

Mental Health Awareness Month 2024

Social Media Content for May 1st - 31st

The California Department of Public Health (CDPH) Office of Suicide Prevention (OSP) gathered 31 days of Mental Health Awareness Month content from our state and national partners to share with you in one simple package. Use the toolkits and posts within this content calendar to help share awareness on the importance of taking care of our mental health and finding ways to support those we care about.

Mental Health Awareness Month Toolkits & Resources

- The Children and Youth Behavioral Health Initiative ([CYBHI](#)) [Mental Health Awareness Month Toolkit](#)
- National Alliance on Mental Illness ([NAMI](#)) [Mental Health Awareness Month Toolkit](#)
- National Institute of Mental Health ([NIMH](#)) [Mental Health Awareness Month Toolkit](#)

Available in English and Spanish:

- Mental Health America ([MHA](#)) [Mental Health Awareness Month Toolkit](#)
- Substance Abuse and Mental Health Services Administration ([SAMHSA](#)) [Mental Health Awareness Month Toolkit](#)
- The CDPH *Never a Bother* youth suicide prevention campaign offers resources on how to support young people struggling with mental health before, during, and after a crisis. For additional social media posts, toolkits, and communication materials visit the [Never a Bother website](#).

Mental Health Awareness Month 2024 Social Posts

Week 1: Introduce the Topic - Mental Health Awareness Month



Post 1: Where to Start

Audience: All

Text Copy: Mental Health America is proud to have founded in 1949 what is now known as Mental Health Month. Every May, we come together with millions of Americans to continue the tradition of promoting awareness, offering vital resources and education, and advocating for the mental health and well-being of everyone.

Hashtags: #WhereToStart #MentalHealthAwarenessMonth

Alt Text: Where to Start? It's always a good time to start working on your mental health. Take a free mental health test on the [Mental Health America website](#). Mental Health America Logo

Source: [Mental Health America \(MHA\)](#)



Post 2: 988 Suicide and Crisis Lifeline

Audience: LGBTQ+

Text Copy: Your privacy matters. When you reach out to [#988Lifeline](#), the trained crisis counselor only knows your phone number if you call or text, or your IP address if you use chat. What you say about yourself is your choice. #LGBT #MentalHealth #988Lifeline

Alt Text: Infographic with various blocks of color and two people hugging. You don't have to say who you are or where you are. You will get support from a trained crisis counselor. Call or text "pride" to 988, or chat 988Lifeline.org. There is hope. 988 Suicide & Crisis Lifeline logo.



Source: [988 Suicide and Crisis Lifeline](#)

Post 3: Mental Health at All Stages of Life

Audience: Older Adults

Text Copy: Age joyfully! Consider your passions and interests and pursue something that brings you happiness and fulfillment. Remember that mental health support is available to you if you need it. Visit [SAMHSA's Resources serving older adults](#) or @SAMHSAgov to learn more. #MHAM2024

Alt Text: Five black men at various ages. Mental Health is important at all stages of life.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 4: Tips for the Week

Audience: All

Text Copy: #MentalHealthMonth, we invite you to learn #WhereToStart when it comes to taking care of your mental health. Visit @MentalHealthAmerica to learn more #WhereToStart

Alt text: Five mental health tips: 1. Make a list of things you're grateful for 2. Practice positive affirmations 3. Start a conversation about mental health 4. Stay hydrated! 5. Take a break from screens. Explore free mental health resources. The link points to MHANATIONAL.ORG/MAY

Source: [Mental Health America \(MHA\)](#)

Week 2: All About Awareness



Post 5: Daily Encouragement

Audience: All

Text Copy: Join us and NAMI this month in normalizing the practice of taking moments to prioritize mental health care without guilt or shame. Programs. @NamiCommunicate or [May is Mental Health Awareness Month Webpage](#) #TakeAMentalHealthMoment #MentalHealthMonth

Alt text: It's okay to not be ok. NAMI

Source: [National Alliance on Mental Illness](#)



Post 6: Asian American and Pacific Islander Heritage

Audience: All/ Asian American and Pacific Islander Populations

Text: May is Asian American and Pacific Islander Heritage Month. We honor their diverse cultural heritage and support their mental health. Help is available for all. [FindSupport.gov](#) #MHAM2024

#MentalHealthAwareness #AAPIHeritageMonth

Alt text: Group of people who are Asian American and Pacific Islanders.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 7: 988 Resource

Audience: All

Text Copy: We can all help prevent suicide. The [988 Lifeline](#) provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals. @988lifeline

Alt text: Woman smiling and hugging herself. 988 Suicide and Crisis Lifeline.

