



# Why? Care?

**Mental Health Month (May) and Beyond:**  
Message Guide and Style Sheet for NAMI Partners

## About the Guide

Nearly 60 million people in the U.S. face the day-to-day reality of having a mental health condition. Throughout the year, the National Alliance on Mental Illness (NAMI) raises public awareness through campaigns that fight stigma and discrimination, point people to help and support, educate the public and encourage advocacy for equal care.

This guide is intended to help NAMI partners coordinate their public awareness efforts with us for greater impact.

### KEY AWARENESS EVENTS:

<b>May</b>	Mental Health Month
<b>July</b>	National Minority Mental Health Awareness Month
<b>September</b>	Suicide Prevention Month
<b>October</b>	Mental Illness Awareness Week (Oct. 6-12)
<b>November</b>	NAMI Research Event and Partners Events
<b>Spring/Fall</b>	NAMIWalks events in 100+ communities

### ABOUT MENTAL HEALTH MONTH

Mental Health Month has been observed in May in the U.S. since 1949, reaching millions of people through the media, local events and public service activities. During [Mental Health Month](#), NAMI inspires our movement and joins the mental health community to build understanding of mental health conditions, increase access to treatment and ensure those who are struggling know they are not alone and #NAMICares.

### ABOUT THE CAMPAIGN

The *WhyCare?* campaign demonstrates the power of care to make a life-changing impact on those affected by mental health conditions. Through our own words and actions, we can shift the social and systemic barriers that prevent people from building better lives. Central to the campaign is encouraging others to learn the facts about mental illness and reach out to someone who may be struggling. Our goal is to bring mental health education to all corners of our communities and our work. In 2019, we will elevate #WhyCare in all our events. View this year's calendar at <http://www.nami.org/Get-Involved/Awareness-Events>.

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# Campaign Messaging and Partner Activation

## GOAL

To inspire engagement with NAMI and partners during our mental health awareness events in 2019.

## OBJECTIVE

*WhyCare?* Campaign messaging should reinforce the importance and strength of caring. By understanding and helping others in need, we support and empower those experiencing a mental health condition. Together, positive change can happen.

## CAMPAIGN MANIFESTO

Care is a simple 4-letter word, but a powerful way to change lives for people affected by mental illness.

It's an action.

It's a feeling.

It's a gift we give to ourselves and to each other.

People feel loved when someone cares.

People feel heard when someone cares.

People recover when someone cares.

Society changes when people care.

Entire systems change when people care.

For more than 40 years, NAMI has been a beacon of help and hope by providing the support, education and advocacy to ensure that all people affected by mental health conditions get the care they need and deserve.

**#NAMICares**

**#WhyCare**

## WhyCare? SAMPLE MESSAGING

- Why Care? Because millions of Americans are affected by mental health conditions, yet less than half get the treatment they need. Access to lifesaving treatment is critical to help people on their road of recovery.
- Why Care? Because at least 1 in 5 school-aged children has a mental health condition. Kids should know what they're experiencing isn't their fault; that they can talk about it to their parents, counselors or a trusted adult.
- Why Care? Because suicide is a leading cause of death for young people. We need more education that teaches youth that mental health conditions are treatable, and they can get better.
- Why Care? Because people with mental illness are treated differently and less urgently than people with other health conditions. People with mental illness often die at a younger age of treatable health conditions because they receive disparate treatment if they live with mental illness—fewer medical tests, less treatment, with little follow-up or tailored approaches to meet their needs.
- Why Care? Because mental health conditions are stigmatized, misunderstood and discriminated against. To create change, we must spread awareness and education about what it means to have a mental health condition.
- Why Care? Because people in a mental health crisis should get help, not handcuffs.
- Why Care? Because every day, 20 veterans die by suicide. Our nation's veterans deserve better.
- Why Care? Because we need more funding to unlock new scientific discoveries that improve treatment, services and diagnostics for mental health conditions.
- Why Care? Because when mental health concerns are not properly addressed, symptoms can include sleep problems, lack of concentration, aches and pains, irritability, low motivation or self-medication with drugs or alcohol. These symptoms can cause challenges in the workplace.
- Why Care? Because short-term disability claims for mental health conditions are growing 10% annually and can account for 30% or more of the disability burden for the typical employer.
- Why Care? Because supervisors can directly support their employees by noticing when someone's behavior has changed, reaching out to them in a caring and supportive way and connecting them with resources.

