



National Alliance on Mental Illness



2024 Bebe Moore Campbell
National Minority Mental Health Awareness Month

TOOLKIT

What's Inside This Toolkit



We at NAMI National have created this toolkit to support NAMI State Organizations and Affiliates, partners and ambassadors, and other mental health champions in effort to promote **Bebe Moore Campbell National Minority Mental Health Awareness Month**. We encourage you to use these resources in your own promotion and awareness efforts.

Your support is invaluable to NAMI, and we thank you for all that you are doing to help advance our vision of a world where all people affected by mental health conditions live healthy, fulfilling lives, supported by a community that cares.

If you have any questions about the materials in this toolkit or how to use them, please reach out to the NAMI National Marketing & Communications Department at marcom@nami.org.

Table of Contents

- 03 About Bebe Moore Campbell National Minority Mental Health Awareness Month
- 04 Shifting Mental Health Culture Through Conversations
- 05 How to Spread Awareness in Your Community
 - Promote NAMI Resources 05
 - Press Release Template 06
- 07 Join the Conversation on Social Media
- 08 Suggested Graphics
- 09 Fast Facts
- 11 NAMI Brand and Logo Guidelines

About Bebe Moore Campbell National Minority Mental Health Awareness Month



Bebe Moore Campbell was a mental health trailblazer who used her words, voice, and experiences to address the profound impact of mental health on culture, community, and connections.

In 2008, inspired by Campbell's charge to end stigma and provide mental health support for minoritized communities, July was designated as the **Bebe Moore Campbell National Minority Mental Health Awareness Month** by the U.S. House of Representatives. There have been recent attempts to change the month's name, but at NAMI, we continue to recognize the importance of honoring Bebe Moore Campbell's incredible legacy and groundbreaking work in helping to shift the mental health culture in underserved communities.

Shifting Mental Health Culture Through Conversations

In many communities, the stigma around discussions on mental health stems from historical and cultural factors, many of which have led to significant health disparities, due to shame, fear of judgment, and social inequities.

Through the power of conversation, NAMI is dedicated to eliminating stigma and reshaping mental health by elevating the voices of those in communities that have been historically neglected and marginalized, ensuring they receive the support, understanding, and resources they need to thrive.

This July, as NAMI celebrates and honors **Bebe Moore Campbell National Minority Mental Health Awareness Month**, we also encourage the NAMI Alliance, our partners and ambassadors, and mental health champions to help amplify our Community Conversation Initiatives: a three-part community conversation series created for various racially and ethnically diverse communities to engage in open and honest discussions on mental health and wellness.

NAMI Sharing Hope

Designed by and created for members of Black/African Ancestry communities around the country to discuss mental health and wellness through the sharing of sacred stories, this guided dialogue centers on healing and support.

NAMI Compartiendo Esperanza

Created by and for Hispanic/Latin American communities around the country, this group is a safe space to turn to for free, accessible mental health support, generational wisdom, and communal healing.

NAMI Chai & Chat

For, by, and about South Asian communities, Chai & Chat is an opportunity to hold listening circles and to validate and explore participants' mental wellness journeys, and discover avenues of support.

NAMI Maniwala

Empowers and encourages open discussions about wellness and the impact of stress on Filipino/Filipinx/Philippine mental health by sharing first-hand experiences, identifying the signs and symptoms of mental health challenges, and sharing tools and resources for support.

“ Together, we can heal communities.
It starts with one conversation. ”

This month — and beyond — join us in dismantling the barriers that hinder access to mental health care, ensuring that no one is left behind. Through education, advocacy, and community support, we can create a future where mental health is a priority for all. Together, we can heal communities. It starts with one conversation.

How to Spread Awareness in Your Community



Here are few ways to help spread awareness during Bebe Moore Campbell National Minority Mental Health Awareness Month, and to help start, or join, mental health conversations in your community.

Promote NAMI Resources

NAMI's Community Conversation Initiatives

Use this opportunity to help underscore the importance of shifting mental health culture through conversation to break stigma. Spread the word in your communities and across your networks through social media, or sign up to learn how you can be a part of a NAMI community conversation in your local community.

NAMI Support Groups

NAMI support groups are peer-led and offer participants an opportunity to share their experiences and gain support from other attendees.

Crisis Can't Wait Campaign

Join this campaign, powered by NAMI's Community Health Equity Alliance, to help create a shared urgency in reducing mental health crises in Black/African Ancestry communities around the country.



NAMI HelpLines

If you or someone you know needs mental health support, NAMI HelpLines are here to help. Connect with a specialist today.