Source: [988 Suicide and Crisis Lifeline](#)



Post 8: Family Support

Audience: Caregivers of children/teens

Text Copy: What's your favorite greeting for your child when they get home or when you are back from work? ✓ I love you! ✓ Did you have a fun day while learning? Or ✓ I'm so happy to see you! Consistent and positive interactions can impact a child's mental health. Support children of all ages and stages. @SAMHSAgov [Families and Caregiver Resources](#) #MHAM2024

Alt text: Illustration of a family. You play a role in your family's mental health. Be their support. Mental Health Awareness Month.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 9: Talk About Your Mental Health

Audience: Older Adults

Text Copy: Mental well-being is key for older adults. Don't let age slow you down. Nurture your connections, join a social group, or consider volunteering to keep feeling active. If you need mental health support, seeking help is always an option. @SAMHSAgov [resources serving older adults](#) #MHAM2024

Alt text: Two women reflecting. Talk about your mental health. Mental Health Awareness Month.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 10: Honor Yourself and Your Native Communities

Audience: Native communities

Text Copy: Tribal communities deserve respectful and culturally appropriate mental health support that acknowledges their values, traditions, and experiences. @SAMHSAgov has resources at [988 Help-yourself for Native-Americans](#) #MentalHealthMatters #MHAM2024

Alt text: A group of American Indians. Honor yourself and your native communities. Practice self-care from an Indigenous place by walking in nature or talking with a trusted and nurturing relative/community member. Mental Health Awareness Month.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 11: Supporting Loved Ones

Audience: All

Text: Check out these @NAMIcommunicate resources: [Support-Education and Mental-Health-Education for NAMI-Family-to-Family](#) and [Support and Education for NAMI-Family-Friends](#)

Alt text: How do I support a loved one with a mental health condition? NAMI Family to Family & NAMI Family to Friends.

Source: [National Alliance on Mental Illness](#)

Week 3: Mental Health for All



Post 12: Daily Encouragement

Audience: All

Text Copy: Take the Moment: Join NAMI's Mental Health Awareness Month campaign as we spotlight our signature programs! Let's break the stigma together! @NAMIconmunicate #TakeAMentalHealthMoment #MentalHealthMonth

Alt text: I'm claiming today to be a good day. NAMI.

Source: [National Alliance on Mental Illness](https://www.nami.org)



Post 13: Mental Health During Pregnancy

Audience: Pregnant Individuals

Text Copy: Glowing from the inside out? Pregnancy is beautiful, but it can also be emotionally complex. This #MHAM2024, remember it's okay to not feel okay. SAMHSA has resources to support your mental health journey. @SAMHSAgov → [988 Lifeline help yourself resources for maternal mental health](https://www.samhsa.gov/988lifeline) @988lifeline

Alt text: Pregnant woman holding her belly. Take care of your mental health during pregnancy.

Source: [Substance Abuse and Mental Health Services Administration](https://www.samhsa.gov/988lifeline)



Post 14: 988 Mental Health Resource (Spanish)

Audience: All/Spanish-Speaking

Text: Hablar con alguien sobre lo que sientes y piensas puede salvarte la vida. ¡Y tú eres importante! @988lifeline
(English translation: You are important. Text. Call. Chat. 988 Suicide and Crisis Prevention)

Alt Text: Hablar con alguien sobre lo que sientes y piensas puede salvarte la vida. ¡Y tú eres importante!

