

Mental Health Action Day

School & Student 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.

Schools, universities, and student groups including Harvard, UCLA, and 200+ student-led groups have come together to support Mental Health Action Day and drive students to take mental health actions. View our White House Mental Health Youth Action Forum video on 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 students, parents, and school staff 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 students and peers. We are calling for coordinated action among schools, students, businesses, organizations, advocacy groups, individuals, and leaders worldwide 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 schools 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 school has its 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

Schools, students, businesses, organizations, government officials, leaders, and everyday people

Where

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

Why

To shift mental health culture from awareness to action

Visit

mentalhealthactionday.org and mentalhealthishealth.us





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Your Role as a School or Student

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. Schools and students are uniquely positioned to activate both on and off campus.

The Goal

-  Encourage and empower your students and peers to take action on mental health -- whether for themselves, for their loved ones, or their 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

Here are some of the ways you can participate in Mental Health Action Day:

Host an Event (Digital or In-Person)

Plan an event or keynote to talk about mental health or host an interactive campus activation. Host a yoga, meditation, fitness class, or resource fair.

Send Commitments & Messages from Community Leaders

Work with leaders to send community-wide messages and make commitments around mental health support. Student groups can release a mental health campaign with videos discussing mental health, resources, reversing the stigma, etc.

Take Collective Action

Organize as many people as possible to try meditation, post gratitude messages on a message board, or check in with a friend or loved one about mental health. Involve your friends, teachers, parents, school administrators, club leaders, and more.

Account Takeovers

Partner with mental health program leads and students to “go live” and discuss mental health, how you can take the first steps, and recommend tools and resources. You are welcome to use resources on mentalhealththishealth.us.

Amplify Resources

Post leading up to Mental Health Action Day so that people know it is on Thursday, May 18th. You could post resources online, in student centers, in school newspapers, at campus shuttle stops, etc. Let students know that they can go to mentalhealthactionday.org for resources they can use to take action.

Your School Action Plan

1. Register as a Partner at mentalhealthactionday.org/join
2. Choose your one-hour mental health action
3. Promote the action before, during, and after Mental Health Action Day
4. Empower your students and staff to take one hour on Mental Health Action Day
5. Capture the number of mental health actions you generated from your efforts

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!] RSVP now at [\[LINK\]](#) #MentalHealthAction
- As we prepare for Mental Health Action Day on Thursday, May 18th, I want to share a personal story about my mental health journey. [Share about therapy or reaching out to loved ones, etc. End with a call to action to resources such as mentalhealthishealth.us, or RSVP to your mental health activation] #MentalHealthAction
- Everyone deserves access to the support they need. Learn more at our Mental Health Action Day [event, livestream, panel, etc.] on May 18th. [\[LINK\]](#) #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
- If you or someone you know needs support now, call or text 988.