Mental Health Awareness Events 2019:
Quick Guide for NAMI State Organizations and NAMI Affiliates
General Information
Each year, millions of Americans face the reality of living with a mental health condition. However, 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 of mental illness through Mental Illness Awareness Week (MIAW).

This guide is intended to help NAMI State Organizations and NAMI Affiliates coordinate their Mental Illness Awareness Week public awareness efforts with the national office for greater impact.

ABOUT MENTAL ILLNESS AWARENESS WEEK
Each year, we educate the public, fight stigma and provide support. And each year, our movement grows stronger.

We believe that mental health conditions are important to discuss year-round, but highlighting them during Mental Illness Awareness Week 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.

FAST FACTS

- 1 in 5 U.S. adults experience mental illness each year
- 1 in 25 U.S. adults experience serious mental illness each year
- 1 in 6 U.S. youth aged 6-17 experience a mental health disorder each year
- Suicide is the 2nd leading cause of death among people aged 10-34

More Detail
- 19.1% of U.S. adults experienced mental illness in 2018 (47.6 million people). This represents 1 in 5 adults.
- 4.6% of U.S. adults experienced serious mental illness in 2018 (11.4 million people). This represents 1 in 25 adults.
- 16.5% of U.S. youth aged 6-17 experienced a mental health disorder in 2016 (7.7 million people)
- 3.7% of U.S. adults experienced a co-occurring substance use disorder and mental illness in 2018 (9.2 million people)
- 43.3% of U.S. adults with mental illness received treatment in 2018
- 64.1% of U.S. adults with serious mental illness received treatment in 2018
- 50.6% of U.S. youth aged 6-17 with a mental health disorder received treatment in 2016
- The average delay between onset of mental illness symptoms and treatment is 11 years

For more statistics and detailed citations, visit: https://nami.org/Learn-More/Mental-Health-By-the-Numbers
MENTAL ILLNESS AWARENESS WEEK THEME OVERVIEW

Why Care About Dispelling Harmful Myths?

There are too many myths surrounding mental illness. And with these myths comes stigma, misunderstanding and discrimination. As a leading voice, NAMI should be helping break down myths and increase understanding. So, for this year’s MIAW campaign, we will be dispelling a myth a day. The following is a daily rundown of the topics we will cover:

- Oct. 6: Prevalence of mental illness
- Oct. 7: Obsessive-compulsive disorder
- Oct. 8: Post-traumatic stress disorder
- Oct. 9: Children and mental illness
- Oct. 10: Anxiety and depression
- Oct. 11: Borderline personality disorder (BPD)
- Oct. 12: Mental health treatment

We will also highlight National Day Of Prayer For Mental Illness Recovery And Understanding on Tuesday, Oct. 8, and World Mental Health Day on Friday, Oct. 10.
NAMI BLOG
Each day during MIAW, NAMI will feature a blog and social media post addressing a myth and corresponding fact from the MIAW campaign. Be sure to check out the NAMI Blog and look for posts on our social media. 
https://www.nami.org/Blogs/NAMI-Blog

SUGGESTED CALLS TO ACTION (CTAS) AND SAMPLE MESSAGING FOR SOCIAL MEDIA
Amplify our social media posts by sharing, liking and retweeting. Additionally, general graphics for MIAW have been added to nami.org at: https://nami.org/Get-Involved/Awareness-Events/Awareness-Resources.

Feel free to adapt the language/hashtag to apply to different awareness events:

<table>
<thead>
<tr>
<th>CTA</th>
<th>URL</th>
<th>Sample Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help dispel myths about mental illness by learning the facts.</td>
<td><a href="https://nami.org/Learn-More/Mental-Health-Conditions">https://nami.org/Learn-More/Mental-Health-Conditions</a></td>
<td>The weather isn’t “bipolar.” Having OCD isn’t just being extra organized. Veterans &amp; servicemembers aren’t the only ones who experience PTSD. #MentalIllnessAwarenessWeek</td>
</tr>
<tr>
<td>Join NAMI’s quest to dispel harmful myths about mental health conditions.</td>
<td><a href="https://nami.org/Get-Involved/Awareness-Events/Mental-Illness-Awareness-Week">https://nami.org/Get-Involved/Awareness-Events/Mental-Illness-Awareness-Week</a></td>
<td>This week is #MentalIllnessAwarenessWeek—and @NAMICommunicate is setting the record straight by dispelling harmful myths about mental health conditions.</td>
</tr>
<tr>
<td>Visit NAMI to learn more about mental health conditions.</td>
<td><a href="https://nami.org/Learn-More/Mental-Health-Conditions">https://nami.org/Learn-More/Mental-Health-Conditions</a></td>
<td>Myths: BUSTED. @NAMICommunicate is sharing important facts about mental health conditions for #MentalIllnessAwarenessWeek and dispelling harmful myths about mental illness!</td>
</tr>
<tr>
<td>Find support if you are experiencing mental health symptoms.</td>
<td><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></td>
<td>There are far too many harmful myths surrounding mental illness—and with those myths comes stigma, misunderstanding and discrimination. That’s why @NAMICommunicate is dispelling one harmful myth a day during #MentalIllnessAwarenessWeek.</td>
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MENTAL ILLNESS AWARENESS WEEK SOCIAL MEDIA GRAPHICS

Graphic files are available for download at:
https://www.nami.org/Get-Involved/Awareness-Events/Awareness-Resources

Instagram

Mental Illness Awareness Week
October 6-12
Learn more at nami.org/miaw

National Depression Screening Day
Find a free screening location at HelpYourselfHelpOthers.org

Did you know that 7% of U.S. adults have depression?
Today is National Depression Screening Day—a reminder to talk to a doctor if you’ve been experiencing signs of depression.

