Mental Health Action Day
Government / Elected Official Brief

We are launching the largest day of action on mental health in history, with the goal of driving people to support their own and others' mental health.

Background

In the wake of COVID-19, millions of people have uncovered new mental health issues and millions more have had their existing challenges exacerbated. We must take steps now to meet the needs of our communities and identify opportunities to build long-term resilience.

Though more people than ever are comfortable discussing mental health, finding effective resources and knowing how to get help remains a challenge. Study after study shows that one of the hardest things to do is take the first action: whether it's reaching out to a friend, researching peer support groups, sitting down on a therapist's couch or calling a support line.

Many people fall through the cracks in the space between awareness and action – particularly those who have been marginalized or underserved by existing institutions.

By driving attention to free and easily-accessible resources, we can reinforce that everyone has mental health, and it is time we all take care of our emotional wellbeing in the same way we tend to our physical health, **before** we reach a moment of crisis.

Mental Health Action Day

Our mission is to inspire people to talk about their lived experience, destigmatize issues not always discussed openly, and galvanize a movement to drive significant cultural, political and policy changes -- **Mental Health Action Day will lift the conversation from awareness to action** and provide the tangible tools we all need to take that first step for ourselves, for our loved ones, and for our community.

An unprecedented challenge requires an out of the box approach. **We are calling for coordinated action among media brands, local and national nonprofit organizations, technology companies, influential individuals and anyone who understands the importance of mental health -- to rally together in support of taking the first step to get help.**

Now is the time to invest in our mental health and the wellbeing of those we love.

What
Mental Health Action Day

When
Thursday, May 20, 2021 during Mental Health Awareness Month

Who
People taking action on mental health for the first time

Where
We will activate online, on television, and in the streets

Why
Because empowering people to take action on their mental health will have a longstanding and profound impact

Visit
mentalhealthactionday.org

Your Role as a Government Official

Thank you for using your megaphone to drive the culture of mental heath from awareness → action on the inaugural **Mental Health Action Day, May 20. #MentalHealthAction**

The Goal

Encourage and empower your constituents to take action on mental health -- whether for themselves, for their loved ones or to advocate for systemic changes.

Create a 'surround sound' of #MentalHealthAction on this day of action in partnership with more than 100 brands and organizations driving people to mental health resources.

What You Can Do

Here are some of the ways you can participate in Mental Health Action Day:

Introduce a Resolution in Support

Create or work with fellow legislators to announce a resolution in support of Mental Health Action Day on May 20th or in the days leading up to the day. We can work with your press teams to help draw additional press attention.

Amplify

Make a public statement on social media utilizing the official hashtag for Mental Health Action Day: #MentalHealthAction. Host a press conference or write an op-ed to support Mental Health Action Day, focusing on the first steps that your constituents can take or use this as a moment to uplift key legislation that has recently been introduced or is soon to be introduced. Consider sharing your own experience and what first steps for mental health action have helped you through difficult times -- from self-care activities to engaging crisis resources.

Engage Your Community

Consider partnering with a local faith community, school, community center, campus or youth group to host a community event.

Uplift Local Resources:

Highlight or host a conversation with a local activist or a leader of a local mental health organization. Remember to include a call to action for people to take the first step; encourage them to take advantage of the community resources available to them. This conversation could be hosted on your website, Youtube channel, or social media channels.

Host a Digital Event

On your social channels, host a podcast, Facebook or Instagram live event to bring awareness to the first-ever Mental Health Action Day. Lean on local talent, activists, artists or leaders to create an engaging discussion and point people towards the help they need.

Support Your Staff

By giving your employees time during the day to take a mental health action, you could help your staff take their first steps for mental health action and demonstrate that you care about and prioritize their mental wellbeing. You could do this by giving your team time off or asking them not to book meetings during a certain window, sending out a newsletter with key resources and asking them to set aside time to call a friend.

Sample Post Language

- Mental health affects all of us. Today is **Mental Health Action Day** so I am sharing my own journey and *[taking action - call out what you are doing]* in support of my wellbeing. I want to encourage my constituents to do the same -- whether it's starting therapy or reaching out to a friend who is struggling, today is the day. **#MentalHealthAction**

- I am working hard to ensure that mental health resources are available to all members of our community. Everyone deserves access to the support they need. **#MentalHealthAction**

- Please visit **MentalHealthActionDay.org** for some first steps you can take to support your mental health. The last year has been a tough one, but even a small action can help -- the key is to do something today! #MentalHealthAction

- *If you are in crisis please call 1-800-273-TALK