

MAY IS MENTAL HEALTH MONTH

[MHANATIONAL.ORG/MAY](https://mhanational.org/may)

LOOK AROUND, LOOK WITHIN

2023 OUTREACH TOOLKIT



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FOREWORD

As humans, our overall health is significantly affected by our natural and built environment: where we are born, live, learn, work, play, and congregate all influence our health. While we often think of these environmental factors (sometimes called the “social determinants of health,” or the “vital conditions for well-being”) as relating largely to our physical health, it’s important to consider the effect of our environment on our mental health and well-being as well. This opens the door to consider education, economic stability, social connections, neighborhood, community infrastructure, and access to care. What we know for sure is that there are many factors that contribute to mental well-being, and we all benefit from stable environments, strong communities, and ready access to needed services.

During this year’s Mental Health Month, which we proudly started in 1949, Mental Health America invites you to *Look Around, Look Within* as we consider every part of our environment and its effect on our mental health and well-being. This year’s Mental Health Month toolkit provides free, practical resources on how to support your mental health, and the health of those in your community, within every part of our natural and built environment.

Some aspects of our environments may be outside of our immediate control while in other areas we have the potential to make change. To that end, this toolkit provides useful suggestions for ways to adapt your surroundings to improve overall health and well-being, as well as suggestions for ways to cope when change seems out of reach.

We all have mental health, and we all have unique environments. Making our environments as healthy as possible goes a long way in improving our mental well-being.



Schroeder Stribling

Schroeder Stribling
President and CEO,
Mental Health America

INTRODUCTION

For Mental Health Month this year, Mental Health America is encouraging individuals to *look around and look within*. From your neighborhood to genetics, many factors come into play when it comes to mental health conditions. We encourage everyone to consider how the world around you affects your mental health.

Mental Health America's 2023 Mental Health Month toolkit provides free, practical resources, including information about how an individual's environment impacts their mental health, suggestions for making changes to improve and maintain mental well-being, and how to seek help for mental health challenges. This year's toolkit includes:

Media Materials

- Key Messages
- Drop-In Article
- May is Mental Health Month Proclamation

Social Media

- Sample Post Language
- Shareable Images for Facebook, Twitter, and Instagram
- Pop Under (Horizontal) Web Banners
- Wide Skyscraper (Vertical) Web Banners

Posters

- Tips Calendar (Horizontal)
- Mental Health Month Poster (Vertical)
- Screening Poster (Vertical)

Fact Sheets

- Safe and Stable Housing
- Healthy Home Environments
- Neighborhoods and Towns
- The Outdoors and Nature

Worksheets

- Shaping Your Home Environment
- Opening Your Mind to the Outdoors

Other

- Outreach Ideas
- Additional Resources
- Zoom Backgrounds
- Email Signature Images

We'll be reaching out in mid-June to ask about your outreach and impact. Make sure to keep track of your efforts by doing things like:

- Counting how many handouts you distribute;
- Tracking media hits and impressions;
- Downloading analytics for social media posts during Mental Health Month;
- If you do a screening event or health fair, keep count of how many people visit your booth and/or take a screen; and
- Conducting a pre/post survey to see how you've increased knowledge about mental health issues among those you reach. Set up a quick survey of up to 10 questions for free online using SurveyMonkey.com.

LIKE OUR MATERIALS? WANT MORE?

MHA merchandise is available through the Mental Health America store to supplement your outreach efforts. Visit the Mental Health America store at <https://store.mhanational.org>.

***MHA Affiliates** – One of the benefits of being an affiliate is getting a discount on materials at the MHA store. Contact Valerie Sterns at vsterns@mhanational.org if you need help getting your affiliate discount code. There will also be extra May is Mental Health Month tools for you ("Affiliate Exclusives") on the Education and Outreach section of the Affiliate Resource Center.

QUESTIONS?

If you have further questions about Mental Health Month, please contact Danielle Fritze, Vice President of Public Education and Design, at dfritze@mhanational.org or Emily Skehill, Director of Public Awareness & Education, at eskehill@mhanational.org.