

# TOOLKIT

# Toolkit

## Mental Illness Awareness Week

Oct. 5 – Oct. 11



## BUILDING COMMUNITY



# Mental Illness Awareness Week Toolkit

*BUILDING COMMUNITY*

Oct. 5 – Oct. 11, 2025

## WHAT’S INSIDE THIS TOOLKIT

We at NAMI National have created this toolkit to support the NAMI Alliance, partners, ambassadors, and mental health champions in raising awareness during Mental Illness Awareness Week and World Mental Health Day 2025.

We encourage you to use these resources in your own promotion and awareness efforts. Your support is invaluable, and we thank you for your contribution to creating a world where all people affected by mental health conditions live healthy, fulfilling lives, supported by a community that cares.

Questions? Contact the NAMI National Marketing & Communications Department at [marcom@nami.org](mailto:marcom@nami.org).

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## **ABOUT MENTAL ILLNESS AWARENESS WEEK AND WORLD MENTAL HEALTH DAY**

Mental health affects everyone. While more than one in five U.S. adults experiences a mental health condition annually, the impact extends to the friends, family, coworkers, and others who support them. Mental health is something we all experience, manage, and need support with. No one should have to face these challenges alone.

Recognizing the need to raise awareness and address mental health challenges, Congress officially established the first full week of October as Mental Illness Awareness Week (MIAW) in 1990, thanks to NAMI's advocacy. Since then, communities across the country have come together annually to raise awareness, fight stigma, and support mental health.

Join us from October 5–11 as we celebrate community with this year's theme, "Building Community: Supporting Mental Well-being Together," underscoring the power of meaningful connections, grassroots advocacy, and local action to strengthen mental health support nationwide.

## **WORLD MENTAL HEALTH DAY**

World Mental Health Day brings our community together to break the silence around mental health. On October 10, NAMI invites you to be part of a global conversation to raise awareness and advocate for mental health care worldwide. It's our moment to share stories, advocate for change, and ensure quality mental health care reaches everyone.

When communities unite—advocates, providers, families, and individuals—we create real change. Together, we spotlight progress, address gaps, and build the support systems our world needs.

Because mental health is health. And in community, everyone finds hope.

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## GET YOUR COMMUNITY CONNECTED WITH NAMI

The NAMI Alliance, partners, and advocates play a key role in fostering connection, amplifying mental health advocacy, and breaking down barriers to support. Finding ways to authentically connect and build community is where change happens, and hope takes root.

This MIAW and beyond, we encourage you to engage with your communities and raise awareness about mental health by highlighting NAMI programs that build community connections and provide help and support to those who need it most.

- [NAMI's Sharing Hope](#) is a program that provides encouragement and connection for individuals and families.
- [NAMI's Compartiendo Esperanza](#) is a Spanish-language initiative providing culturally relevant support and resources for Latino communities.
- [NAMI's Support Groups](#) are peer-led groups offering emotional support, shared experiences, and coping strategies for individuals living with mental health conditions, and their loved ones.
- [NAMI's Community Health Equity Alliance](#) advances mental health equity by uniting community-based organizations, thought leaders, and NAMI's local affiliates to improve care for Black/African ancestry adults living with serious mental illness.
- [Seize the Awkward](#) is a national campaign driven by the belief that young people have the power to support their friends and build stronger, more supportive communities through open mental health conversations, developed with the Ad Council and the American Foundation for Suicide Prevention.

## KEY MESSAGES

We've crafted the following key messages to help you spread the word about Mental Illness Awareness Week (MIAW). Use these talking points to emphasize the importance of community, advocacy, and inclusion. Feel free to adapt them to align with press opportunities, social media sharing, events, or conversations with local leaders.

### General MIAW Talking Points

- Mental health matters year-round, but MIAW provides a weeklong opportunity to come together, share stories, and build understanding.
- More than one in five adults in the U.S. experiences a mental health condition each year, and millions more are affected as friends, family members, and coworkers.
- The 2025 theme, Building Community: Supporting Mental Well-being Together, highlights the importance of compassion, connection, and advocacy in advancing mental wellness.

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## Advocacy Messages

- Strong communities create strong mental health support networks. Encourage grassroots participation and community-driven solutions.
- Get involved locally: host an awareness event, collaborate with schools or faith communities, or partner with local leaders.
- Contact your elected officials to advocate for policies that expand access to care, improve crisis response systems, and support early intervention.
- Remind community members that advocacy is for everyone — small actions together make a big difference.

## Support & Inclusion Messaging

### Sharing Hope / Compartiendo Esperanza

- “We provide culturally tailored programs that spark open conversations about mental health and reduce stigma in Black and Latino communities.”
- “By engaging communities in their language and context, we help people feel seen, heard, and supported.”

### Community Health Equity Alliance (CHEA)

- “CHEA works to reduce health disparities and improve access to mental health resources for members of the Black/African ancestry community through community partnerships.”
- “Our approach empowers communities to advocate for equitable mental health care for all.”

## Support Groups

- “Our free, peer-led support groups provide a safe space to connect, share experiences, and find hope.”
- “Support groups foster belonging and encouragement, showing people they are not alone in their mental health journey.”

## For the Youth

- “Seize the Awkward encourages young people to check in with friends, start conversations, and support one another. Share campaign resources to help normalize talking about mental health.”

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## FAST FACTS

Use the mental health facts listed below to help raise awareness of the scope and impact of mental health conditions across the U.S. We encourage you to include these facts in presentations, social media posts, or infographics to make the information easy to scan and share.

