



YOU ARE NOT ALONE

**Bebe Moore Campbell
National Minority Mental Health
Awareness Month
July 2021**

Guide for NAMI Partners and Ambassadors

YOU ARE NOT ALONE

This guide is intended to help NAMI State Organizations and Affiliates coordinate awareness month efforts with the national office for greater impact.

IN THIS GUIDE

ABOUT NAMI'S YOU ARE NOT ALONE AWARENESS CAMPAIGN	3
ABOUT BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH	3
Activities and Engagement Opportunities.....	4
<i>Inspiration, Samples and Downloads</i>	<i>4</i>
<i>Social Media Activities</i>	<i>4</i>
<i>NAMI Blog.....</i>	<i>4</i>
<i>NAMI.org Personal Stories.....</i>	<i>4</i>
<i>Strength Over Silence Videos.....</i>	<i>5</i>
<i>How to Spread Awareness in Your Community or Workplace.....</i>	<i>5</i>
Social Media	6
<i>Hashtags.....</i>	<i>6</i>
<i>Sample Posts</i>	<i>6</i>
Suggested Graphics.....	7
Resources	8
Mental Health Fast Facts.....	9
BRAND AND LOGO INFORMATION.....	10
Brand Guidelines	10
Recommended Fonts	10
Color Palette.....	10

Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.

YOU ARE NOT ALONE

ABOUT NAMI'S YOU ARE NOT ALONE AWARENESS CAMPAIGN

For 2021's Bebe Moore Campbell National Minority Mental Health Awareness Month in July, NAMI will continue to amplify the message "You Are Not Alone." We will use this time to focus on the healing value of connecting in safe ways, prioritizing mental health and acknowledging that it's okay to not be okay through NAMI's blog, personal stories, videos, digital toolkits, social media engagements and national events.

Together, we can realize our shared vision of a nation where anyone affected by mental illness can get the appropriate support and quality of care to live healthy, fulfilling lives — a nation where **no one feels alone** in their struggle.

ABOUT BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH

Mental health conditions do not discriminate based on race, color, gender or identity. Anyone can experience the challenges of mental illness regardless of their background. However, a person's culture and identity can make access to mental health treatment much more difficult. Bebe Moore Campbell National Minority Mental Health Awareness Month was established in 2008 to start changing this reality.

In 2008, the U.S. House of Representatives designated July as Bebe Moore Campbell National Minority Mental Health Awareness Month in honor of the leading African American novelist and journalist, who also was a voice for individuals and families affected by mental illness.

Bebe Moore Campbell, who died in 2006, was an accomplished author, advocate, co-founder of NAMI Urban Los Angeles and national spokesperson. She received NAMI's 2003 Outstanding Media Award for Literature for the children's book "Sometimes My Mommy Gets Angry," a story about a girl who learns how to cope with her mother's bipolar disorder. In 2005, her novel "72-Hour Hold" focused on an adult daughter and her family's experience with the onset of mental illness. It helped educate Americans that the struggle is not just with the illness, but with the health care system as well.

Campbell advocated for mental health education and support among individuals with mental illness and their families. National Minority Mental Health Awareness Month was created in her honor to carry out the goal of creating mental health awareness and eliminating stigma among diverse communities.

Learn more at nami.org/BebeMooreCampbell.

If you ever feel alone because of your mental illness, the NAMI community is here for you.
#NotAlone

YOU ARE NOT ALONE

If you are looking for someone to talk to about how you're doing, the NAMI HelpLine has created a directory of Warmlines you can call. #NotAlone
nami.org/warmline-directory

Activities and Engagement Opportunities

Visit nami.org/Awareness for updates on activities and events happening in July.

Inspiration, Samples and Downloads

Download You Are Not Alone graphics, logos and social media images at nami.org/Get-Involved/Awareness-Events/Awareness-Resources to use for July's awareness month.

Social Media Activities

- See specific sample posts ([page 6](#)) and suggested graphics ([page 7](#)) related to Bebe Moore Campbell National Minority Mental Health Awareness Month.
- Share a video of what mental health means to you. Use short-form video-sharing apps like TikTok or Instagram Reels to create 15-second videos to post on your social media profiles.
- **Retweet** our Twitter post featuring NAMI's Chief Medical Officer Dr. Ken Duckworth in the new Apple TV+ documentary, "The Me You Can't See," produced by Oprah Winfrey and Prince Harry. The six-part series aims to tackle stigma around mental health and shed light on treatment options. Or promote the show's full trailer, <https://youtu.be/dWevopoBmAE>, on your other social channels.
- Weekly activations will be taking place on NAMI's social media channels throughout the month of July, including:
 - Weekly Instagram takeovers and live chats with a variety of NAMI Ambassadors and influencers.
 - Hosted #NotAlone conversations — candid discussions about the intersection of mental health, race and identity between experts, influencers and other people with lived experience.
 - TikTok videos from youth ambassadors.

