



Mental Illness Awareness Week

FIELD GUIDE

#Together4MH

TOGETHER
for Mental Health

2022

WHAT'S INSIDE

This Guide

This guide is intended to help NAMI State Organizations and Affiliates coordinate their public awareness efforts with NAMI's for greater impact.

- Mental Illness Awareness Week (MIAW) 3**
 - About MIAW 3
 - MIAW 2022 3
- Resources/Calls to Action 4**
 - Buy NAMI's newest resource 4
 - Advocacy Tools/CTAs 4
- Field Content and Media Resources 5**
 - NAMI Blog 5
 - Personal Stories 5
 - Podcast 5
- Sample Graphics 6**
- Social Media 6**
- General Fast Facts 7**
- NAMI Brand and Logo Information 8**
 - Brand Guidelines 8
 - Recommended Fonts 8
 - Color Palette 8

TOGETHER

for Mental Health



About Mental Illness Awareness Week (MIAW)

Each year, millions of Americans face the reality of living with a mental health condition — but mental illness affects everyone directly or indirectly through family, friends or coworkers. That is why each year, during the first week of October, NAMI and participants across the country raise awareness, fight discrimination and provide support.

We believe that mental health conditions are important to discuss all year, but MIAW provides a dedicated time for mental health advocates across the country to come together as one unified voice. Since 1990, when Congress officially established the first full week of October as MIAW, advocates have worked together to sponsor activities, large or small, to educate the public about mental illness.

MIAW 2022

This year's MIAW will center the theme "What I Wish I Had Known," which allows us to focus on the power of lived experience. Each day throughout the week, we will be elevating the voices of people with lived experience who wish to talk about the components of their recovery that they wish they had learned about sooner. The topics will include: What I Wish I'd Known About...

- (Monday): Stigma
- (Tuesday): Medication
- (Wednesday): Therapy
- (Thursday): Disclosing
- (Friday): Caregiving

We will also be promoting our newest resource, "You Are Not Alone: The NAMI Guide to Navigating Mental Health." This first-ever NAMI book highlights the power of lived experience as a form of expertise. Our goal is to use this awareness event to increase post-release sales.

MENTAL ILLNESS AWARENESS WEEK

Calls to Action

Advocates Educators Supporters Researchers
People with Serious Mental Illness Peers Parents
Champions Teachers Veterans Mentors
Underrepresented Communities Organizations
Affiliates Caregivers Youth and Young Adults
Trainers Partners Groups Frontline Professionals

- 1. Buy NAMI's newest resource "You Are Not Alone"**
- 2. Advocacy Tools/CTAs**
 - a. [Learn More About Your Local Legislators.](#)
 - b. [Share your story to support](#) our advocacy by telling us your own crisis response experience. The real-life experiences of people who've encountered good or bad crisis response can help policymakers understand why change is needed.
 - c. [Learn about mental health legislation in your state.](#)
 - d. [Email your members of Congress](#) to tell them to fund a crisis response infrastructure.
 - e. [Explore how your community](#) can #ReimagineCrisis. Find helpful information and timely resources to use in your advocacy efforts to build a better crisis response system.
 - f. [Recruit other advocates](#) by posting on social media to demand a mental health response to mental health crises.
 - g. [Stay up-to-date on Advocacy Alerts](#) so you can #ACT4Mental Health.
 - h. [Sign up for NAMI National's Leader News](#), for updated field resources bi-weekly.

MENTAL ILLNESS AWARENESS WEEK

Field Content and Media Resources

Advocates Educators Supporters Researchers
People with Serious Mental Illness Peers Partners
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Read the NAMI Blog and Share

The NAMI Blog will feature weekly stories with content related to our awareness events. During MIAW, our blogs will highlight contributors' experiences with recovery and what they wish they had known when beginning their mental health journeys. Be sure to visit the NAMI Blog at nami.org/Blog and look for posts on our social media channels featuring quotes from our authors.

