes that mental health conditions are important to discuss all year, and we are thrilled to participate in a global conversation during this awareness week.

My Mental Health at Work

NAMI's 2024 theme for Mental Illness Awareness Week and World Mental Health Day is **My Mental Health at Work!**

This year, alongside the World Federation for Mental Health, the founders of World Mental Health Day, we are recognizing the importance of prioritizing mental health in the workplace. NAMI is preparing two brand new guides for supporting mental health at work, plus the launch of a new NAMI StigmaFree website.

We encourage you to join us in promoting mental wellness at work throughout Mental Illness Awareness Week, and especially on World Mental Health Day.

GET SUPPORT AND STAY INVOLVED

NAMI has produced many resources, guides, and tools to help individuals, families, friends, and community members raise awareness about mental health. During Mental Illness Awareness Week and World Mental Health Day, we hope you'll share these resources and explore nami.org to raise awareness about mental health conditions and wellness in your networks.

NAMI Crisis Guide: Navigating a Mental Health Crisis at Work

NAMI created this brand-new guide, with The Hartford's support, to help employers, leadership, and managers navigate an employee's mental health crisis. In this guide, readers will find step-by-step advice about what to do in a mental health crisis, how to welcome an employee back to work, and a Mental Health Crisis Plan Template. (*Available for download on October 4 at nami.org/MIAW*)

## Making the Workplace Work for All: Enabling Employee Success

Workplace mental health accommodations, or "Success Enablers," allow employees to perform their jobs effectively and productively. Created with our research partner, Inclusively, this report outlines the need for employee accommodations, the benefits to companies supporting their workforce, and key actions employers can take. (*Available for download on October 4 at nami.org/MIAW*)

NAMI StigmaFree Website

Find all NAMI StigmaFree workplace tips, advice, and resources online in one easy place! The brand-new NAMI StigmaFree site also offers all organizations – corporations, small businesses, and nonprofits alike – the opportunity to become NAMI StigmaFree Workplaces. Learn more at StigmaFree.nami.org.

NAMI Hearts+Minds

Part of balancing work and life is having an outlet for physical activity! NAMI believes that mental health is physical health, and the connection between physical and mental health is clear. It's important to incorporate care for your body as well as your mind. Learn more at HeartsAndMinds.nami.org.
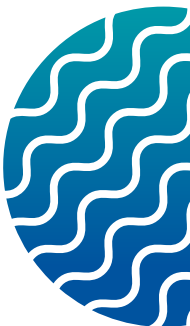
GET SUPPORT AND STAY INVOLVED

"You Are Not Alone for Parents and Caregivers"

NAMI's second book is the essential guide for all parents and caregivers concerned about youth mental health. Filled with actual experiences and stories from interviews, NAMI's Associate Medical Director Dr. Christine Crawford provides valuable advice and practical tips for families. Order your copy at nami.org/book.
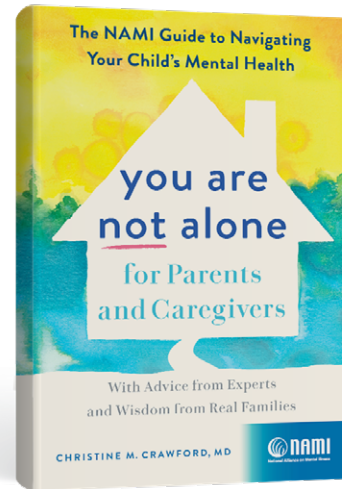
NAMI Support Groups

During hard times, the power of community can be powerfully healing. NAMI support groups are led by peers and offer participants an opportunity to share their experiences and gain support from other attendees. There are support groups available for individuals experiencing mental health challenges, as well as for the loved ones who care about them.

The NAMI HelpLine and NAMI Teen & Young Adult HelpLine

The NAMI HelpLine is a free peer support service that is available nationwide. Help seekers can receive information, resource referrals, and support from experienced and well-trained staff and volunteers. Call 1-800-950-NAMI (6264), text "HelpLine" to 62640, or chat at nami.org/help, Monday through Friday from 10:00 a.m. – 10:00 p.m. ET.

The NAMI Teen & Young Adult HelpLine offers youth and young adults a direct connection with another young person who shares similar experiences. Individuals contacting the NAMI Teen & Young Adult HelpLine will also receive information, resources, and support. Call 1-800-950-6264, chat online at nami.org/help, or text "Friend" to 62640 to connect.

GET SUPPORT AND STAY INVOLVED

988 Suicide & Crisis Lifeline

The 988 Suicide & Crisis Lifeline is available if you or someone you know is having thoughts of suicide or experiencing a mental health crisis. Call or text 988 to connect with a trained crisis counselor 24 hours a day, 7 days a week, or you can chat online at chat.988lifeline.org.

