



2022 May Mental Health Month Toolkit

Introduction

Thank you for being a [Promise to Talk](#) partner! At Promise to Talk, we are committed to promoting open, supportive conversations to reduce stigma and improve community understanding and acceptance of mental health and wellness in Orange County.

We believe strongly that community partners *like you* can help us spread this message during May, which is Mental Health Awareness Month. We welcome you to use the content and links in this toolkit as you connect with your audiences in the month of May and beyond.

This toolkit contains:

- Social media posts – images, captions, and hashtags
- A sample article that can be utilized in newsletter/websites
- Links to:
 - Printable mental health materials
 - Videos/public service announcements
 - Mental health resources and service organizations
- Additional Information about Promise to Talk

Social Media Posts

These captions and images were created to be utilized by our community partners in a way that works best for their social media communications. Feel free to use these captions and images in any combination.

Images for use on social media

All images can be [downloaded here](#).





Social Media Captions

Check-in with a friend, family member or colleague today. Open and supportive conversations can go a long way in creating a #StigmaFree environment where people can share their thoughts. #MayMentalHeathMonth #PromiseToTalk

May is Mental Health Awareness Month! Creating a #StigmaFreeOC starts with supportive environments where our friends, family, and neighbors can talk openly about how they are feeling. #MayMentalHeathMonth #PromiseToTalk

Keep in touch with your loved ones. Connecting with those we care about is one of the best ways to feel supported and accepted for who we are. Call, text, or FaceTime a pal, today! #MayMentalHeathMonth #PromiseToTalk

Our mental health and physical well-being are linked! Which is why it's so important that we take care of our minds and bodies equally. Visit [PromiseToTalk.org](https://www.PromiseToTalk.org) for helpful mental health resources. #MayMentalHeathMonth #PromiseToTalk

Sharing our feelings and concerns encourages others to do the same! Normalize mental health conversations and reduce stigma by speaking openly with those you trust. #MayMentalHeathMonth #PromiseToTalk

It's easy to share how we're feeling when good things are happening. But it's just as important to share when we are feeling sad, angry, or stressed. Expressing your emotions through conversation with a loved one or mental health professional can help you maintain your mental wellness. #MayMentalHeathMonth #PromiseToTalk

Important reminder during #MentalHealthAwarenessMonth: If you or someone you love is in search of mental health support visit PromiseToTalk.org for resources and information on low-cost services in Orange County. #MayMentalHealthMonth #PromiseToTalk

Seeking mental health resources and services is a sign of strength! Taking care of your #MentalHealth is brave and can help you live a more peaceful and healthy life. #MayMentalHealthMonth #PromiseToTalk

Spanish Social Media Captions

¡Nuestra salud mental y nuestro bienestar físico están estrechamente relacionados! Por eso es tan importante que cuidemos nuestra mente y nuestro cuerpo. Visite PromiseToTalk.org para obtener recursos útiles sobre salud mental. #PromisetoTalk #SaludMental

¡Utilizar recursos y servicios de salud mental es una señal de fortaleza! Cuidar tu #SaludMental es valiente y puede ayudarte a vivir una vida más tranquila y saludable. #PromisetoTalk #SaludMental

A veces, nuestros sentimientos nos hacen sentir que somos los únicos que luchan. Las emociones como la tristeza y la ansiedad son muy comunes. ¡No está solo! #PromisetoTalk #SaludMental

¡Mayo es el Mes de la Concientización sobre la Salud Mental! La reducción del estigma en Orange County comienza cuando creamos entornos de apoyo donde nuestros amigos y familiares pueden hablar cómodamente sobre cómo se sienten. #PromisetoTalk #SaludMental

Es fácil compartir cómo nos sentimos cuando suceden cosas buenas en nuestras vidas. Pero es igual de importante compartir cuando nos sentimos tristes, enojados o estresados. Expresar sus emociones a través de una conversación con un ser querido o un profesional de la salud mental puede ayudarle a mantener su bienestar. #PromisetoTalk #SaludMental

Recordatorio importante durante el Mes de Concientización sobre la Salud Mental: Si usted o un ser querido está buscando apoyo para la salud mental, visite PromiseToTalk.org para recursos e información sobre servicios de bajo costo en Orange County. #PromisetoTalk #SaludMental

Sample Newsletter Article

This article can be used in an organization's newsletter, blog posts, website, etc.

May is Mental Health Awareness Month

Nearly 1 in 5 Americans are living with mental illness, including adults, teens, and even children. During the month of May, mental health organizations across the country work to raise awareness and acceptance for mental health. With such a large number of people affected by mental illness, it is up to all of us to do our part to create supportive, stigma-free communities. Want to know the easiest way to help make OC #StigmaFree? Talk about how you are feeling! When we openly share our emotions with family, friends, and colleagues we give our mental health a big boost. In addition to feeling better ourselves, we help develop stronger relationships with our loved ones allowing them to share their stories and be heard. The conversations don't have to be lengthy or awkward to have an impact, a short chat can do wonders. Not sure how to get the conversation started? Visit PromisetoTalk.org to learn how.

Printable Materials

- Mental Health Fact Sheet: [English](#) | [Spanish](#) | [Vietnamese](#)
- How to Start Conversations: [English](#) | [Spanish](#) | [Vietnamese](#)

- Talking to Kids about Mental Health: [English](#) | [Spanish](#) | [Vietnamese](#)

Mental Health Resources

- [PromiseToTalk.org](#) – mental health information and resources
- [Take Action for Mental Health](#) – California's mental health campaign
- [OC Links](#) (855) 625-4657 – Orange County behavioral health services line
- [California Warm Line](#) (855) 845-7415 - non-emergency resource for emotional support
- [National Suicide Prevention Lifeline](#) (800) 273-8255 - trained counselors ready to talk and provide help

Videos

- "Promise to Talk" PSA – [English](#) [Spanish](#) [Vietnamese](#)
- Join OC's Mental Health Movement - [English](#) [Spanish](#) [Vietnamese](#)

About Promise to Talk

[Promise To Talk](#), which began in 2015, is a mental health and stigma reduction campaign serving Orange County. Promise to Talk is jointly funded and administered by Providence St. Joseph Hospital, Providence Mission Hospital and Providence St. Jude Hospital.

[PromisetoTalk.org](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)