



## Mental Health Awareness Events 2017: Message Guide and Style Sheet for NAMI Field and Staff

### About the Guide

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

NAMI's priority focus is on Mental Health Month (May) and Mental Illness Awareness Week (first full week of October). To a lesser extent, we also participate in National Minority Mental Health Awareness Month (July) and Suicide Prevention Month (September).

This guide is intended to help NAMI State Organizations, NAMI affiliates, and volunteers

and staff coordinate their public awareness efforts for a larger impact.

### What's Inside

- **Brand Information**
  - Editorial Style and Word Usage
  - Color Palette
  - Logos
  - Recommended Fonts
  - Inspiration, Samples, and Downloads
- **General Information**
  - Fact Facts (statistics)
  - What is stigma?
- **Messaging**
  - Objective
  - Theme and Art Samples
  - Suggested Calls to Action

### Questions? Please contact us.

<b>Caren Clark</b> Director of Publishing and Marketing	<a href="mailto:cclark@nami.org">cclark@nami.org</a>	Style, brand and messaging, blog and publications
<b>Lauren Gleason</b> Director of Media and PR	<a href="mailto:lgleason@nami.org">lgleason@nami.org</a>	Media inquiries, press releases, op-eds, social media
<b>Nathan Lemon</b> Web Producer	<a href="mailto:nlemon2@nami.org">nlemon2@nami.org</a>	Logos, fonts, colors, graphics files, download support, technical questions

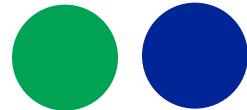
# Brand Information

## 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, no italic)
- Hashtags:
  - Year-round: #IntoMentalHealth, #StigmaFree
  - May: #MentalHealthMonth
  - July: #MinorityMentalHealth
  - Sept: #SuicidePrevention
  - Oct. 1-7: #MIAW
  - For more events, visit <http://www.nami.org/Get-Involved/Awareness-Events>.

## COLOR PALETTE

- StigmaFree Green: PMS 7482, #00a353, R0 G163 B83, C96 M4 Y97 K0
- NAMI Blue: PMS Reflex Blue, #0c499c, R0 G27 B150, C100 M82 Y0 K2
- Accent colors: See Official NAMI Color Palette at <http://bit.ly/1pGGGZW>



## LOGOS

- Logo files are available for download at <http://www.nami.org/identity> or upon request to Nathan Lemon at [nlemon2@nami.org](mailto:nlemon2@nami.org).
- NAMI supplies #IntoMentalHealth logos and graphics at <http://www.nami.org/intomentalhealth>. We encourage you to use and share these in your campaigns. When designing your own materials, you may use the StigmaFree logo, the IntoMentalHealth graphics and your organizational logo, but you should not use the official NAMI logo without clearance by a NAMI official.



## RECOMMENDED FONTS

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

## INSPIRATION, SAMPLES, AND DOWNLOADS

- Awareness Events: <http://www.nami.org/Get-Involved/Awareness-Events>
- NAMI's Mental Health Month page: <http://www.nami.org/mentalhealthmonth> or [www.nami.org/mhm](http://www.nami.org/mhm)
- NAMI's StigmaFree page: <http://www.nami.org/stigmafree>
- Download graphics (available by early April): <http://www.nami.org/intomentalhealth>

## 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.
- 90% of those who die by suicide have an underlying mental illness. Suicide is the 10<sup>th</sup> 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.
- 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 often face rejection, bullying and even discrimination. This can make 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.

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 reaching out, getting needed support and living well. Learning how to cope with stigma and how to avoid and address stigma are important for all of us. Learn more about how you can be [StigmaFree](#).