“I may not have broken bones or visible scars, but that does not mean my illness is any less relevant. Each day brings its own battles, and I face them as they come. Each day I try my best.”
— Yasaman Gheidi

Twitter Cover Image

Mental Illness Awareness Week
OCTOBER 6-12
Share why you care, be informed and get involved!
LEARN MORE

Facebook Cover

Mental Illness Awareness Week
OCTOBER 6-12
Share why you care, be informed and get involved!
LEARN MORE
MENTAL ILLNESS AWARENESS WEEK SAMPLE FLYERS

Graphic files are available for download at:
https://www.nami.org/Get-Involved/Awareness-Events/Awareness-Resources
MENTAL ILLNESS AWARENESS WEEK TEMPLATE PRESS RELEASE

Word doc is available for download at: www.nami.org/extranet/miaw

Insert logo

For Immediate Release
Date: October 7, 2019

Contact:
Email:
Phone:

Join NAMI [State or City] to Dispel Myths and Reduce Stigma During Mental Illness Awareness Week

Each year, millions of Americans face the reality of living with a mental health condition. In honor of Mental Illness Awareness Week (MIAW) on Oct. 6-12, 2019, the National Alliance on Mental Illness (NAMI) and participants across the country are raising awareness of mental illness and dispelling myths. Since 1990, when Congress officially established the first full week of October as MIAW, advocates have worked together to sponsor activities, large and small, to educate the public about mental illness.

One in five adults experience mental illness every year, and 50% of chronic mental illness begins by age 14. Although many people today understand that mental illness is a medical condition, there are too many myths surrounding mental health conditions. And with these myths comes stigma, misunderstanding and discrimination. As a leading voice, NAMI-[State or City] is helping break down myths and increase understanding with this year’s MIAW campaign.

We believe that mental health conditions are important to discuss year-round but highlighting them during MIAW provides a dedicated time for mental health advocates across the country to come together as one unified voice. This year, NAMI is calling on everyone to become informed and dispel the harmful myths surrounding mental illness and increase acceptance in our communities.

[Insert information on local event if applicable: NAMI [State or Affiliate] is sponsoring a ____________ for Mental Illness Awareness Week on [date, time] at [location].]

Speakers will include:

• List with title
[If there is a series of activities, they can be indicated with separate bullets for each date]
[Insert information on local event if applicable]

“Every year during Mental Illness Awareness Week, we educate the public, eliminate stigma and advocate for better access to mental health care. And each year, our movement grows stronger,” said [name, title] of NAMI [location]. “We are calling on everyone to join NAMI and raise awareness by sharing the WhyCare? Campaign and dispel harmful myths. Care is a simple word, but a powerful way to change lives for people affected by mental illness.”

There are many ways to get involved with NAMI and show you care by sharing stories about how you care for others, how support or care you received has impacted your journey, or what it means to have access to treatment and quality care.

NAMI offers information about mental illness conditions, symptoms and treatment at www.nami.org or through the HelpLine at 800-950-NAMI (6264). Learn more about Mental Illness Awareness Week at www.nami.org/miaw.
MENTAL ILLNESS AWARENESS WEEK PROCLAMATION SAMPLE

Encourage public officials to go on the record in support of mental health and a stigma-free community. Below, please find a sample proclamation that designates the first full week in October as Mental Illness Awareness Week. An official signing of a proclamation is a perfect occasion for a news event, photo opportunity or other activity. Word doc is available for download at: www.nami.org/extranet/miaw

Model Gubernatorial or Mayoral Proclamation for Mental Illness Awareness Week

Whereas mental health is part of overall health; and

Whereas one in five adults experiences a mental health problem in any given year; and

Whereas approximately one-half of chronic mental illness begins by the age of 14 and three-quarters by age 24; and

Whereas suicide is the 10th leading cause of death in the United States and the 2nd leading cause among young adults, and 90% of people who die by suicide had shown symptoms of a mental health condition, according to interviews with family, friends, and medical professionals; and

Whereas long delays–sometimes decades–often occur between the time symptoms first appear and when individuals get help; and

Whereas early identification and treatment can make a difference in successful management of mental illness and recovery; and

Whereas it is important to maintain mental health and learn the symptoms of mental illness in order to get help when it is needed; and

Whereas, every citizen and community can make a difference in helping end the silence and stigma that for too long has surrounded mental illness and discouraged people from getting help; and

Whereas public education and civic activities can encourage mental health and help improve the lives of individuals and families affected by mental illness.

NOW, THEREFORE BE IT RESOLVED, I \( \text{(Name), (Title) of (State/City)} \) do hereby proclaim October 6 through October 12, 2019, as Mental Illness Awareness Week in \( \text{(State/City)} \) to shine a light on mental illness and fight stigma, provide support, educate the public and advocate for equal care.

If you have any questions about these materials or how to use them, please don't hesitate to reach out directly to Fredric Miggins: fmiggins@nami.org