

Mental Health Action Day

Partner 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

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.

You can do this through:

Community Engagement

On the first Mental Health Action Day, you can host a community event with a local church, school, community center, campus or youth group.

Influencer Engagement

You could tap your influencer network to bring attention to this day through various educational posts on social media in the weeks leading up to the Mental Health Action Day.

Employee Engagement

By giving your employees time during the day to take a mental health action, you could help raise awareness within your strongest network, demonstrating for your staff that you care for and prioritize their mental wellbeing.

Amplification

Through mass on-air or digital marketing, media companies and retail brands can help raise awareness about this Mental Health Action Day through their channels. For example: a retail company could print out cards that go in each mail-ordered shipment or advertise the day on their websites or on the thank you page following a purchase; a media company could create PSAs that air during their promo time or are posted on their digital channels directing to the resource site.

Digital Events

By gathering your organizational leaders and/or talent, you can use your platform to bring attention to this first-ever Mental Health Action Day, and point people towards the help they need.

Free Support

For those who are in the mental health or health tech spaces, any free resources or support that can be made available for the day, or month, to ensure that all those who seek to take a first step on the Mental Health Action Day have easy access to do so. We must ensure the supply can meet the demand so you are a critical partner in this effort.

Product Updates

Tech companies have ample tools at their disposal to reach their users with very easily digestible and clickable messages. A tech company could embed Mental Health Action Day alerts in their product in the days leading up, host an on-platform event or stream, or offer GIFs, emojis, or filters dedicated to the day.



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