Mental Health Action Day
Talent 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

MTV Entertainment GROUP

TASKFORCE

Your Role as a Cultural Leader and Influencer

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 people 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.

How to Amplify

Use your megaphone to tell your fans about Mental Health Action Day. Here are some ideas for how to do that but we welcome your participation in whatever way is right for you and your audience:

Tell Your Story
(on May 19 prior to and on May 20th, Mental Health Action Day)

- Record a candid video taking action towards your personal mental health: walking into a therapy session, meditating, doing yoga, journaling, or talking to a friend about your mental health journey.

- Record a candid video discussing personal mental health stories and how you have taken action and/or are currently taking action to get support. These videos could reflect your mental health journey more broadly, or how you have grown or seen improvements from taking action.

- Refer your audience to trusted resources where they can learn more and find pathways to support. Mental Health Action Day can help with referrals to community-specific resources.

- Make sure to use the official hashtag for Mental Health Action Day: **#MentalHealthAction**

Start a Conversation
(on May 20th or prior)

Partner with a friend and 'go live' to discuss mental health challenges, how you took the first steps to get help and/or tools/resources that you recommend.

Advocate For Mental Health Action on a Systemic Level
(on May 20th or prior)

After taking action for yourself, help to direct people to advocate for mental health access and support for others. *If you don't already have a preferred organization to boost, we can help you find one!*

Amplify on Social
(prior to May 20th)

Post leading up to Mental Health Action Day, so that people know it is on May 20th. Let your fans know that they can go to MentalHealthActionDay. org for resources they can use to take action.

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 you 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 excited to be part of the first Mental Health Action Day to help you take your first steps -- whether for yourself, for your loved ones or for your community. **#MentalHealthAction**

- Go to **MentalHealthActionDay.org** in case you aren't sure where to start. 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