Source: [988 Suicide and Crisis Lifeline](https://www.988lifeline.org)



Post 15: Listen & Talk

Audience: Caregivers of children/teens

Text Copy: In-person talks promote healthy mental development. This Mental Health Awareness Month, talk to your children and teens about mental health. Need help getting started? Visit [SAMHSA's how to talk to children about mental health](#) @SAMHSAgov #MHAM2024

#MentalHealthMatters

Alt text: Adult man talking to a child. Listen to them. Talk to them. Mental Health Awareness Month.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 16: We See You. We Support You.

Audience: Youth/LGBTQ+

Text: To #LGBTQIA+ communities, every single one of you matters! 🏳️‍🌈
💚 If you are in crisis, the #988lifeline is there for you 24/7. [988 Lifeline help yourself for LGBTQ individuals](#) @988lifeline #MHAM2024

#MentalHealthMatters

Alt text: A group of people. We see you. We hear you. We support you. You are not alone. Get help by calling or texting 988 or chatting 988lifeline.org

Source: [988 Suicide and Crisis Lifeline](#)



Post 17: Mental Health is for Everyone

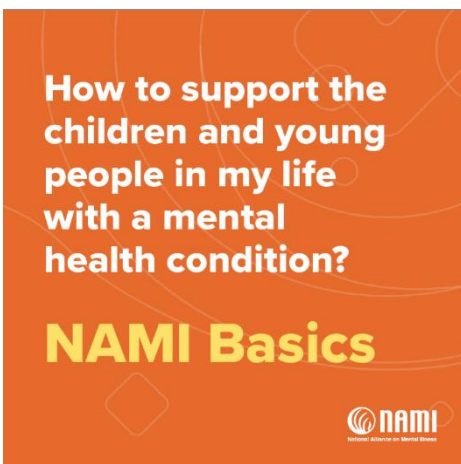
Audience: All/African American and Black Populations

Text: Black Mental Health Matters! Support the mental well-being of Black communities. Let's breakdown the barriers faced when trying to get mental health support. Everyone deserves the support they need. [988 Lifeline help yourself for Black American mental health](#)

#MentalHealthMatters #MHAM2024

Alt text: Black woman holding her phone. Mental health is for everyone. You are not alone. Call or text 988 or chat 988lifeline.org

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 18: Supporting Children

Audience: Caregivers of children & youth

Text: Don't be afraid to reach out if you or someone you know needs help. Learning all you can about mental health is an important first step. Contact the [NAMI HelpLine](#) to find out what services and supports are available in your community. Also check out: @NAMIconnicate or <https://www.nami.org/Your-Journey/Kids-Teens-and-Young-Adults>

Alt text: How to support the children and young people in my life with a mental health condition? NAMI basics.

Source: [National Alliance on Mental Illness](#)

Week 4: Supporting Yourself and Others



Post 19: Daily Encouragement

Audience: All

Text: Our mental health journey starts with a single moment. Take it! NAMI's 2024 campaign is here to empower you with resources like NAMI Family-to-Family. Let's prioritize mental well-being together.

[NAMI May is Mental Health Awareness month resources](#)

#TakeAMentalHealthMoment #MentalHealthMonth

Alt text: Small steps can lead to big progress in mental health. NAMI

Source: [National Alliance on Mental Illness](#)



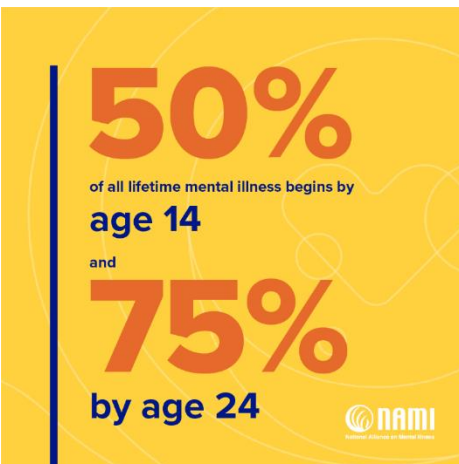
Post 20: 988 Resource

Audience: All

Text Copy: We can all help prevent suicide. The [988 Lifeline](#) provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals. @988lifeline

Alt text: Woman looking down at her phone. 988 Suicide and Crisis Lifeline.