So be sure to follow NAMI's social media channels to tune in, repost, retweet and share.

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Twitter](#)
- [TikTok](#)
- [YouTube](#)

Read the NAMI Blog and Share

During July, the NAMI Blog will feature stories about **How Culture and Identity Intersect with Mental Health**. New posts will be added weekly. Be sure to check out the NAMI Blog at nami.org/Blogs/NAMI-Blog and look for posts on our social media channels featuring quotes from our authors.

Get Inspired by NAMI.org Personal Stories

In July, we will also feature personal stories of lived experience on nami.org/Personal-Stories and on our social media channels. Personal stories are brief, more informal pieces submitted to NAMI. By sharing these stories, we aim to highlight the importance of mental health in all communities and to make people feel less alone in their mental health journeys.

YOU ARE NOT ALONE

View and Share NAMI's Strength Over Silence Videos: Stories of Courage, Culture and Community

NAMI continues to feature new voices of unique perspectives on mental health from the Black, Hispanic/Latinx, Asian American/Pacific Islander and LGBTQI communities in our documentary miniseries Strength Over Silence.

Through candid and courageous stories of lived experience, these mental health champions share their journeys of resiliency and recovery:

- **Charita Cole Brown**, an author, educator, and NAMI presenter and facilitator who works within the Black community to dispel stereotypes and help end the silence surrounding mental health.
- **Nao Gamma**, a neuroscientist, entrepreneur, and NAMI presenter and facilitator who speaks about living with bipolar disorder. As a Japanese woman, she addresses the need for greater openness about mental health within the AAPI community.
- **Joseline Castanos, Ph.D.**, a mother and educator who, alongside her family, became an advocate for mental health in the Hispanic/Latinx community. Through NAMI, she works to provide greater mental health and culturally competent resources for Spanish-speakers, especially following COVID-19.

View the videos at nami.org/StrengthOverSilence and share with your networks. Look for additional videos on nami.org/Awareness and our [YouTube Channel](#).

How to Spread Awareness in Your Community or Workplace

There are different ways to get the word out during these awareness months to help start the conversation about mental health in your community or workplace.

- Host a **Facebook or Instagram Live** with an expert or a person with lived experience to discuss how they manage their mental health or how they spread awareness in their community.
- Check out our document, **Working from Home: Tips and tactics for managing your employees, and your own, mental health**.
- Review **StigmaFree Company Engagement: Walk, Jog, Run** for ideas that may be adaptable to any situation, including remote working. Some examples:
 - Finding the “best of” mental health tips and inspiration graphics on NAMI’s Instagram feed or other sites to share and spotlight.
 - Prepare digital care packages or wellness boxes with mental health resources, including information about our national NAMI HelpLine, which now features online web chat: Monday–Friday, 10 a.m.–8 p.m., ET, 800-950-NAMI (6264), info@nami.org, nami.org/Help
- Consider sending your team something fun, like slime, as a stress reliever to set a positive tone.
- While everyone is working remotely, think about doing a “best home office” photo contest, or favorite home office pet contest. Make the prize something mental health-related, like a weighted blanket or a gift card for self-care.
- Select and feature a mental health champion within your organization who embodies the ideals of mental health awareness.

Now more than ever before, it is important for the mental health community to come together and show the world that no one should ever feel alone. #MMHM #NotAlone

YOU ARE NOT ALONE

Social Media

Hashtags for Bebe Moore Campbell National Minority Mental Health Awareness Month

#NotAlone

#MMHAM

Sample Posts

Below are some sample social media posts you can use throughout the month of July.

In addition, July 24 is International Self-Care Day and an opportunity to post mental health self-care content that day.

- 1 in 5 U.S. adults experience a mental health condition each year. That includes individuals from every culture, community or background. #NotAlone #MMHAM
- If you ever feel alone because of your mental illness, the NAMI community is here for you. #NotAlone
- As the consequences of racial injustice continue to unfold, we need to understand how culture, race and background impact people's mental health. #MMHAM
- Only 23% of Asian adults with mental illness receive treatment. #MMHAM
- Sharing your story is not only helpful for your own mental health journey, it's also a great way to let others know they are #NotAlone.
- Communities of color face an added level of stigma and discrimination when seeking mental health care. This #MMHAM, let's break down stigma so no one struggles in silence.
- Mental illness affects:
 - 14% of Asian adults
 - 17% of Black adults
 - 18% of Hispanic/Latinx adults
 - 32% of multiracial adults
 - 44% of LGB adults
- Trans adults are nearly 12x more likely to attempt suicide than the general population. We need to end mental health discrimination so no one feels alone in their struggle. #NotAlone
- Sexual and gender minority individuals and people of color have less access to appropriate mental health services, meaning they are less likely to receive necessary high-quality care. This needs to change. #MMHAM
- Mental health care should be tailored to a person's culture, language and background. #MMHAM #NotAlone
- If you're struggling, the NAMI HelpLine has created a directory of warmlines you can call. #NotAlone [nami.org/warmlines-directory](https://www.nami.org/warmlines-directory)

YOU ARE NOT ALONE

Suggested Graphics

We encourage you to incorporate these graphics and logos in social media posts, cover images, website hero images or existing messaging to help spread awareness during the month of July. High-quality files can be downloaded from nami.org/Get-Involved/Awareness-Events/Awareness-Resources.



