Mental Health Awareness Events 2018: Message Guide and Style Sheet for NAMI State Organizations and Affiliates
About the Guide

Nearly 60 million people in the United States face the day-to-day reality of living with a mental health condition. Throughout the year, and during the months of May and October in particular, NAMI, the National Alliance on Mental Illness, launches campaigns to raise awareness. Such campaigns fight stigma, provide support, educate the public and encourage advocacy for equal care.

This guide is intended to help NAMI State Organizations and Affiliates coordinate their public awareness efforts with the national office for a larger impact.

**KEY AWARENESS EVENTS:**

- **May**  Mental Health Month
- **July**  National Minority Mental Health Awareness Month
- **September**  Suicide Prevention Month
- **October**  Mental Illness Awareness Week (Oct. 7-13)
- **October**  ADHD Awareness Month
- **Spring/Fall**  NAMIWalks events in 82+ communities

**ABOUT #CURESTIGMA**

#CureStigma is our 2018 anti-stigma campaign for Mental Health Month and all other awareness events. It is our campaign to “take action” as part of being StigmaFree.
What’s Inside

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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 is recommended over the awkward acronym NMMHAM.
• StigmaFree (capital S, capital F)
• CureStigma (capital C, capital S)
• Hashtags:
  o Year-round: #CureStigma
  o May: #MentalHealthMonth
  o July: #MinorityMentalHealth
  o Sept: #SuicidePrevention
  o Oct. 7-13: #MIAW
  o For more events, visit http://www.nami.org/Get-Involved/Awareness-Events.
• Tags:

  @NAMICommunicate  @NAMICommunicate  @NAMI

LOGOS
• We encourage you to use and share these in your campaigns. When designing your own materials, you may use the StigmaFree logo, the CureStigma logo and your organizational logo, but you should not use the official NAMI logo without clearance by a NAMI rep.
LOGO

COLORS*

NAMI

PANTONE® Reflex Blue

#0c499c
R0 G27 B150
C100 M82 Y0 K2

stigmafree

PANTONE® 7482

#00a353
R0 G163 B83
C96 M4 Y97 K0

Cure Stigma.

PANTONE® 306C or 306U

#00d1ff
R0 G209 B255
C100 M0 Y0 K0

#00ea2e
R0 G234 B46
C99 M0 Y100 K0

Cure Stigma.

Cure Stigma.


RECOMMENDED FONTS

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

INSPIRATION, SAMPLES, AND DOWNLOADS

• CureStigma Campaign page: http://www.curestigma.org
• CureStigma Logos and Downloads: http://www.nami.org/curestigma
• Awareness Events: http://www.nami.org/Get-Involved/Awareness-Events
• NAMI’s StigmaFree page: http://www.nami.org/stigmafree
General Information

FAST FACTS

• 1 in 5 adults in the United States lives with a mental health condition.
• 1 in 25 (10 million) adults in the United States lives with a serious mental illness.
• 60 million people in the United States face the day-to-day reality of living with a mental illness.
• 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.
• Suicide is the 10th leading cause of death in the United States, but suicide is preventable.
• The best treatments for serious mental illnesses today are highly effective; between 70 and 90% of individuals have significant reduction of symptoms and improved quality of life with the right treatments and supports.
• Individuals with mental health conditions struggle on average 10 years before engaging in treatment.
• Even though most people can experience relief from their symptoms and support for their 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.

WHAT IS STIGMA?

People experiencing mental health conditions frequently face negative labeling, bullying and even discrimination, which often makes their journey to recovery longer and more difficult.

Stigma is when someone, or you yourself, views you in a negative way because you have a mental health condition. Some people describe stigma as shame that can be felt as a judgement from someone else or a feeling that is internal, something that confuses feeling bad with being bad. People often describe stigma as originating in external, internal and institutional ways.

Navigating life with a mental health condition can be tough, and the isolation, blame and secrecy that is often encouraged by stigma can create huge challenges to moving forward in one's recovery journey. Learning how to cope with stigma and how to avoid and address stigma are important. NAMI is committed to replacing stigma with hope through our StigmaFree campaign. Learn more at http://www.nami.org/stigmafree.
Messaging

OBJECTIVE
To inspire mental health awareness and engagement with NAMI, coinciding with mental health awareness events in 2018.

THEME & MESSAGING
Manifesto: This is how we talk about stigma. All of our messaging should reinforce the analogy of stigma being a harmful virus, but one that is 100% curable.

There is a virus spreading across America. It harms the 1 in 5 Americans affected by mental health conditions.

It shames them into silence. It prevents them from seeking help. And in some cases, it takes lives.

What virus are we talking about? It’s stigma. Stigma against people with mental health conditions.

But there’s good news. Stigma is 100% curable.

Compassion, empathy and understanding are the antidote. Your voice can spread the cure.

Join NAMI, the National Alliance on Mental Illness.

Together we can #CureStigma.
ACTIVITIES

#CURESTIGMA CAMPAIGN

Stage 1: CureStigma PSA—NAMI is producing a broadcast PSA with our celebrity ambassadors where we position stigma against mental health as a virus. At the end of the PSA, people will be asked to take a short quiz to see if they have stigma by visiting www.CureStigma.org.

