BIPOC MENTAL HEALTH AWARENESS MONTH GUIDE
Black, Indigenous, People of Color Mental Health Awareness
As we seek to provide support, education, advocacy and awareness on BIPOC Mental Health, we must recognize Bebe Moore Campbell and her legacy that continues to inspire a national movement for mental health equity.

**ABOUT BEBE MOORE CAMPBELL**

Bebe Moore Campbell was an author, advocate, co-founder of NAMI Urban Los Angeles and national spokesperson, calling for mental health education and support in underserved communities. She received NAMI’s 2003 Outstanding Media Award for Literature.

In 2005, inspired by Campbell’s charge to end stigma and provide mental health information, longtime friend Linda Wharton-Boyd suggested dedicating a month to the effort. With the support of the D.C. Department of Mental Health, the duo held a news conference in Southeast D.C., where they encouraged residents to get mental health checkups. They went on to hold book signings, speak in churches and create a National Minority Mental Health Task Force of friends and allies. However, the effort came to a halt when Campbell became too ill to continue.

When Campbell lost her battle to cancer, Wharton-Boyd, friends, family and allied advocates continued their efforts. In May of 2008, the US House of Representatives announced July as **Bebe Moore Campbell National Minority Mental Health Awareness Month**. The resolution, sponsored by Rep. Albert Wynn [D-MD] and cosponsored by a large bipartisan group, was to achieve two goals:

- Improve access to mental health treatment/services and promote public awareness of mental illness.
- Honor Bebe Moore Campbell by creating a National Minority Mental Health Awareness Month in her name to enhance public awareness of mental illness and mental illness among underserved communities.

As the mental health equity movement evolves, NAMI-NYS will continue to honor Bebe's legacy using the term **BIPOC (Black, Indigenous and People of Color)** as part of our July campaign to meet the needs and language preferences of the next generation.

We invite you to join us in raising awareness and taking on the challenges of mental health conditions, health coverage, and erasing the stigma around mental illness that creates barriers for individuals and communities of color.
Mental health conditions do not discriminate based on race, color, gender or identity. Anyone can experience the challenges of mental illness regardless of their background. However, background and identity can make access to mental health treatment much more difficult.

Here you will find ways you can raise BIPOC Mental Health awareness on social media including graphics, sample social media posts and stats.

**SOCIAL MEDIA ACTIVITIES**

- Follow NAMI-NYS social media accounts and like, share, repost, retweet and add our posts to your stories

- Share a video of what mental health means to you. Use short-form video-sharing apps like TikTok or Instagram Reels to create 15-second videos to post on your social media profiles

- [Click here to download NAMI-NYS graphics to post to your account](#)
Below are some sample posts you can use throughout the month of July:

- You are not alone on your mental health journey. NAMI-NYS is here to support you and uplift your community. #Together4MH #BIPOCMentalHealth

- Mental illness can impact anyone, reaching across lines of socioeconomic status, race, sexual orientation and ability. More than 50 million people in the U.S. are affected by mental illness. Visit naminys.org to learn more. #Together4MH

- Sharing your story can be a therapeutic experience. It’s an important way to communicate that we are #Together4MH — and to connect with others in your community who may have similar backgrounds and experiences.

- For far too long, stigma and discrimination have silenced those living with mental health conditions, particularly those in underserved communities. This #BIPOCMentalHealthAwarenessMonth, let’s challenge stigma & change the conversation. #Together4MH

- Common barriers to treatment include cost of mental health care and insurance, prejudice and discrimination, and structural barriers like transportation.

- Taking on the challenges of mental health conditions, health coverage, and erasing the stigma around mental illness requires all of us. #Together4MH

- People of color often face cultural and structural barriers to accessing mental health services.

- Only 1 in 3 Black Americans who need mental health care receives it. Taking on the challenges of mental health conditions, health coverage, and erasing the stigma around mental illness requires all of us. #Blackmindsmatter

- Each year, mental illness affects:
  - 14% of Asian adults
  - 17% of Black adults
  - 17% of Native Hawaiian/Pacific Islander adults
  - 18% of Hispanic/Latinx adults
  - 19% of American Indian/Alaska Native (AI/AN) adults
  - 36% of multiracial adults
  - 47% of LGB adults

- Multicultural U.S. adults are more likely to experience mental illness than adults who identify as any single race. #NotAlone #BIPOCMentalHealthAwarenessMonth
DIVERSITY, EQUITY & INCLUSION

The NAMI-NYS DEI Committee's mission is to make DEI more than a statement but a practice by promoting diversity, equity and inclusion within our organization's policies, systems, programs and the services we offer to better serve our staff, affiliates and the greater community. This requires the committee to identify inequities and provide guidance, resources and advocacy for change where needed. The committee also works to provide forums where members from diverse, underrepresented and marginalized communities can share their perspectives so that as an organization, we can further develop ways to recruit, support and amplify diverse voices and prioritize the mental health needs they raise.