### Prevalence

- More than 1 in 5 U.S. adults (23.4%) experience mental illness each year
- More than 1 in 20 U.S. adults (5.6%) experience serious mental illness each year
- More than 1 in 7 U.S. youth ages 6-17 (16.5%) experience a mental health condition each year
- 52.1% of U.S. adults with mental illness received treatment in 2024
- 70.8% of U.S. adults with serious mental illness received treatment in 2024

### Demographics

Annual prevalence of mental illness among U.S. adults, by demographic group:\*

- Non-Hispanic Native Hawaiian or Other Pacific Islander: 12.2%
- Non-Hispanic Asian: 17.0%
- Hispanic or Latino: 20.7%
- Non-Hispanic Black: 20.9%
- Non-Hispanic White: 25.1%
- Non-Hispanic American Indian or Alaska Native: 25.9%
- Non-Hispanic Multiracial: 35.5%
- Male:† 20.0%
- Female:† 26.7%
- Lesbian, Gay or Bisexual: 53.2%

\*Not all U.S. populations listed due to limited data availability

†Reflects sex assigned at birth

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## FROM AWARENESS TO ACTION

Help NAMI spread the word about the 988 crisis line and the confidential, judgment-free support available to anyone 24/7. Add one of these options to any messages or posts about suicide and suicide prevention:

- If you or someone you know is in crisis, call, text, or chat 988, immediately (chat available at [988Lifeline.org](https://988lifeline.org))
- 988 offers 24/7 judgment-free support for mental health, substance use, and more. Call, text, or chat 988.
- To reach LGBTQ+ specialized resources, you can also contact The Trevor Project's 24/7 crisis line via text, chat, or phone. Learn more at [thetrevorproject.org](https://thetrevorproject.org).
- If you or someone you know are struggling with mental health, the NAMI HelpLine is here for you. Call 1-800-950-NAMI (6264), text "NAMI" to 62640, or email [helpline@nami.org](mailto:helpline@nami.org).

Have questions about 988? [Visit NAMI's FAQs to learn more](#) about how 988 can offer judgment-free support for mental health, substance use, and suicide crises.

- Your advocacy matters to help people in mental health and suicidal crisis! [Visit NAMI's 988 Crisis Response State Legislation Map](#) to learn more about what's happening in your state and across the country.
- [Read and share NAMI's State Legislative Brief](#) on Trends in State Policy: 988 and Reimagining Crisis Response to learn about innovative ways states are improving suicide prevention and crisis services.
- [Explore how your community can #ReimagineCrisis](#). Find advocacy resources and information to build a better mental health and suicide crisis response system for everyone.
- [Stay up to date on how you can advocate for better suicide prevention](#) and mental health crisis support by signing up for NAMI's Federal Advocacy Alerts.
- The [Crisis Can't Wait Campaign](#) is an initiative developed within NAMI's Community Health Equity Alliance (CHEA) in response to the urgent need for mental health support and resources during a mental health crisis, particularly within Black/African Ancestry and other minoritized communities.



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## JOIN THE CONVERSATION ON SOCIAL MEDIA

To help you get the conversation started, we've created sample captions and graphics for your social media feeds. Throughout this week — and beyond — we invite you to share these messages or create your own about how finding community breaks silence, build connections, and create stronger, more compassionate communities that care.

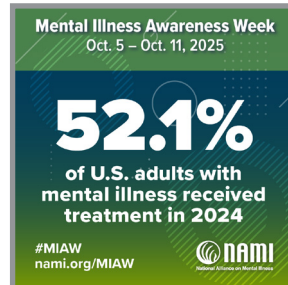
### Platforms

Follow NAMI to tune in, repost, retweet, and share: [Facebook](#), [Instagram](#), [LinkedIn](#), [Threads](#), [TikTok](#), [X](#), [YouTube](#)

**Hashtags:** #MIAW

**URL:** [nami.org/MIAW](https://nami.org/MIAW)

We've created sample social media captions and graphics you can use during Mental Illness Awareness Week (MIAW), October 5–11, and World Mental Health Day (WMHD), October 10.



Get Social  
Captions & Graphics



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Following our identity guidelines ensures that all NAMI publications and content maintain a professional and high-quality standard. Please use the guidelines listed below to help create materials that reflect the NAMI look and feel.

The approved NAMI Identity Guide and NAMI logos can be found at [nami.org/identity](https://nami.org/identity). We encourage you to use and share these in your campaigns.

The NAMI Identity Guide and NAMI logos can be found [here](#). We encourage you to use and share these in your campaigns.

## Logo



Primarily, the logo is shown in NAMI Blue.



The logo should be white over dark backgrounds.



The NAMI logo can also be used in black.

## Fonts

### Franklin Gothic

Sans serif font for headlines and attention-grabbing information.

### Museo Slab

Serif font for sub-headlines and secondary information.

### Proxima Nova

Sans serif font for body copy and tertiary information.

## Colors



### NAMI Blue

CMYK: 100/82/0/2

RGB: 0/83/159

Hex: 00539f



### NAMI Teal

CMYK: 0/100/0/0

RGB: 257/36/133

Hex: 0c99a8



### NAMI Green

CMYK: 0/100/0/0

RGB: 257/36/133

Hex: 94d500

## Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to the NAMI National Marketing & Communications Department at [marcom@nami.org](mailto:marcom@nami.org).