Get Inspired by NAMI.org Personal Stories

We will also feature personal stories of lived experience on nami.org/Personal-Stories and on our social media channels. Personal stories are brief, 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.

Watch the Hope Starts With Us Podcast

On this [podcast](#), Daniel H. Gillison Jr., CEO of NAMI brings important mental health topics to light, one conversation at a time. Hope starts with us sharing our stories. Hope starts with us breaking the stigma. Hope starts with us sharing resources and practical advice. If you or a loved one is struggling with a mental health condition and are looking for hope, this podcast is for you.

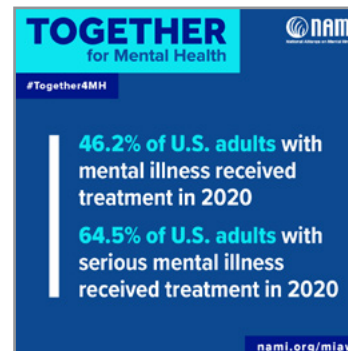
MENTAL ILLNESS AWARENESS WEEK

Ways to Engage

Advocates Educators Supporters Researchers
People with Serious Mental Illness Peers Parents
Champions Teachers Veterans Mentors
Underrepresented Communities Organizations
Affiliates Caregivers Youth and Young Adults
Trainers Partners Groups Frontline Professionals

Graphics Inspiration, Samples and Downloads

You can download graphics, logos and social media images to use during our awareness events [here](#).



Social Media

Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share:

- Facebook
- Twitter
- LinkedIn
- TikTok
- Instagram
- YouTube

MENTAL ILLNESS AWARENESS WEEK

General Fast Facts



- 1 in 5 U.S. adults experience mental illness each year
- 1 in 20 U.S. adults experience serious mental illness (SMI) each year
- 1 in 6 U.S. youth aged 6-17 experience a mental health disorder each year
- Annual prevalence of mental illness among U.S. adults, by demographic group:
 - Non-Hispanic Asian: **13.9%**
 - Non-Hispanic white: **22.6%**
 - Non-Hispanic black or African-American: **17.3%**
 - Non-Hispanic American Indian or Alaska Native: **18.7%**
 - Non-Hispanic mixed/multiracial: **35.8%**
 - Non-Hispanic Native Hawaiian or Other Pacific Islander: **16.6%**
 - Hispanic or Latino: **18.4%**
 - Lesbian, Gay or Bisexual: **47.4%**
- Annual prevalence among U.S. adults, by condition:
 - Major Depressive Episode: **8.4%** (21 million people)
 - Schizophrenia: **<1%** (estimated 1.5 million people)
 - Bipolar Disorder: **2.8%** (estimated 7 million people)
 - Anxiety Disorders: **19.1%** (estimated 48 million people)
 - Posttraumatic Stress Disorder: **3.6%** (estimated 9 million people)
 - Obsessive Compulsive Disorder: **1.2%** (estimated 3 million people)
 - Borderline Personality Disorder: **1.4%** (estimated 3.5 million people)
- **46.2%** of U.S. adults with mental illness received treatment in 2020
- **64.5%** of U.S. adults with serious mental illness received treatment in 2020
- Annual treatment rates among U.S. adults with any mental illness, by demographic group:
 - Male: **37.4%**
 - Female: **51.2%**
 - Lesbian, Gay or Bisexual: **54.3%**
 - Non-Hispanic Asian: **20.8%**
 - Non-Hispanic white: **51.8%**
 - Non-Hispanic black or African-American: **37.1%**
 - Non-Hispanic mixed/multiracial: **43.0%**
 - Hispanic or Latino: **35.1%**
- 155 million people live in a designated Mental Health Professional Shortage Area

BRAND AND LOGO Information



Brand Guidelines

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

The NAMI Identity Guide and NAMI logos can be found at nami.org/Identity or upon request to marcom@nami.org. We encourage you to use and share these in your campaigns.

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



MHM Teal
CMYK: 74/0/54/0
RGB: 96/193/153

Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to Blake Rostine, Senior Coordinator, Marketing and Communications, at brostine@nami.org