

active minds

# Championing a New Era of **Mental Health**

Mental Health Awareness Month Partner Packet



# Active Minds mobilizes youth and young adults

To lead a transformative movement in mental health, forever changing how it is valued and prioritized in society. By equipping, connecting, and amplifying the collective and diverse voices of youth and young adults, we are building a movement of lasting champions who are improving mental health norms for all.

## Why We're Building a Movement of Mental Health Champions

**Data paints a worrisome picture:** From 2011 to 2021, nearly all indicators of poor mental health and suicidal thoughts and behaviors increased [for youth].

*"Youth Risk Behavior Survey, 2011-2021", CDC*

Although 73% of college students value mental health awareness efforts and open dialogue, only 42% feel ready to take action.

*\* PR Newswire*

**Youth and young adults are not accessing the help they need:** Almost a quarter (23%) of college students do not know where to go to access professional mental health resources at their school.

*\*Healthy Minds Study*



# Active Minds Drives Essential, Enduring Change

Over the last 20 years, Active Minds has centered its work around data that shows youth are the most impactful catalysts for change among their peers and communities. To reverse negative trends in youth mental health outcomes, societal norms around mental health must radically improve. It is critical to engage youth & young adults as a key part of the solution. They know best what they need; it is time to position them to voice their needs, inform the solutions, and give them tools and paths for change. Our advocacy, initiatives, and campaigns foster lasting change in how youth view and discuss mental health, encouraging them to use their voices to influence broader conversations and inform mental health supports within their communities.

## Our work focuses on three key areas

### School Mental Health

Supporting youth and young adults, as well as adult supporters (called “youth champions”), across high schools and higher education campuses nationwide through programs like our National Chapter Network ([activeminds.org/chapters](https://activeminds.org/chapters)), K-12 Initiatives ([activeminds.org/k-12](https://activeminds.org/k-12)), and direct-to-youth resources ([activeminds.org/yvyp](https://activeminds.org/yvyp)).

### Community Programs

Supporting young people beyond school boundaries to change how they think, talk about, and value mental health. Inclusive of our award-winning Send Silence Packing exhibit ([activeminds.org/spp](https://activeminds.org/spp)) and our emotional support tool A.S.K. (Acknowledge, Support, Keep-in-Touch) ([asktohelp.com/explore](https://asktohelp.com/explore)).

### Workforce Development

Supporting young adults in their transition from advocate on campus to advocate in the workplace and pipelining the next generation of mental health and mental health-adjacent professionals into the workforce, encompassing our career exploration platform Cause + Career ([causeandcareer.org](https://causeandcareer.org)) and our Emerging Scholars Research Fellowship ([activeminds.org/emergingscholars](https://activeminds.org/emergingscholars)).



# Mental Health Awareness Month

Since its inception in 1949, Mental Health Awareness Month has been a pivotal moment for the mental health movement by shining a spotlight on the stigma, shame, and inequities surrounding mental health. Active Minds will spend this month encouraging and inspiring the more than 10,000 youth and young adult advocates in our network to change the way we view and prioritize mental health. As a partner in this work, we'd love for you to join us.

## AS AN ADVOCATE...

**A.S.K. — Acknowledge, Support, Keep-in-Touch** is the new “stop, drop, and roll” of supporting a friend. Not knowing how to have a conversation with someone going through a hard time may keep the conversation from happening at all. Share this interactive experience with a young adult in your life to help them navigate through the best way to help a friend. <https://asktohelp.com/explore>

### **Join our online community of champions.**

We invite you to take a moment to acknowledge that you're prioritizing the mental health movement this May by following us on Facebook, Instagram, and TikTok.

**Pledge to support the mental health movement** year-round with a monthly gift. Become a [Champion for Change](#) as one of our most loyal supporters and stand alongside the next generation of advocates working to forever change the way mental health is valued.

## AS AN ORGANIZATION OR PARTNER...

**Align your messaging with our mission** and share on social media how you are partnering in this work by recognizing May as a pivotal mental health moment. We've provided sample posts and graphics on the shareables page of this document.

**Get moving for mental health.** [Create your own run/walk challenge](#) or join our [50 Miles for Mental Health](#) to raise awareness and join in on this mental health moment.

**Make Mental Health Action Day even more impactful** by hosting or gifting a presentation from an [Active Minds Speaker](#). Engaging, interactive events that feature storytelling, first-person narratives, and skill building are the best way to start a mental health conversation and demonstrate that mental health struggles are common and that help and hope are available.



## EXAMPLE CAPTIONS

### Instagram

1. May is #MentalHealthAwarenessMonth, and we are proud to join @Active\_Minds in championing a #NewEraOfMentalHealth. Together, we are building a movement of mobilized youth and young adult champions who are improving mental health norms for all. [activeminds.org](http://activeminds.org)
2. The #NewEraOfMentalHealth is now! is #MentalHealthAwarenessMonth, learn how our partner, @Active\_Minds, is equipping the next generation of peer mental health advocates through programs including the Chapter Network, A.S.K., and Send Silence Packing. [activeminds.org](http://activeminds.org)
3. This #MentalHealthAwarenessMonth, learn about A.S.K. - an interactive digital experience created by @Active\_Minds and @MTV that equips youth with emotional support, active listening, and validation skills. Try it today: [asktohelp.com/explore](http://asktohelp.com/explore)

## EXAMPLE CAPTIONS

### LinkedIn

1. Mental health is health. This #MentalHealthAwarenessMonth, we encourage you to visit @Active\_Minds, an organization that mobilizes youth and young adults through advocacy and initiatives to champion a #NewEraOfMentalHealth for all. [activeminds.org](http://activeminds.org)
2. When a study discovered that nearly 70% of young people do not believe they have the basic knowledge to help a friend, @Active\_Minds and @MTV teamed up to create A.S.K., an interactive digital experience on emotional support. Visit [asktohelp.com/explore](http://asktohelp.com/explore) to learn more today.
3. You can't always change what someone is going through, but you can A.S.K. - Acknowledge their feeling, Support by listening, Keep-In-Touch to let them know you care. Visit [asktohelp.com/explore](http://asktohelp.com/explore) to dive into this digital experience by @Active\_Minds today.