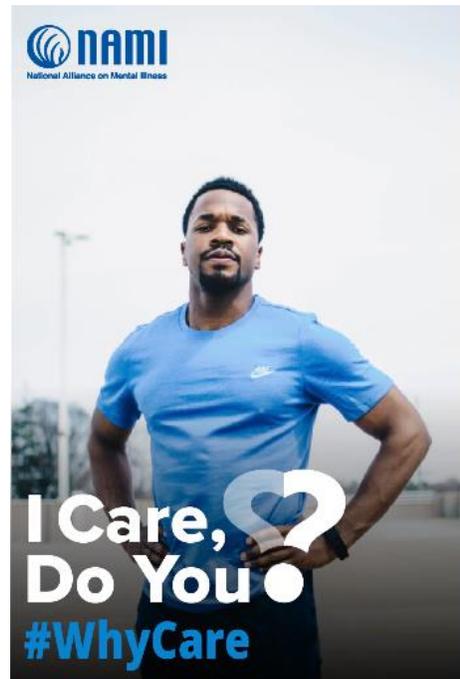
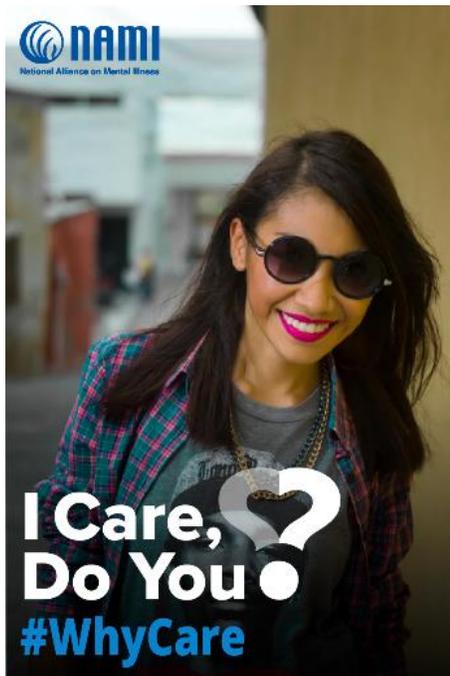
## WhyCare? PARTNER ACTIVATION

All digital assets can be downloaded from [nami.org/whycare](http://nami.org/whycare)

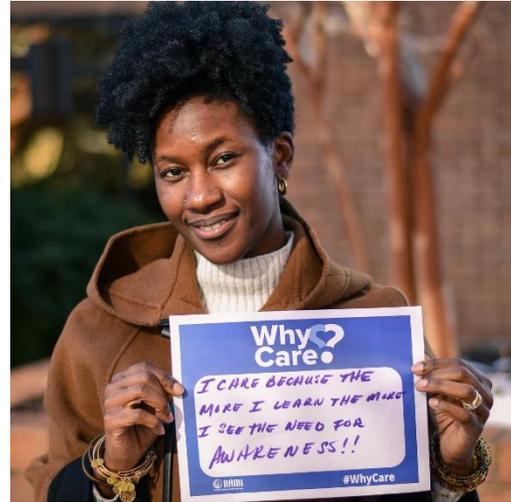
1. **Add Virtual Ribbon to Company Logo** – For the month of May, incorporate this green ribbon into your company’s logo on social media platforms and digital assets. Show that your organization cares about mental health. Find the virtual ribbon at [nami.org/whycare](http://nami.org/whycare).



