

# Mental Health Action Day University/Student 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](http://mentalhealthactionday.org)

# Your Role

Each person and company has their own ability to drive change and support the Mental Health Action Day in the way that works best for them. There is no one size fits all policy but rather, this is an **open source effort** for all those who want to **use their megaphones to drive our culture from awareness to action**. We invite you, in whatever capacity you have, to bring your personal or organizational capacity to bear at this critical time of need.

## The Goal

-  Encourage and empower students and faculty 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 national and global brands and organizations driving people to mental health resources.

## How

### Take Collective Action

Organize as many people as possible to try meditation, post positive thoughts on a message board, or check in with a friend about their mental health journey.

### Host a Wellness Event Virtually or In-Person

Host a yoga class, campus-wide meditation, or fitness class either online or in person for students to decompress and take a pause in their day.

### Host a Discussion or Panel

Plan a keynote talk, an Instagram Live panel or discussion with campus or local community experts, or an interactive in-person conversation about mental health and highlight the resources available on campus.

### Host a Resource Fair

Showcase campus resources through a virtual or in-person resource fair.

### Encourage Commitments & Messages from Community Leaders

Work with leaders, such as university presidents, provosts, or even dorm resident assistants to send out community-wide messages about mental health resources available to students. You could also encourage university leadership to take part in a virtual event on the day to discuss mental health on campus and take questions.

### Halt for Mental Health

Pause for one hour campus wide to allow students to take a break to recharge and center their mind and thoughts.

### Account Takeovers

Partner with university mental health and wellness centers/ programs to 'go live' on student group and/or official university platforms to discuss mental health challenges, how you can take first steps, and recommend tools/ resources.



## Make it Official

If you are interested in signing on as a Mental Health Action Day Partner, please fill out this partner form.

 **BECOME A PARTNER** 