2022 BIPOC MENTAL HEALTH AWARENESS SERIES

This July, NAMI-NYS DEI Committee is coordinating another BIPOC Mental Health Awareness Series! The first session will be on Wednesday, July 20th at 4pm on Zoom, focusing on Latinx/Latine Mental Health with a panel of experts in the field and with lived experience. Please stay tuned for information on additional sessions.

CLICK HERE TO PRE-REGISTER!

2021 BIPOC MHA SERIES

Last July, we focused on amplifying the message “You Are Not Alone” and acknowledging that it’s okay to not be okay through our social media campaign and our 3-part virtual BIPOC Mental Health Series. Check out our 2021 series' recordings on our Youtube channel.

Part 1 - The History of BIPOC Mental Health, Treatment and Research

Part 2 - Black Mental Health and Ending the Stigma

Part 3 - Indigenous Mental Health
In this ongoing docuseries, NAMI highlights perspectives on mental health across backgrounds and communities. Through candid and courageous stories of lived experience, these mental health champions share their resilience and recovery, emphasizing the importance of culture and identity in the mental health movement.

View the videos here and share with your networks:
nami.org/StrengthOverSilence

- Pooja Mehta, former NAMI-NYS Board member and now National Board member, shares her experience with panic attacks, her recovery and why she is passionate about amplifying the voices of people who are underrepresented in their communities
- Charita Cole Brown, an author, educator and NAMI presenter advocates for mental health resources in the Black community
- Joseline Castaños, advocate for culturally competent care in the Hispanic/Latinx community
- Nao Gamo, a neuroscientist and entrepreneur, speaks about living with bipolar disorder
- Rosemary Ketchum, the first trans woman to be elected to political office in the state of West Virginia, advocates for the LGBTQ+ community, social change and a stigma-free world
- Yulanda Ming Blackston, a NAMI In Our Own Voice presenter, shares her mental health and faith journey
- Chris Hubbard, NAMI Ambassador and offensive tackle for the NFL’s Cleveland Browns, takes us on a journey back to his hometown of Columbus, GA, where he shares the unique challenges of playing competitive sports, encourages young athletes to take care of their mental health and relays the importance of asking for help
- In Barbershop Confessions, you’ll meet Lorenzo Lewis, founder of The Confess Project, and learn how he uses barbershops across America as platforms to start conversations and spread hope and healing in the Black community
- A.J. Mendez, NAMI-NYS Leaders of Mental Health Award Winner, author, advocate, and former World Wrestling Entertainment, Inc. (WWE) wrestler, shares her mental health advice to Hispanic/Latinx families and why she believes her bipolar disorder is a gift
- Jasmin Pierre, creator of “The Safe Place,” an app where the Black community can access culturally inspired information and support, shares her work to illuminate myths about mental illness in her church community, advocate.
Our culture, beliefs, sexual identity, values, race and language all affect how we perceive and experience mental health conditions. Cultural differences can significantly influence what treatments, coping mechanisms and supports work for us. It is therefore essential for culture and identity to be a part of the conversation as we discuss both mental health and mental health care.

A person must feel comfortable and understood by their mental health professional for a therapeutic relationship to be effective. This includes feeling their mental health professional understands their identity and being comfortable addressing it openly. When a mental health professional understands the role that cultural differences play in the diagnosis of a condition and incorporates cultural needs and differences into a person’s care, it significantly improves outcomes. Mental health care must be tailored to the individual — to their identity, culture and lived experience.

As an individual or caregiver, don’t be afraid to advocate for yourself or the needs of your loved one. While it’s not always possible, finding the right provider is essential to ensure the dimensions of culture and language do not get in the way of healing or recovery. Instead, your culture -- those shared community values and experiences, along with faith and spirituality, resiliency, key relationships, family bonds and pride in where you came from— becomes a source of strength and support.

**BIPOC MENTAL HEALTH RESOURCES & MORE**

NAMI-NYS has compiled information and resources for our communities with their identities, culture and experience in mind as well as information on the barriers many face in receiving mental health care. We have also provided information on how to seek culturally and linguistically competent care.

**Click here to view mental health information and resources on the following communities:**
- Asian American and Pacific Islander
- Latinx/Latine
- Black/African American
- Native and Indigenous

**Click here for LGBTQIA+ mental health information and resources.**

**Click here to learn more about the 9-8-8 Mental Health Crisis Line.**

**QUESTIONS?**

Please contact Cassandra Farrugia, NAMI-NYS Associate Director of Communications and Outreach at cassandra@naminys.org, to learn more about our BIPOC Mental Health Awareness Campaign and how you can get involved.