The **NAMI HelpLine** is a free, nationwide peer-support service providing information, resource referrals, and support to people living with a mental health condition, their family members and caregivers, mental health providers, and the public. **Call 1-800-950-NAMI (6264), text "HelpLine" to 62640 or chat with us at nami.org/help.** Available Monday through Friday, 10 A.M. – 10 P.M. ET.

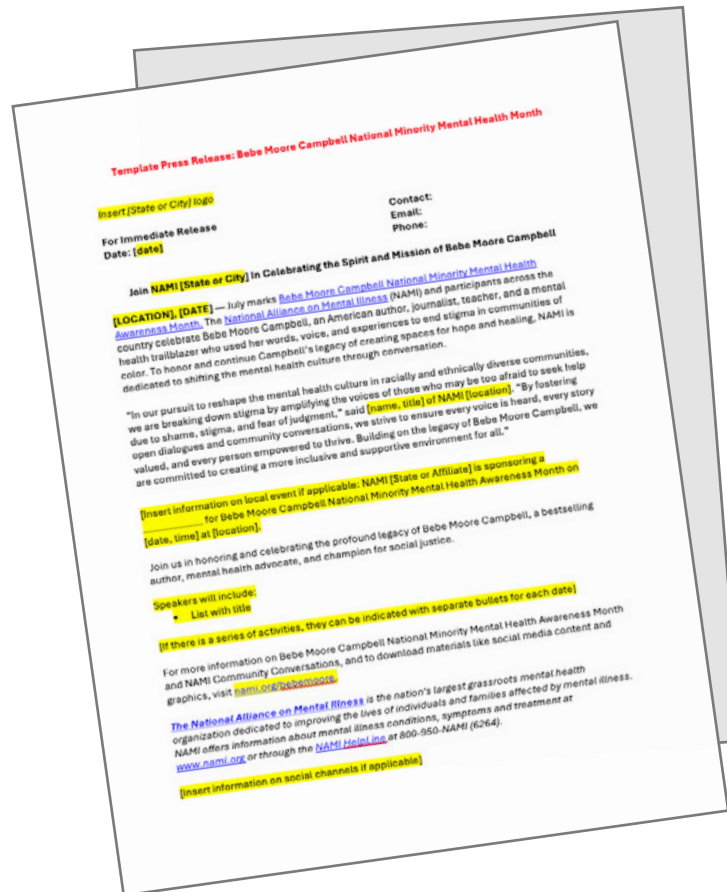
The **NAMI Teen & Young Adult HelpLine** offers a direct connection with another young person who shares similar experiences and is prepared to offer information, resources, and support. **Call 1-800-950-NAMI (6264), text "Friend" to 62640 or chat with us at nami.org/talktous.** Available Monday through Friday, 10 A.M. – 10 P.M. ET.

How to Spread Awareness in Your Community (continued)



Sample Press Release

This year, we're proud to present a customizable press release template for your use! With this template, we strive to provide better support for your organization in promoting significant **Bebe Moore Campbell National Minority Mental Health Awareness Month** events and activities in your communities.



[Download Sample Press Release](#)

Join the Conversation on Social Media



#ShadesofMentalHealth

#ShadesofMentalHealth embraces the diverse backgrounds, cultures, experiences, and stories of people in minoritized populations. It encourages a more supportive, inclusive, and understanding mental health community that normalizes mental health conversations without shame.

Throughout July, we invite you to share our messages below or your own messages about how you are shifting the culture through the power of courageous community conversations. Help us amplify the message that there is strength in vulnerability.

Don't forget to tag us at @NAMICommunicate on Instagram and X (formerly Twitter) and @NAMI on TikTok, LinkedIn, and Facebook. And, be sure to use the hashtags **#ShadesofMentalHealth** and **#BebeMooreLegacy** in your posts.

Platforms

Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share: **Facebook, Instagram, LinkedIn, Threads, TikTok, X, YouTube.**

Hashtags

#ShadesofMentalHealth
#BebeMooreLegacy

URL: nami.org/bebemooore

Sample Captions

- Let's unite to remove the harmful mental health stigmas and systemic barriers that have gripped our community for far too long. **#ShadesofMentalHealth #BebeMooreLegacy**
- As we share our mental health journeys – the good, the bad, and the ugly – we begin to let down our walls and create safe spaces within our communities. Join me in fostering open conversations. **#BebeMooreLegacy**
- Culturally competent mental health care shouldn't be a luxury; it should be the norm in our society. **#ShadesofMentalHealth**
- As I walk further into my purpose and shed societal stereotypes and stigma, I am breaking generational curses and creating a new norm for mental health awareness and acceptance. **#ShadesofMentalHealth**
- In communities of color, let's create spaces where people can prioritize their mental health, where their voices are heard, where support thrives and flows freely, and where healing can take root. **#ShadesofMentalHealth #BebeMooreLegacy**

Suggested Graphics

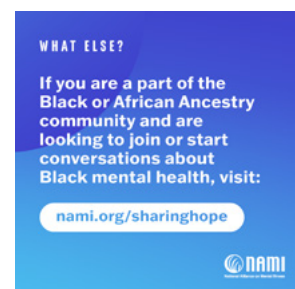


We encourage you to incorporate these graphics in your social media posts, cover images, website hero images, or existing messaging to help spread awareness during July. High-quality files can be downloaded from nami.org/nmmham.