2. **Social Media Promotion** – To further our message, we will offer ways for people to show they care on social media and encourage others to do the same.
  - a. **Badges** – At the beginning of May, Facebook frames will be available for people to declare that they care about mental health. Encourage your staff to “Share the Care” by downloading the frame on Facebook.



- b. **WhyCare? Signs** – Print out our *WhyCare?* signs (available at [nami.org/whycare](http://nami.org/whycare)) and encourage employees to share why they care about mental health by writing a short phrase on the cards. Share their answers on social media using #WhyCare.



- c. **I Care Do You?** – Create a visual movement by printing out “I Care, Do You?” signs (available at [nami.org/whycare](http://nami.org/whycare)) and take photos of employees together holding them. Post on social media using #COMPANYNAMECares



- d. **Share Your Why** – Record a video on a mobile phone and in your own words, tell us why you care about mental health. End your video with a call to action for others to show they care by visiting [nami.org](http://nami.org) or sharing why they care on social media using #WhyCare #COMPANYNAMECares
- i. Example: Hi we are employees of XXX. We care about mental health since it greatly impacts companies both financially and in terms of morale. Did you know depression is the leading cause of disability in the workplace? It significantly contributes to lost productivity through 2.5 absences per month. We need to recognize the warning signs when our colleagues are struggling and get them the help they need. We care and show you do by visiting [nami.org](http://nami.org) and sharing your why on social using #NAMICares #WhyCare.

- Sentimoji Sticker Pack** – Show your colleagues and network you care by using the sticker pack in text messages and other communications. The Sentimoji sticker pack allows people to support and understand people who may be struggling and to offer encouragement, too. Download the sticker pack for Android at the GooglePlay store or for iPhone at the AppStore.



- Hang a Poster at the Office** – Download and print as many *WhyCare?* posters as desired (available at [nami.org/whycare](http://nami.org/whycare)). Make sure to send us a photo of the poster and feel free to post on social media using #WhyCare or #COMPANYNAMECares



- Participate as a Company at a Local NAMIWalk** – Find your city's NAMIWalk ([namiwalks.org](http://namiwalks.org)) and create a corporate team. NAMIWalks are a great employee engagement activity.



## ENGAGING IN #WHYCARE ALL YEAR LONG

Throughout the year, *WhyCare?* assets and resources are available to assist with informing and igniting your custom initiatives to engage the workplace in the commitment to mental health. NAMI is happy to help create a custom online fundraising platform, please reach out to Katrina Gay ([kgay@nami.org](mailto:kgay@nami.org)) to coordinate.



Please feel encouraged to reach out for support or additional suggestions. Here is a partial list to get the creative ideas in motion.

- Host your own company event to support NAMI awareness and fundraising
- Invite NAMI to present to your company or agency foundation, CSR initiative or employee giving program staff
- Encourage a culture of understanding and acceptance
- Host a lunch-and-learn, town hall or motivational speaker on mental health
- Host a NAMI In Our Own Voice presentation
- Host a chair yoga event at the office
- Support desk side “encouragers” including inspirational quotes, pins and other items
- Create and replenish break room “mental health break” baskets of quotes, peppermints, stickers, a gratitude jar and other items
- Send the *WhyCare?* video (will be available at [nami.org/whycare](http://nami.org/whycare)) and a message from senior leadership to all associates to announce your commitment to the cause
- Encourage a day that supports one “walking meeting,” outside if possible, to encourage creativity, reduce stress and promote positive mental health for everyone
- Provide “cheer boxes” for employees to request to extend kindness to one another; visit [mentallyhappy.com](http://mentallyhappy.com) for more info
- Host company friend- and fund-raisers at the office, for on and off-site staff
- Hold a board game tournament
- Host a spin-a-thon, golf tournament, bowl-a-thon fun run or other event with associates
- Hold a chili cook-off, cookie contest or other food fest contest
- Hold a “Casual Day” or “Festive Friday” dress code buster to the top fundraising department; make it themed (80’s, Gamer, etc.) for more fun
- Offer a top parking space or spaces for the employee or team that raises the most funds
- Plan and execute a scavenger hunt and donate for those who sign up
- Offer company gift matching for donations secured during the campaign

