



Educating Communities During Mental Health Awareness Month



**Generating New Community Partnerships
Letting People Know **NAMI** is a Place to
Find **HELP** & Find **HOPE****

It Truly Takes A Village, Town, City & State to Raise Mental Health Awareness.

The Ribbon Campaign Allows NAMI-NYS and Our Affiliates the Opportunity to Partner with Government Leaders, Businesses, Schools and More

Government Leaders:

Ribbons Were Hung in the NYS Capitol and Legislative Office Building



**NYS Assembly Speaker
Carl Heastie**



**NYS Senate Mental Health Chair
Robert Ort**



**NYS Assembly Mental Health Chair
Aileen Gunther**



NYS Senator David Carlucci Brings Ribbons in to the Senate Chamber



**Assembly Assistant Speaker Felix Ortiz
Brings Ribbons in to Assembly Chamber**



**Assemblywoman Kimberly Jean-Pierre
Displayed the Ribbon on her Desk**

The Ribbon Campaign Also Allows Our Affiliates to Develop Relationships With Their Local Government Leaders



Clockwise from upper left: Ulster County Building, City of Yonkers, City of Auburn City Hall, Office of Troy Mayor William Madden, Town of Oyster Bay, Albany County DA David Soares

The Ribbon Campaign Generates Social Media Activity



NAMI New York State @NAMINEWYORK · 5s

Thank you Albany Cty DA @DavidSoaresNY & Chief Asst DA David Rossi 4 participating in our #MHAM17 Ribbon Campaign #HopeStartsWithYou



NAMI New York State @NAMINEWYORK · 11m

Thank you @SenatorOrtt for participating in our #MentalHealthAwarenessMonth Ribbon Awareness Campaign #HopeStartsWithYou #MHAM2017



Albany County District Attorney's Office

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May is #MentalHealthMonth 1 in 5 adults in the United States experiences #Mentalillness, which can sadly lead to increased rates of victimization. Learn more and find support on the NAMI New York State website <https://goo.gl/1cmsUH>



Prevalence of Mental Illness by Diagnosis

NAMI New York State - National Alliance on Mental Illness
NAMI New York State provides support and education for individuals, family and friends living with mental illness.

The Ribbon Campaign is also a Tool to Introduce Mental Health Awareness in Schools and Get Kids Involved in Civic Activities and Let Them Earn Community Service Credit.

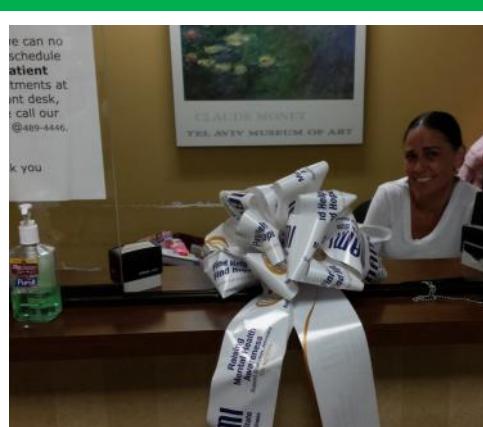
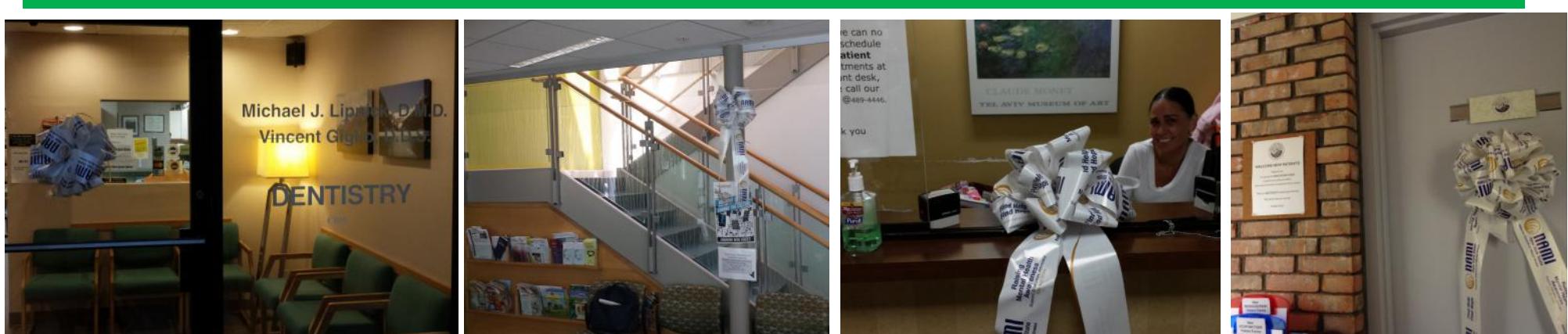


Girl Scouts in RAVENA went before the Town Council to get permission to hang ribbons, Girl Scouts and Boy Scouts have played an integral role in the campaign, as do high school NAMI Clubs and student looking for community service projects.