## Messaging

### OBJECTIVE

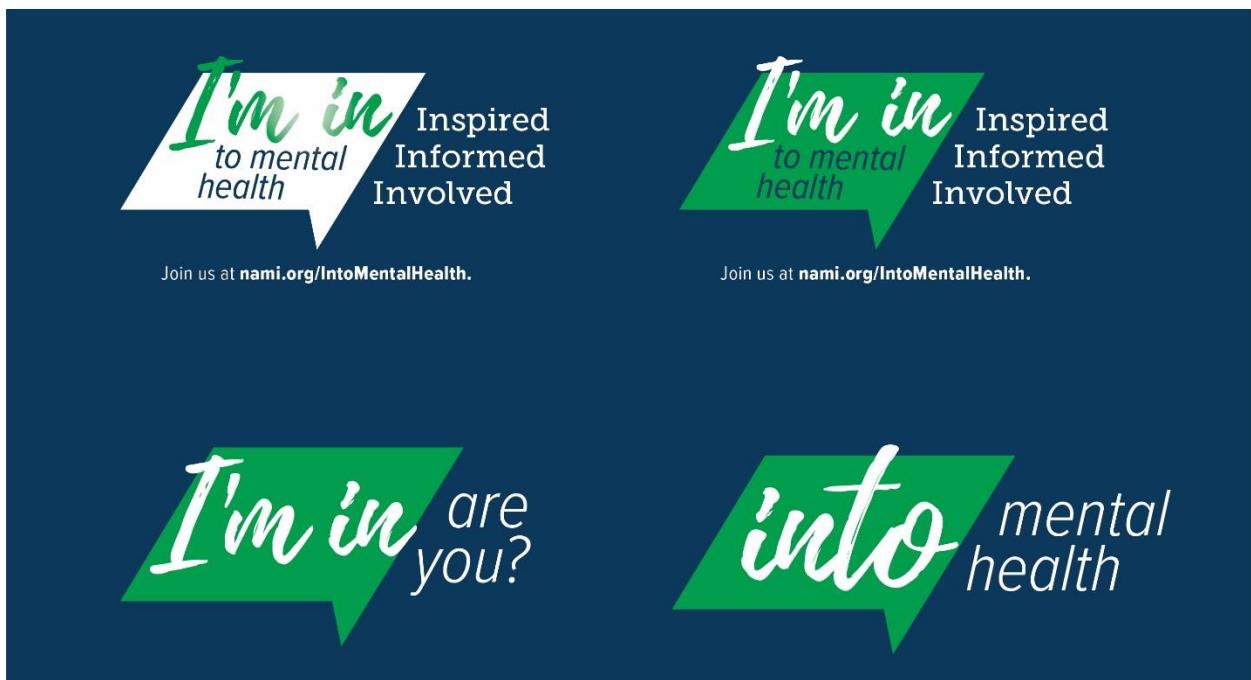
To inspire awareness, engagement and revenue contributions during mental health awareness events in 2017.

### THEME

NAMI will have an overarching theme that applies throughout the year: **“Into Mental Health: Inspired, Informed, Involved”** with a variation of **“I’m in to Mental Health: Inspired, Informed, Involved.”**

### ART SAMPLES

NAMI has provided a coordinated set of graphics (<http://www.nami.org/intomentalhealth>) 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. Here are some samples, but be sure to visit the link above to download final versions:





*I'm in*  
to mental  
health

Your story  
matters!



***Inspired • Informed • Involved.***

Join us at [nami.org/IntoMentalHealth](http://nami.org/IntoMentalHealth).



*In 5*

people will  
experience a mental  
health condition in  
their life.



***Inspired • Informed • Involved.***

Learn more at [nami.org/IntoMentalHealth](http://nami.org/IntoMentalHealth).

## SUGGESTED CALLS TO ACTION (CTAS) AND SAMPLE MESSAGING

The suggested CTAs below are designed to advance NAMI's organizational priorities for 2017. For example, we are focusing on increasing early intervention and youth engagement, so you'll see specific CTAs to direct people to download publications with a youth focus.

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.

The CTAs are organized in three categories: Inspired (Awareness activities), Informed (Engagement activities), and Involved (Revenue activities). When selecting a CTA, please consider your intended audience and their level of familiarity with mental health issues and NAMI. For example, if you are trying to reach a broad audience who may be learning about such issues for the first time, it's best to direct them to one of the "Core" CTAs, such as Learn More. On the other hand, if you're reaching individuals who are actively engaged with NAMI, you might ask them to try an activity they might not have thought about before, such as writing a blog post.