## SUGGESTED CALLS TO ACTION (CTAS) AND SAMPLE MESSAGING

Some sample messaging is unique to Mental Health Month. These are only examples— please feel free to adapt the language/hashtag to apply to a different awareness event

CTA	URL	Sample Message
Visit NAMI to learn more about all the ways to get involved	<a href="http://www.nami.org/Get-Involved">www.nami.org/Get-Involved</a>	I care because other people cared when I was in need. Do you? Visit <a href="http://www.nami.org/Get-Involved">www.nami.org/Get-Involved</a> #WhyCare #NAMICares
Engage in the #NAMICares campaign!	<a href="http://www.nami.org/WhyCare">www.nami.org/WhyCare</a>	#WhyCare? I care because_____. #NAMICares
Tag social media posts with #WhyCare and #NAMICares	<a href="http://www.nami.org/WhyCare">www.nami.org/WhyCare</a>	Download the #WhyCare Facebook frame and tag your friends in social media posts
Visit NAMI to learn more about mental health conditions	<a href="http://www.nami.org/Learn-More">http://www.nami.org/Learn-More</a>	1 in 5 of us have a mental health condition. It is important to show you care during #MentalHealthMonth#WhyCare #NAMICares
Find support for living with a mental health condition	<a href="http://www.nami.org/Find-Support/Living-with-a-Mental-Health-Condition">http://www.nami.org/Find-Support/Living-with-a-Mental-Health-Condition</a>	Mental illness can slow us down, but we don't need to let it stop us. Support and understanding are key. Tell others #WhyCare on social media
Know the warning signs	<a href="http://www.nami.org/Learn-More/Know-the-Warning-Signs">http://www.nami.org/Learn-More/Know-the-Warning-Signs</a>	Don't be afraid to reach out if you or someone you know needs help. Learning all you can about mental health is an important first step. #WhyCare #NAMICares
DIY	<a href="https://www.nami.org/fundraise">https://www.nami.org/fundraise</a>	Learn how you can take action to help be part of the mental health movement. You can plan an event like a bake sale, concert or gala, celebrate a milestone or holiday, remember a loved one's legacy, undertake a physical challenge, or create a brand-new type of fundraiser that's perfect for your unique skills or interests with NAMI DIY! #WhyCare
Donate to NAMI	<a href="http://www.nami.org/Donate">http://www.nami.org/Donate</a>	I dare to care by challenging others to match my donation this #MentalHealthMonth. Help NAMI provide education, support and awareness on behalf of people with mental illness and their families. Donate today at <a href="http://www.nami.org/Donate">http://www.nami.org/Donate</a> #WhyCare #NAMICares

# Brand Information

## EDITORIAL STYLE & WORD USAGE

- Follow NAMI Identity Guide at <http://www.nami.org/identity>
- Mental Health Month (MHM), not Mental Health Awareness Month
- Mental Illness Awareness Week (MIAW)
- NAMI, the National Alliance on Mental Illness
- National Minority Mental Health Awareness Month. Note: “Minority Mental Health” month or MMHM is recommended over the awkward acronym NMMHAM.
- Hashtags:
  - o Year-round: #WhyCare #NAMICares
  - o May: #MentalHealthMonth
  - o July: #MinorityMentalHealth
  - o Sept: #SuicidePrevention
  - o Oct. 6-12: #MIAW
  - o For more events, visit <http://www.nami.org/Get-Involved/Awareness-Events>.