Share Resources

To help NAMI partners and ambassadors spread the word, we've created a suite of graphics to share with your network in your social media posts and existing messaging. View and download high-quality graphics at **nami.org/MIAW**.

MENTAL HEALTH FACTS

- **1 in 5 U.S. adults experiences mental illness each year**
- **1 in 20 U.S. adults experiences serious mental illness each year**
- **1 in 6 U.S. youth aged 6-17 experiences a mental health condition each year**
- **53.9% of U.S. adults with mental illness received treatment in 2023**
- **71.1% of U.S. adults with serious mental illness received treatment in 2023**
- **Annual prevalence of mental illness among U.S. adults, by demographic group:**
  - » Non-Hispanic Two or More Races/ Multiracial: 36.7%
  - » Non-Hispanic White: 24%
  - » Non-Hispanic American Indian or Alaska Native: 23.5%
  - » Hispanic or Latino: 20.6%
  - » Non-Hispanic Black or African American: 19.4%
  - » Non-Hispanic Asian: 18.1%
  - » Female: 26.4%
  - » Male: 19%
  - » Lesbian, Gay, or Bisexual: 53.2%

- **Annual treatment rates among U.S. adults with any mental illness, by demographic group:**
  - » Non-Hispanic White: 58.7%
  - » Non-Hispanic Two or More Races/Multiracial: 56.3%
  - » Hispanic or Latino: 47.4%
  - » Non-Hispanic Black or African American: 43.8%
  - » Non-Hispanic Asian: 34.7%
  - » Female: 59.3%
  - » Male: 45.9%
  - » Lesbian, Gay, or Bisexual: 61.9%

- **Annual prevalence among U.S. adults, by condition:**
  - » Anxiety disorders: 19.1%
  - » Bipolar disorder: 2.8%
  - » Borderline personality disorder: 1.4%
  - » Major depressive episode: 8.5%
  - » Obsessive compulsive disorder: 1.2%
  - » Posttraumatic stress disorder: 3.6%
  - » Schizophrenia: <1%

Estimates for some racial/ethnic groups not reported due to limited data.

National Alliance on Mental Illness

WORKPLACE MENTAL HEALTH FACTS

NAMI recently surveyed a nationally representative sample of full-time employees, who work at a company with at least 100 employees, across multiple industries, which revealed the importance of workplace mental health awareness and action in the U.S.

- **Awareness & Education**
  - » **74%** of full-time employees in the U.S. say it is appropriate to discuss mental health concerns at work, but only **58%** say they feel comfortable doing so.
  - » **1 in 3 (36%)** say their mental health has suffered because of work in the past year.
  - » Burnout is a problem, especially among women, young workers, and mid-level employees. A higher share of female employees and employees under age 50 report feelings of burnout.
  - » Employees who are less comfortable talking about their mental health at work are more likely to report feeling burnout and their mental health declining because of work.

- **Culture of Caring**
  - » **4 in 5 (83%)** employees agree mental health and well-being training is, or would be, important in creating a positive workplace culture.
  - » But **7 in 10** senior-level employees say they have not received workplace training about how to talk to their team about mental health.
  - » **Only half (51%)** say their employer offers or requires mental health and well-being trainings, resources, or events – providing a significant opportunity for employers to close that gap.

- **Access to Services, Care, and Support**
  - » **9 in 10** employees say employer-sponsored mental healthcare coverage is important for creating a positive workplace culture. This is true for employees regardless of gender, age, stage in career, or managerial status.
  - » About **1 in 5** say it is hard to find mental healthcare through their employer that is affordable, in network, and available in a timely manner.
  - » **1 in 4** employees say they don't know if their employer offers mental health coverage – showing the need for more communication from employers.

National Alliance on Mental Illness

JOIN THE CONVERSATION ON SOCIAL MEDIA

We invite you to share our messages below or your own messages about Mental Illness Awareness Week and World Mental Health Day. Help us amplify the message that there is strength in vulnerability.

Don't forget to tag us at **@NAMICommunicate** on Instagram, Threads, and X (formerly Twitter) and **@NAMI** on TikTok, LinkedIn, and Facebook. And be sure to use the hashtag **#MentalIllnessAwarenessWeek** and **#WorldMentalHealthDay** in your posts.

Platforms

Weekly/daily activations will be taking place on NAMI's social media channels. Follow NAMI to tune in, repost, retweet, and share:
- Facebook, Instagram, LinkedIn, Threads, TikTok, X, YouTube

Hashtags

#MentalIllnessAwarenessWeek
#WorldMentalHealthDay
#NAMIStigmaFree
URL: nami.org/MIAW

Sample Captions

This #MentalIllnessAwarenessWeek is the perfect opportunity to challenge the misconceptions surrounding mental illness. It's more common than you may think: 1 in 5 adults in the U.S. experiences mental illness each year. Let's break the stigma together with open, compassionate conversations.

Everyone deserves a support system and access to the resources they need to thrive. This #WorldMentalHealthDay, check on your loved ones and be honest with them about how you're feeling, too. Every open conversation brings us closer to removing stigma from mental health.

No matter what you're going through, #WorldMentalHealthDay is a great reminder that you are not alone and there are resources available to support you on your journey.

Caring for your mental health is just as important as caring for your physical health. Today and every day, take time to look after yourself and prioritize your well-being. #WorldMentalHealthDay #MentalIllnessAwarenessWeek

Remember to take a step back and self-assess to ensure you have enough rest for success. Recharging today means a fuller battery tomorrow! #WorldMentalHealthDay #MentalIllnessAwarenessWeek

If you're struggling at work for personal or professional reasons, take breaks, set boundaries, and ask for support. Download guides to support your workplace mental health at nami.org/MIAW #WorldMentalHealthDay #MentalIllnessAwarenessWeek #NAMIStigmaFree

The most productive and engaged employees are the ones that feel supported by their employers. Remember to offer empathy, understanding, accommodations, and conversation to encourage your team to share their needs for success. #WorldMentalHealthDay #MentalIllnessAwarenessWeek #NAMIStigmaFree

To enable employee success, it's important to create a culture of honesty and compassion. It's time to combat the stigma against mental illness at your workplace. For support from NAMI and partners, check out resources at nami.org/MIAW #WorldMentalHealthDay #MentalIllnessAwarenessWeek #NAMIStigmaFree

Personal mental health can sometimes take a backseat at work, but it's time for us to come together to prioritize it. That's why NAMI's theme this #MentalIllnessAwarenessWeek and #WorldMentalHealthDay is My Mental Health at Work! Promote mental wellness in your workplace with these guides. #NAMIStigmaFree

Mental health is important in all aspects of our lives, including in professional settings. That's why we're putting it first this #MentalIllnessAwarenessWeek and #WorldMentalHealthDay! Let's make our workplaces #NAMIStigmaFree. Share how you prioritize Mental Health at Work!
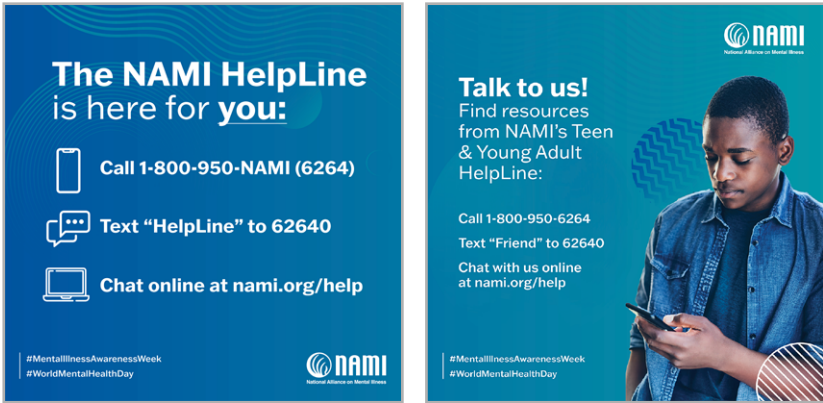
DOWNLOADABLE GRAPHICS TO SHARE

You can download graphics, logos, and social media images to use during our awareness events [here](#).

Stand-Alone Posts

The NAMI HelpLine/NAMI Teen & Young Adult Helpline Carousel Posts

Mental Health at Work Advice for Employers - Carousel Posts

Mental Health at Work Advice for Employees - Carousel Posts

NAMI StigmaFree Carousel Posts

Following our identity guidelines ensures that all NAMI publications and content maintain a professional and high-quality standard. Please use the guidelines listed below to help create materials that reflect the NAMI look and feel.

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

Logo

Primarily, the logo is shown in NAMI Blue.

The logo should be white over dark backgrounds.

The NAMI logo can also be used in black.

Fonts

Franklin Gothic

Sans serif font for headlines and attention-grabbing information.

Museo Sans

Sans serif font for sub-headlines and secondary information.

Proxima Nova

Sans serif font for body copy and tertiary information.

Colors

NAMI Blue
PMS Reflex Blue
CMYK: 100/82/0/2
RGB: 0/83/159

NAMI Teal
PMS 321
Purple
CMYK: 80/21/32/1
RGB: 0/153/168

NAMI Pear Green
PMS 377
CMYK: 58/23/100/4
RGB: 121/153/0

Orange
PMS Warm Red
CMYK: 0/74/98/0
RGB: 255/102/27

Questions?

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