

Mental Health Action Day

Talent & Influencer 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 32 countries, this year we are focused on deepening our impact.

In the last two years, leaders from around the world including Selena Gomez, President Joe Biden, Dr. Jill Biden, Kerry Washington, Nate Burleson, and Reese Witherspoon, have come together to promote mental health actions! View our White House Mental Health Youth Action Forum video on [mentalhealthactionday.org](https://www.mentalhealthactionday.org)

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

We are calling for coordinated action among cultural leaders, influencers, businesses, organizations, advocacy groups, schools, government and elected officials, 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 action.

Why One Hour?

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

Some 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.

Everyone 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 resources to **drive our culture from awareness to action**.

What

Mental Health Action Day - *1 hour for you, your loved ones, or your community*

When

Thursday, May 18, 2023, during Mental Health Month

Who

Cultural leaders, influencers, businesses, organizations, schools, government officials, and everyday people

Where

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

Why

To shift mental health culture from awareness to action

Visit

[mentalhealthactionday.org](https://www.mentalhealthactionday.org) and [mentalhealththishealth.us](https://www.mentalhealththishealth.us)




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Your Role as a Cultural Leader and Influencer

Thank you for using your megaphone to drive the mental health culture from awareness → action on the third annual Mental Health Action Day: Thursday, May 18, 2023. **#MentalHealthAction**

The Goal

 Encourage and empower your community to take action on mental health -- for themselves, for their loved ones, or for their own community.

 Create a 'surround sound' of **#MentalHealthAction** on this day of action in partnership with more than 1,800+ brands and organizations driving people to mental health resources.

What You Can Do

We invite you to participate in whatever way is right for you and your audience. Ideas to get you started:

Tell Your Story

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.

Start a Conversation

Partner with an organization or friend and “go live” to discuss your mental health journey. Discuss how you took the first steps for your mental health, and what tools or resources you use. You are welcome to use any resources on mentalhealthishealth.us

Advocate for Mental Health Action on a Systemic Level

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

Amplify on Social

Post before and during Mental Health Action Day using **#MentalHealthAction**. Let your community know that they can go to mentalhealthishealth.us for resources to take action.

Your Action Plan

1. Choose your one-hour mental health action
2. Promote the action before, during, and after Mental Health Action Day
3. Empower your community/followers to take one hour on Mental Health Action Day to take an action that works for them by sharing your own story or mental health resources

Samples and Ideas

Below are some potential video prompts that you can use to get started. We also have sample social media copy that you can edit to be in your voice and tone for your audience.

Sample Video Prompts

Here are some simple video prompts for you to record and post on social before, during, and after Mental Health Action Day.

- Why is it important to take action for your mental health, and what actions do you take to prioritize your own mental wellbeing?
- Who are you with and what are you doing when you feel like your most authentic self?
- What's the most powerful thing your friends can do when you're going through a difficult time?
- Can you recall an instance when you were really struggling emotionally and a friend or family member reached out to support you? How did that make you feel?
- Share a time when simple words or actions from a friend changed your day for the better.
- What is the best advice you have received from a loved one or a mental health professional about how to maintain strong mental health?

Sample Post Language

- Mental health is health. Mental Health Action Day is May 18th, and I invite you to [take action - call out your specific mental health action!] or do an action that works for you! Mark your calendars now! #MentalHealthAction
- Today is Mental Health Action Day! Please visit MentalHealthIsHealth.us for some first steps you can take to support your mental health. Even a small action can have an impact -- the key is to do something today! #MentalHealthAction



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