## TAGS



@NAMICommunicate



@NAMICommunicate



@NAMI

## LOGO



## COLORS\*



#0c499c  
R0 G27 B150  
C100 M82 Y0 K2



#0076a8  
R0 G118 B168  
C95 M41 Y10 K0



#43B02A  
R67 G176 B42  
C77 M0 Y100 K0



The left side of the question heart is at 40% opacity or 40% tint.

\*Accent colors: See Official NAMI Color Palette at

<http://bit.ly/1pGGGZW>

NAMI logo files are available for download at <http://www.nami.org/identity> or upon request to Nathan Lemon at [nlemon2@nami.org](mailto:nlemon2@nami.org).

**We encourage you to use and share these in your campaign efforts. When designing your own materials, you may use the *WhyCare?* graphics and your organizational logo, but you should not use the official NAMI logo without clearance by a NAMI rep**

## RECOMMENDED FONTS

- Franklin Gothic
- Museo Slab (or Roboto Slab as an alternative)
- Proxima Nova (or Open Sans as an alternative)

## INSPIRATION, SAMPLES, AND DOWNLOADS

- Webpage Campaign page: <http://www.nami.org/WhyCare>
- Awareness Events: <http://www.nami.org/Get-Involved/Awareness-Events>
- See page 12 of more examples about activity ideas for the workplace

## General Information

### FAST FACTS

- 1 in 5 (46.6 million) adults in the U.S. experience a mental health condition in a given year.
- 1 in 25 (10.4 million) adults in the U.S. experience a serious mental health condition in a given year.
- Approximately 60 million people in the U.S. face the day-to-day reality of managing the symptoms of a mental health condition.
- Half of all lifetime mental health conditions begin by age 14 and 75% by age 24 but early intervention programs can help.
- African Americans and Hispanic Americans used mental health services at about half the rate of whites in the past year, and Asian Americans at about one-third the rate.
- Up to 90% of those who die by suicide have an underlying mental illness as revealed by psychological autopsy. Of those who die by suicide, 46% have a diagnosed mental illness. Suicide is the 10th leading cause of death in the U.S. but suicide is preventable.
- The best treatments for mental illnesses today are highly effective; between 70-90% of individuals have a significant reduction of symptoms and improved quality of life with the right treatments and supports.
- Individuals with mental health conditions face an average 10-year delay between experiencing symptoms and engaging in treatment.
- Even though most people can experience recovery, less than half of the adults in the U.S. who need mental health services and supports get the help they need.
- Additional facts and citations are available at <http://www.nami.org/Learn-More/Mental-Health-By-the-Numbers>.

**For more on the impact of mental health in the work place, visit [www.nami.org/stigmafree/resources](http://www.nami.org/stigmafree/resources).**

## HOW DOES NAMI CARE?

**We listen** to our build community. We've been there; we understand. That's why we foster compassionate and inclusive communities that care. The NAMI HelpLine allows us to respond personally to hundreds of thousands of requests each year, providing free information and support—a much-needed lifeline for many.

**We lead** the conversation. Mental health conditions should be treated like any other health condition. That's why we lead the nation in calling for more research and better treatment. Our public awareness events and activities, such as Mental Illness Awareness Week and NAMIWalks, fight stigma and encourage understanding.

**We educate** and provide support. Knowledge has the power to heal. That's why we empower people with information and with our stories or lived experiences. Offered in thousands of communities across the U.S. through NAMI State Organizations and NAMI Affiliates, our education programs ensure hundreds of thousands of families, individuals and educators get the support and information they need.

**We advocate.** We've felt the sting of stigma and discrimination. That's why we pursue justice, equity and opportunity, particularly for those with the greatest needs. NAMI shapes national public policy for people with mental illness and their families. We ensure our volunteer leaders as equipped with the tools, resources and skills necessary to save mental health in all states.

Learn more about NAMI's vital work and efforts by visiting [www.nami.org/About-NAMI](http://www.nami.org/About-NAMI)