

# Mental Health Action Day Campus / Student Brief

Mental Health  
Action Day

*This year's theme for Mental Health Action Day is connection: leveraging the power of action to create a sense of inclusion and belonging to support individual and community mental health.*

## Background

Last year, we launched the first Mental Health Action Day to **change the culture around mental health from awareness to action**. With over 1,400 partners and millions of individual participants in 32 countries, our presence was felt around the world as people, many for the first time, took actions to support their mental health.

But we can do more. As we enter the third year of the pandemic and families struggle under the weight of incalculable loss, supporting our mental health is more critical than ever. This is particularly true among young people. The mental health challenges faced by this generation are so concerning that US Surgeon General Vivek Murthy issued a [public health advisory](#) on December 7, 2021 to address the “youth mental health crisis” exacerbated by the COVID-19 pandemic that has caused a 43% increase in loneliness among young people.

With feelings of loneliness on the rise and mental health issues affecting an ever greater portion of the population, **this year's Mental Health Action Day theme is Connection. Together as partners, we will work at different levels, across geographies and demographics, to help people connect with themselves, with others and with their communities.**

## Mental Health Action Day

Our mission is to inspire people to take action for their own mental health, talk about their lived experiences, destigmatize issues not always discussed openly, and galvanize a movement to drive significant cultural, political and policy changes. **Mental Health Action Day lifts the conversation from awareness to action** and encourages partners to share evidence-based tools that can help people take their first steps toward deeper connection.

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.**

### What

Mental Health Action Day

### When

**Thursday, May 19, 2022** during  
Mental Health Awareness  
Month

### Who

People taking action on mental health and open to creating connections with neighbors, family, friends, colleagues and strangers

### Where

We will activate online, in traditional and social media, and in the streets, driving people to resources and/or [MentalHealthIsHealth.us](https://MentalHealthIsHealth.us) for support

### Why

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

### Register

Go to [mentalhealthactionday.org](https://mentalhealthactionday.org) for more information and to register as a partner

# Your Role as a College/University Leader and Student

Each person and company has the ability to drive change and support Mental Health Action Day in the way that works best for them. There is no one size fits all approach, 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.

Thank you for using your megaphone to drive the culture of mental health from awareness → action on the **Mental Health Action Day, May 19, 2022 #MentalHealthAction**.

## 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, principals, provosts, or even dorm resident assistants to send out community-wide messages about mental health resources available to students. You could also encourage campus 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 campus mental health and wellness centers/ programs to 'go live' on student group and/or official campus 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** 