Ribbons are Also Hung in an Assortment of Businesses



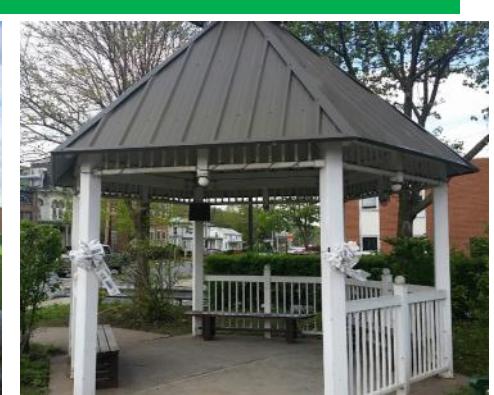
In All Sorts of Doctor's Offices



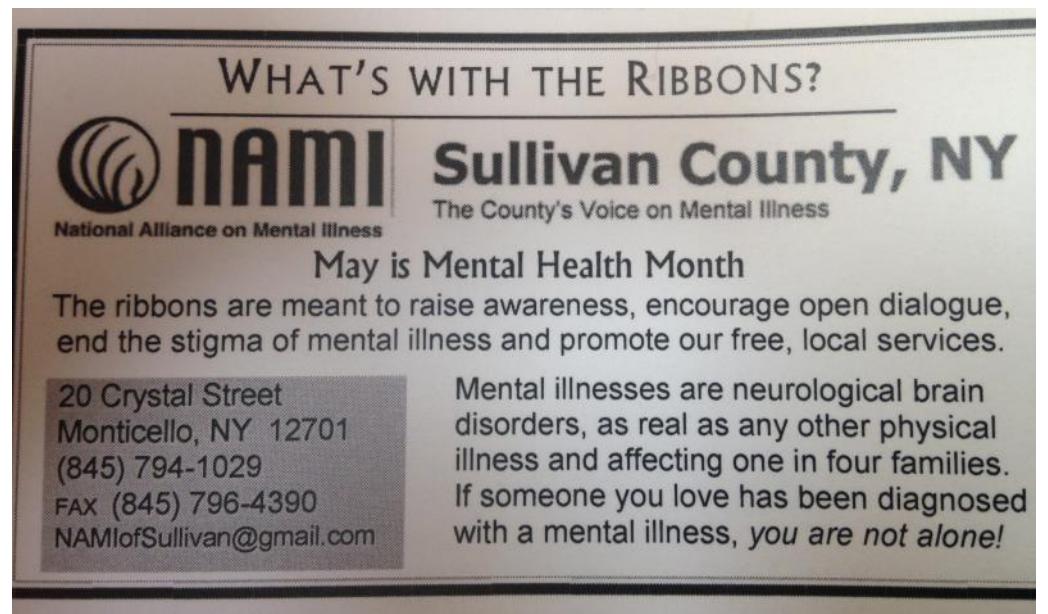
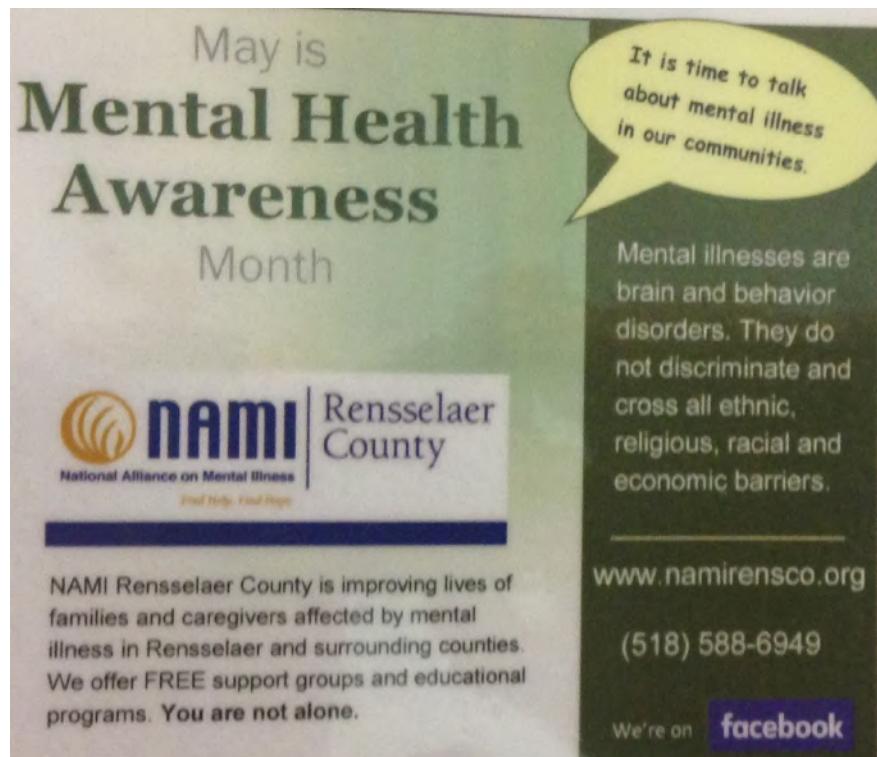
Police and First Responder Stations



Parks, Streets and Other Public Places



Affiliates Design Signs and Information Sheets on Local NAMI Activities to Accompany the Ribbons



In Libraries, NIMH Materials Were Included

