

# Mental Health Action Day

## Partner Brief

### Background

In 2021, we launched the first Mental Health Action Day to **shift the culture of mental health from awareness to action**. With 1,800+ partners and millions of individual participants from across 32 countries, this year we are focused on deepening our impact.

For the third annual Mental Health Action Day on **May 18, 2023**, we are asking our Partner Network: **What if everyone dedicated one hour to take action for their mental health?**

Together as Partners, we will work to reach people around the globe and empower them to do a mental health action for **one hour for themselves, their loved ones, or their community**.

An unprecedented challenge requires an out-of-the-box approach. We seek to empower you, so that you in turn, can empower your communities.

We are calling for coordinated action among businesses, organizations, advocacy groups, schools, individuals, and leaders from around the world to join us on Mental Health Action Day this May 18, 2023.

Now is the time to invest in mental health actions.

### Why One Hour?

Asking for one hour is simple, measurable, and flexible.

Some Partners may encourage actions that are more than one hour, while other actions may be less. Our goal is to provide you with a collaborative framework and network to drive mental health actions within your reach.

Every Partner has their own 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. 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 activate your personal or organizational resources to drive mental health actions now.

### What

Mental Health Action Day - one hour for you, your loved ones, or your community

### When

Thursday, May 18, 2023, during Mental Health Awareness Month

### Who

Businesses, advocacy groups, organizations, schools, leaders, and everyday people

### Where

Global – in our workplaces, schools, communities, homes, and online

### Why

To shift mental health culture from awareness to action

### Get Started

Join the Partner Network today at [mentalhealthactionday.org](https://mentalhealthactionday.org)



# Partner Action Plan

We encourage Partners to **identify a Mental Health Action that can be done in one hour, then promote that action before, during, and after Mental Health Action Day.** This action can be unique to you and your audience, or you can leverage our incredible Network, filled with resources and mental health providers. Please capture the number of actions you generate so we can measure our shared impact across the Partner Network.

## Building Your Partner Action Plan

1. Choose your one hour action
2. Promote your action before, during, and after Mental Health Action Day
3. Empower your audience to take one hour on Mental Health Action Day. Your audience could be:
  - Your employees
  - Your customers
  - Your community
4. Capture the number of mental health actions you generated from your efforts

## Ideas to Empower Mental Health Actions

1. Host an event, livestream, or fundraiser so individuals can learn, connect, put their phone away for one hour, take legislative action, do yoga, play music, learn how to garden, etc.
2. Give employees time off for their preferred action
3. Communicate, or announce, your mental health policy and give individuals time to learn and implement the policy
4. Split up the hour throughout the day, including 15 min mindfulness in the morning, a 30 min break during lunch, and 15 min of reflection before bed
5. Provide free therapy sessions for individuals

## Additional Partner Resources

1. Access to the Partner Network Slack where you can collaborate and connect
2. Invitation to our weekly Partner-Only Office Hours
3. Template Action Plans with sharable content



## 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**