Inspired (Awareness)		
CTA	URL	Sample Message
<b>CORE CTA:</b> Visit NAMI to learn more about all the ways to get involved.	<a href="http://www.nami.org/intomentalhealth">www.nami.org/intomentalhealth</a>	I'm inspired to build better lives for millions of people with mental illness. Are you? Visit <a href="http://www.nami.org/intomentalhealth">#IntoMentalHealth</a>
Visit NAMI Store to order StigmaFree-branded items	<a href="http://bit.ly/namistorestigmafree">http://bit.ly/namistorestigmafree</a>	Inspired to be #StigmaFree? Show it off with shirts and swag from the NAMI Store. <a href="http://bit.ly/namistorestigmafree">http://bit.ly/namistorestigmafree</a>
Visit NAMI Store to order Kenneth Cole-designed scarves and ties	<a href="http://www.nami.org/store">http://www.nami.org/store</a>	NAMI has partnered with Kenneth Cole to provide inspiring fashions in support of mental health awareness. Visit the NAMI Store to order a scarf or tie today. #IntoMentalHealth
Download and share awareness graphics from nami.org	<a href="http://www.nami.org/intomentalhealth">www.nami.org/intomentalhealth</a>	Get into mental health by downloading inspiring NAMI graphics and promo materials for #MentalHealthMonth.
Tag social media posts with #MentalHealthMonth and #StigmaFree	<a href="http://www.nami.org/intomentalhealth">www.nami.org/intomentalhealth</a>	[See Social Media Toolkit for sample messaging—under development.]
Read or submit a NAMI blog post	<a href="http://www.nami.org/Blogs/NAMI-Blog">http://www.nami.org/Blogs/NAMI-Blog</a>	Check out the NAMI Blog for inspiring stories from people with mental health conditions, or submit your own. #IntoMentalHealth #MentalHealthMonth
Start a conversation on the NAMI discussion groups	<a href="http://www.nami.org/discussiongroups">http://www.nami.org/discussiongroups</a>	NAMI's discussion groups let you find support, share your experiences and learn from others affected by mental health conditions. Start a conversation today during #MentalHealthMonth.

<b>Informed (Engagement)</b>		
<b>CTA</b>	<b>URL</b>	<b>Sample Message</b>
<b>CORE CTA:</b> Visit NAMI to learn more about mental health conditions	<a href="http://www.nami.org/Learn-More">http://www.nami.org/Learn-More</a>	1 in 5 adults in the U.S. has a mental health condition. Get informed for #MentalHealthMonth at <a href="http://www.nami.org/Learn-More">http://www.nami.org/Learn-More</a> .
Download a tip sheet to learn the warning signs of early psychosis in youth	<a href="http://www.nami.org/getattachment/Learn-More/Infographics-Fact-Sheets/tipsheet_earlypsychosis_01v3.pdf">http://www.nami.org/getattachment/Learn-More/Infographics-Fact-Sheets/tipsheet_earlypsychosis_01v3.pdf</a>	This #MentalHealthMonth, get informed about the warning signs of early psychosis in youth and young adults. Download a free tip sheet from NAMI.
Download the College Guide	<a href="http://www.nami.org/collegeguide">http://www.nami.org/collegeguide</a>	“Starting the Conversation: College and Your Mental Health” helps students and parents begin an important conversation. Download the free guide at <a href="http://www.nami.org/collegeguide">nami.org/collegeguide</a>
Take action on advocacy issues	<a href="http://www.crcengage.com/nami/">http://www.crcengage.com/nami/</a>	Stand up for mental health coverage. #KeepWhatWorks #IntoMentalHealth

<b>Involved (Revenue)</b>		
<b>CTA</b>	<b>URL</b>	<b>Sample Message</b>
<b>CORE CTA:</b> Take NAMI's StigmaFree pledge	<a href="http://www.nami.org/stigmafree">http://www.nami.org/stigmafree</a>	I'm #IntoMentalHealth by pledging to be #StigmaFree. You should pledge too! <a href="http://www.nami.org/stigmafree">http://www.nami.org/stigmafree</a>
Host a DIY/personal fundraising campaign	<a href="http://ifundraise.nami.org/">http://ifundraise.nami.org/</a>	To honor #MentalHealthMonth, why not create your own event to improve the lives of people with mental health conditions? You provide the passion; NAMI provides the tools. <a href="http://ifundraise.nami.org/">http://ifundraise.nami.org/</a>
Donate to NAMI	<a href="http://www.nami.org/Get-Involved/Donate">http://www.nami.org/Get-Involved/Donate</a>	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/Get-Involved/Donate">http://www.nami.org/Get-Involved/Donate</a>
Attend the 2017 NAMI National Convention	<a href="http://www.nami.org/convention">http://www.nami.org/convention</a>	#NAMICon17 is the largest community-driven gathering of mental health advocates in the United States. Ready to get involved? Register today at <a href="http://www.nami.org/convention">http://www.nami.org/convention</a>
Register for a NAMIWalk	<a href="http://www.namiwalks.org/">http://www.namiwalks.org/</a>	Celebrate #MentalHealthMonth by joining a NAMIWalk near you. <a href="http://www.namiwalks.org/">http://www.namiwalks.org/</a>