YOU ARE NOT ALONE

Resources

Our culture, beliefs, sexual identity, values, race and language all affect how we perceive and experience mental health conditions. Cultural differences can significantly influence what treatments, coping mechanisms and supports work for us. It is therefore essential for culture and identity to be a part of the conversation as we discuss both mental health and mental health care.

Visit nami.org/Your-Journey/Identity-and-Cultural-Dimensions, our online Identity and Cultural Dimensions section, for resources specific to these communities:

- Asian American and Pacific Islander
- Black/African American
- Hispanic/Latinx
- Indigenous
- LGBTQI
- People with Disabilities

Refer to NAMI's [COVID-19 Information and Resource Guide](#), or [La Guía COVID-19](#) in Spanish, and select tips and recommendations that are best aligned with your unique needs or for your employees. Share these via email and online news, or talk about them in a virtual town hall.

Additional Helpful Sites:

- National Institute of Mental Health:
www.nimh.nih.gov/health/statistics/mental-illness.shtml
- U.S. Department of Health and Human Services, Office of Minority Health:
www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=26
- American Psychological Association Office of Ethnic and Minority Affairs:
www.apa.org/pi/oema/resources/index
- American Psychological Association Office on Sexual Orientation and Gender Diversity: www.apa.org/pi/lgbt/resources/lgbt-health

Mental Health Fast Facts

These numbers are only a few of the reasons why it's important to take part in promoting our awareness events. Please use these facts and others, including the infographics on our website, nami.org/MHStats, to encourage discussions with your community, whether through social media or other forms of outreach.

Individual Impact

- 20.6% of U.S. adults (51.5 million people) experienced mental illness in 2019, but only 43.8% of them received treatment.*
 - 1 in 5 U.S. adults experience mental illness each year, but less than half get treatment.
- 5.2% of U.S. adults (13.1 million people) experienced serious mental illness in 2019, but only 65.5% of them received treatment.*
 - 1 in 20 U.S. adults experiences a serious mental illness each year, but less than two-thirds get treatment.*
- 16.5% of U.S. youth aged 6–17 (7.7 million people) experienced a mental health disorder in 2016, but only 50.6% of them received treatment.
 - 1 in 6 U.S. youth experience a mental health condition each year, but only half get treatment.
- 50% of all lifetime mental illness begins by age 14, and 75% by age 24.
- Suicide is the 2nd leading cause of death among people aged 10–34 and the 10th leading cause of death overall in the U.S.
- The overall suicide rate in the U.S. has increased by 35% since 1999.

Community Impact

- Lesbian, gay and bisexual youth are 4x more likely to attempt suicide than straight youth.
- Transgender adults are nearly 12x more likely to attempt suicide than the general population.
- The average delay between onset of mental illness symptoms and treatment is 11 years.
- 55% of U.S. counties do not have a single practicing psychiatrist.*
- 3.8% of U.S. adults experienced both mental illness and a substance use disorder in 2019 (9.5 million people).*
- Mental illness and substance use disorders are involved in 1 out of every 8 emergency department visits by a U.S. adult (estimated 12 million visits).
- 20.5% of people experiencing homelessness in the U.S. have a serious mental health condition.*
- 37% of adults incarcerated in the state and federal prison system have a diagnosed mental illness.
- 70.4% of youth in the juvenile justice system have a diagnosed mental illness.
- 41% of Veteran's Health Administration patients have a diagnosed mental illness or substance use disorder.

*Denotes statistics that have been updated since 2020.

YOU ARE NOT ALONE

BRAND AND LOGO INFORMATION

Brand Guidelines

As always, we ask that you to follow NAMI's brand guidelines.

When designing your own materials, you may use the You Are Not Alone and #NotAlone graphics, but you should not use the official NAMI logo without clearance by a NAMI National staff representative.

Recommended Fonts

- Franklin Gothic (sans serif)
- Museo Slab (serif) [or Roboto Slab as a free alternative]
- Proxima Nova (sans serif) [or Open Sans as a free alternative]

Color Palette

Primary Colors:



NAMI Blue
PMS Reflex Blue
CMYK: 100/82/0/2
RGB: 0/37/150



Teal
PMS 321
CMYK: 80/21/32/1
RGB: 0/153/168



Pear Green
PMS 377
CMYK: 58/23/100/4
RGB: 121/153/0

Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to Gustavo Guerrero, Manager, External Relations, Strategic Alliances & Development, at gguerrero@nami.org.