Source: [988 Suicide and Crisis Lifeline](#)



Post 21: Fast Facts

Audience: All

Text Copy: Seeking mental health support? Look no further than NAMI's comprehensive suite of programs. @NAMIconmunicate and

[NAMI May is Mental Health Awareness Month](#)

#TakeAMentalHealthMoment #MentalHealthMonth

Alt text: 50% of all lifetime mental illness begins by age 14 and 75% by age 24. NAMI.

Source: [National Alliance on Mental Illness](#)



Post 22: Taking Care of Yourself

Audience: Mothers

Text Copy: #MomLife can be joyful but also overwhelming. If you are not feeling like yourself, it's okay to seek help. [988lifeline help-yourself maternal-mental-health](#) @988lifeline #MHAM2024

#MentalHealthMatters

Alt text: Mother holding a baby. Don't forget to take care of yourself.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 23: Your Mental Health Matters

Audience: All

Text: Your mental health matters! Good mental health can help you cope with stress and improve your quality of life. Get tips and resources from @NIMHgov or [Tips for my mental health](#).

#MentalHealthAwarenessMonth #MentalHealthMonth

ALT text: Illustration of a person watering an abstract silhouette of a head made of plants. Your Mental Health Matters. Get tips and resources from NIMH to take care of your mental health. The link points to nimh.nih.gov/mymentalhealth.

Source: [National Institute of Mental Health](#)



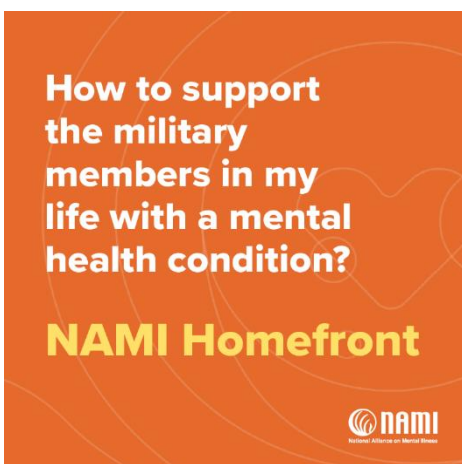
Post 24: Help is Available

Audience: All

Text: Culturally and linguistically appropriate information and services can help provide good mental health support for those who need it. If you or someone you know is struggling, help is available in English and Spanish by calling or texting 988.

Alt text: Three Hispanic women. Help is available. Hay Ayuda disponible.

Source: [Substance Abuse and Mental Health Services Administration](#)



Post 25: Supporting Veterans

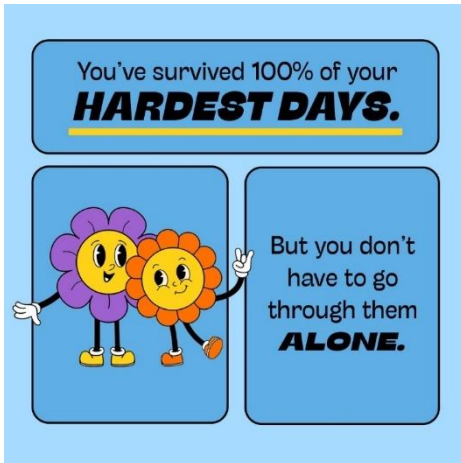
Audience: Veterans

Text: Check out @NAMIcommunicate and this NAMI resource: [NAMI Your journey for veterans and active duty](#)

Alt text: How to support the military members in my life with a mental health condition? NAMI Homefront.

Source: [National Alliance on Mental Illness](#)

Week 5: Support Reminders and Action Steps



Post 26: Daily Encouragement

Audience: Youth

Text Copy: Some days feel so hopeless and hard that it's easy to lose sight of the future. But no matter what, there's people that want to help. As May is Mental Health Month, tell a friend how you're feeling and find more resources at NeveraBother.org. Tomorrow is a chance to feel better. #NeveraBother #MentalHealthAwarenessMonth

Alt Text: Two smiling flower characters. You've survived 100% of your hardest days. You don't have to go through them alone.

Source: [Never a Bother Youth Suicide Prevention Campaign](https://NeveraBother.org)



Post 27: Support Their Mental Health

Audience: Caregivers of children & youth/LGBTQ+

Text: Parents: Your acceptance means the 🌍 to your children. