



Act: By Joining The Campaign to Reduce Mental Health Crises

A Resource For Black/African Ancestry Communities

Mental health care matters for everyone. Yet too many in Black/African Ancestry communities do not know when or how to connect with needed mental health care. That's why we created the Crisis Can't Wait Campaign as part of the Community Health Equity Alliance initiative.

While our nation is seeing a decline in suicide rates, Black/African Ancestry men are facing an alarming 25.3% rise in suicides. More must be done to address this public health crisis by reducing stigma, raising awareness and ensuring that people know where to turn in a crisis.

You can get involved and make a difference:

Share Campaign resources in your community:

- **Know the Signs:** to inform people about the signs of mental health conditions and when to seek help
- **Know 988 + Spread the Word:** so, more people know about the Suicide & Crisis Life Line and how to access support during a mental health crisis
- **Know Your Care Journey:** so, more people know how to reach and sustain wellness in living with a mental health condition

Campaign resources can be found at chea.nami.org/crisis-cant-wait-campaign



By sharing these resources with Faith Leaders, members of Divine Nine Sororities and Fraternities, HBCUs, Colleges and Universities, and other community leaders, you can make a difference. You can also share these resources at local health fairs, in community libraries, on social media and at other community gatherings.

This campaign is grounded in **EQUITY** because everyone deserves access to high-quality mental health care when and where it is needed. It is about the **COMMUNITY** coming together to tackle persistent challenges and barriers to care. And it's about **IMPACT** and improving access to mental health care to end the growing suicide and mental health crises experienced by Black/African Ancestry communities.

Together we can reduce mental health crises with a shared sense of urgency because **CRISIS CAN'T WAIT**. To learn more about this campaign and NAMI's Community Health Equity Alliance initiative, created to improve access to care for people experiencing serious mental health conditions in Black/African Ancestry communities, visit chea.nami.org.