Stage 2: A Quiz to CureStigma—At CureStigma.org, people will take a quick quiz to determine their level of stigma. Based on their answers, people will get a result that indicates how they can cure stigma. The result will also generate a custom pledge that people can share on their social media channels.

Q1 Which one of the following phrases best describes depression?
A. Depression isn’t real.
B. People who are depressed need medication.
C. Depression is just sadness.
D. Depression is a common and serious medical condition.

Q2 What would you say to a friend who wants to see a therapist?
A. I support you. Also, I’m always here if you need me.
B. Why? Life’s not so bad.
C. Toughen up, you baby.
D. Okay...that’s weird.

Q3 Would you work with someone who has a mental illness?
A. Maybe, if they were on meds.
B. Probably not, they could be dangerous.
C. Yes, I don’t mind.
D. I’d prefer not to.

*Final quiz will differ.
**Stage 3: Sticker Pack**—After taking the pledge, people will get an emoji/sticker pack that helps them to take action on their anti-stigma pledge in text messages and other digital communications. The sticker pack allows people to support and understand people who may be struggling and to offer encouragement, too.

*Final art will differ.*

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**Stage 4: Social Badges and Video**—To further our message, we will create a way for people to turn their profile photos into their personal cure for stigma. In addition, video testimonials mirroring the broadcast PSA will be cultivated and shared.

*NAMI will provide a coordinated set of graphics ([http://www.nami.org/curestigma](http://www.nami.org/curestigma)) that you may mix-and-match for your events. Some are specific to an individual awareness event, while others may be used to raise awareness at any time of year.*
COMMUNITY ENGAGEMENT

During May and throughout the year, including during other calendar awareness events, it is vital to engage the community in the commitment to mental health and being #StigmaFree. Assets and resources are available to assist with informing and igniting your custom initiatives. Here is a partial list to get the creative ideas in-motion.

- Support the CureStigma public awareness campaign:
  - Use the CureStigma emoji/stickers and social filters
  - Share the CureStigma PSA and messaging on your website and social media
  - Include a CureStigma message on your email replies
  - Use CureStigma-branded flyers to promote your events
- Create a press release, submit an op-ed or encourage local officials to make a mayoral/gubernatorial proclamation (NAMI Affiliates: Visit the NAMI Extranet to download samples and templates.)
- Encourage local workplaces to become StigmaFree Companies and host wellness events such as the following:
  - Host a lunch-and-learn, town hall or motivational speaker on mental health
  - Host a NAMI In Our Own Voice presentation
  - Start a company team for NAMIWalks
**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.

<table>
<thead>
<tr>
<th>CTA</th>
<th>URL</th>
<th>Sample Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit NAMI to learn more about all the ways to get involved</td>
<td><a href="http://www.nami.org/Get-Inolved">www.nami.org/Get-Inolved</a></td>
<td>I’m inspired to build better lives for myself and others. Are you? Visit <a href="http://www.nami.org/Get-Inolved">www.nami.org/Get-Inolved</a> #CureStigma #StigmaFree</td>
</tr>
<tr>
<td>Engage in the #CureStigma campaign! Take the quiz, get the empathi pack, turn your profile picture into a personal cure for stigma and more.</td>
<td><a href="http://www.CureStigma.org">www.CureStigma.org</a></td>
<td>My cure for stigma is __________. #CureStigma #StigmaFree</td>
</tr>
<tr>
<td>Visit NAMI to learn more about mental health conditions</td>
<td><a href="http://www.nami.org/Learn-More">http://www.nami.org/Learn-More</a></td>
<td>1 in 5 of us has a mental health condition. It is important to learn, see, take action during #MentalHealthMonth #CureStigma #StigmaFree</td>
</tr>
<tr>
<td>Find support for living with a mental health condition</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>Mental illness can slow us down, but we don't need to let it stop us. Support and understanding are key. Help #CureStigma and connect with others.</td>
</tr>
<tr>
<td>Know the warning signs</td>
<td><a href="http://www.nami.org/Learn-More/Know-the-Warning-Signs">http://www.nami.org/Learn-More/Know-the-Warning-Signs</a></td>
<td>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. #CureStigma #StigmaFree</td>
</tr>
<tr>
<td>Take NAMI’s StigmaFree pledge</td>
<td><a href="http://www.nami.org/stigmafree">http://www.nami.org/stigmafree</a></td>
<td>Mental health matters to everyone. Take the first step and pledge to learn more, see the person and take action. Take the #StigmaFree pledge; join the movement. <a href="http://www.nami.org/stigmafree">http://www.nami.org/stigmafree</a> #CureStigma</td>
</tr>
<tr>
<td>Take the short quiz and learn how you can help CureStigma</td>
<td><a href="http://www.CureStigma.org">http://www.CureStigma.org</a></td>
<td>Learn how you can take action to help be part of the mental health movement. Visit <a href="http://www.CureStigma.org">www.CureStigma.org</a>, #StigmaFree</td>
</tr>
<tr>
<td>Donate to NAMI</td>
<td><a href="http://www.nami.org/Donate">http://www.nami.org/Donate</a></td>
<td>This #MentalHealthMonth, please 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></td>
</tr>
</tbody>
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