Stand-Alone Affirmation Posts



Community Conversation Carousels (Sharing Hope)



Fast Facts

Asian American and Pacific Islanders

Treatment Barriers

- Compared to those of other racial/ethnic backgrounds, non-Hispanic Asian American adults with mental illness are least likely to receive mental health treatment — only **36.1%** of Asian adults with a mental illness received treatment in 2022.
- There are many systemic barriers to accessing quality mental health care and treatment for Asian Americans, which are worsened by stigma and lack of culturally relevant and integrated care.
- These disparities result in delayed treatment, worsened symptoms and quality of life.

Language Barriers

- **30.9%** of Asian Americans are not fluent in English.
- Language barriers and the limited availability of culturally appropriate mental health service providers may prevent people from getting the care they need.



Black/African Ancestry Communities

Provider Bias and Inequality of Care

- Only **37.9%** of non-Hispanic Black or African American adults with mental illness received treatment in 2022.
- Despite the changing conversation, discrimination in the health care system persists, and many Black people encounter negative experiences when seeking treatment.
- Provider bias, both conscious and unconscious, and a lack of cultural competency can result in misdiagnosis and inadequate treatment.
- Black people may also be more likely to identify and describe physical symptoms related to mental health problems. For example, they may describe bodily aches and pains when talking about depression. A health care provider who is not culturally competent might not recognize these as symptoms of a mental health condition.
- Black people are **more likely** to receive a misdiagnosis of schizophrenia when expressing symptoms related to mood disorders.



Fast Facts *(continued)*



Hispanic/Latin Americans

Treatment Intervention

- **Nearly half** of Hispanic or Latino young adults ages 18-25 with serious mental illness do not receive treatment.
- Approximately **39.6%** of Hispanic or Latino adults with mental illness receive treatment each year compared to the U.S. average of 50.6.

Legal Status

- For immigrants who arrive without documentation, the fear of deportation can prevent them from seeking help.
 - ▶ Many children of undocumented immigrants are eligible for health insurance under the Affordable Care Act, but families may be either unaware of this or afraid to register due to fear of separation.

Poverty and Reduced Health Insurance Coverage

- **16.7%** of Hispanic people in the U.S. live in poverty (compared to 12.6% of the general population).
 - ▶ People who live in poverty have a higher risk of mental illness and, conversely, individuals with mental illness have a higher risk of living in poverty.
- According to the Kaiser Family Foundation, in 2022, **18%** of nonelderly Hispanic people had no form of health insurance.



Data from SAMHSA, CDC, and others. Find sources for this resource at nami.org/mhstats and in NAMI's [Poll of Public Perspectives on 988 & Crisis Response \(2023\)](#).

NAMI Brand and Logo Guidelines



As always, we ask that you follow NAMI's brand guidelines.

The NAMI Identity Guide and NAMI logos can be found at nami.org/identity. We encourage you to use and share these in your campaigns.

Logo



Primarily, the logo is shown in NAMI Blue.



The logo should be white over dark backgrounds.



The NAMI logo can also be used in black.

Fonts

Franklin Gothic

Sans serif font for headlines and attention-grabbing information.

Museo Slab

Serif font for sub-headlines and secondary information.

Proxima Nova

Sans serif font for body copy and tertiary information.

Colors



NAMI Blue
PMS Reflex Blue
CMYK: 100/82/0/2
RGB: 0/37/150



Fuchsia
PMS Fuchsia
Purple
CMYK: 0/100/0/0
RGB: 257/36/133



Royal Purple
PMS Royal Purple
CMYK: 77/99/0/0
RGB: 133/9/132



Royal Blue
PMS Royal Blue
CMYK: 95/100/0/0
RGB: 58/12/163



Marina Blue
PMS Marina
CMYK: 86/64/0/0
RGB: 68/96/239



Light Blue
PMS Bachelor Button
CMYK: 157/0/3/0
RGB: 75/201/241

Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to the NAMI National Marketing & Communications Department at marcom@nami.org.