



# Mental Health Awareness Month Toolkit

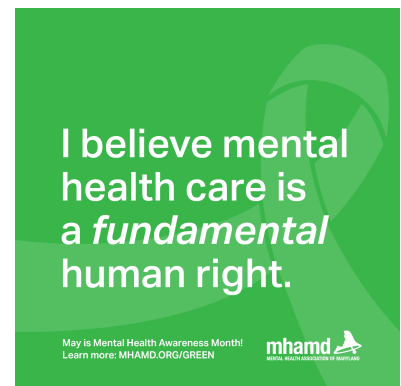
May 2023

This Mental Health Awareness Month we are spreading the message that **mental health is health**. We believe that mental health care is a fundamental human right that includes, not only emotional health, but improved physical health, addiction recovery, lower health care costs, greater equity and opportunity, and the capacity to realize our hopes and dreams. The Mental Health Association of Maryland is committed to ensuring the wellbeing of all Marylanders through advancing public policy, monitoring service quality, providing training and education, leading systems change, and advancing new evidence-based treatments.

This toolkit includes sample social media posts and graphics to help spread awareness about mental health and substance use, as well as a list of other ways to help. Get involved and help make a difference this Mental Health Awareness Month!

## SOCIAL MEDIA GRAPHICS:

To download, click on the image. In your browser, right click on the image and select "Save Image As" and save to your computer. The image should be available in your downloads folder.



## SOCIAL MEDIA HANDLES:



[@MentalHealthMaryland](https://www.facebook.com/MentalHealthMaryland)



[@mentalhealth\\_maryland](https://www.instagram.com/mentalhealth_maryland)



[@mentalhealthmaryland](https://www.linkedin.com/company/mentalhealthmaryland)



[@mentalhealthmd](https://twitter.com/mentalhealthmd)

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## SAMPLE SOCIAL MEDIA POSTS:

Hashtags: #MentalHealthAwarenessMonth #MentalHealthAwareness #MentalHealthMD

1. May is Mental Health Awareness Month! It's important to remember that everyone has mental health — mental health is how we think about life or issues, feel about ourselves and others, and handle change, stress, and other things that happen to us.
  2. This Mental Health Awareness Month let's make sure we're taking care of ourselves and each other. Check in on your loved ones, seek help when you need it, and prioritize your mental health.
  3. May is Mental Health Awareness Month! 50% of Marylanders will experience a mental health or substance use challenge in their lifetime. Learn how you can make a difference by visiting [mhamd.org/green](https://mhamd.org/green).
  4. Mental Health Awareness Month is the perfect time to prioritize your mental health. Visit the Mental Health Association of Maryland's website for information, resources, and more: [mhamd.org/green](https://mhamd.org/green).
  5. You don't need to be an expert to offer support to someone who is struggling with mental health issues. You can make a real difference in someone's life by being a good listener, showing empathy, and offering resources.
  6. Mental health care is a fundamental human right that includes emotional health, but also so much more: improved physical health, addiction recovery, lower health care costs, greater equity and opportunity, and the capacity to realize our hopes and dreams. Learn more: [mhamd.org/green](https://mhamd.org/green).
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## OTHER WAYS TO HELP:

- **Support our fundraiser:** Contribute to [our Mental Health Awareness Month Fundraiser on Facebook](#), and/or share our fundraiser with your network.

- **Host a fundraiser:** Create your own Facebook Fundraiser for the Mental Health Association of Maryland:
  1. Use this link: <https://www.facebook.com/fund/MentalHealthMaryland/>
  2. Set your fundraising goal. You can do this by entering a dollar amount into the "Goal" field.
  3. Choose a name for your fundraiser.
  4. Write a description of your fundraiser.
  5. Set a duration for your fundraiser.
  6. Share your fundraiser with your friends and family on Facebook.
- **Share resources:** Share mental health and substance resources, such as hotlines ([988 Life-line](#)), support groups, online resources, or local resources. Encourage your followers to seek help if they need it and remind them, they are not alone.
- **Learn warning signs:** Familiarize yourself with [common signs of mental health challenges](#), such as changes in behavior, mood, or physical symptoms. Educating yourself on warning signs is an important step in promoting mental wellness for yourself and those around you.
- **Take a training:** Learn the skills needed to support yourself and others who may be struggling with a mental health or substance use challenge. Mental Health First Aid® teaches people how to recognize and respond to a person experiencing a mental health or substance use concern or crisis and to connect them to appropriate care. To learn more about Mental Health First Aid, visit [MHFAMaryland.org](http://MHFAMaryland.org).
- **Start conversations:** Use your platform to start conversations about mental health. Ask the people in your life questions like "How are you really feeling today?" or "I've been feeling stressed lately. How do you usually manage stress in your own life?". Remember that starting a conversation about mental health can be sensitive and personal, so it's important to approach the topic with kindness, empathy, and respect.
- **Be mindful of language:** Use language that is respectful towards individuals living with mental health and substance use disorders. Using stigmatizing or offensive language can reinforce negative stereotypes and contribute to the stigma and discrimination that individuals with mental health and substance use challenges often face. [Go here to learn more.](#)

*Mental health awareness is a continuous effort. Use your platform all year long to create a safe and supportive community.*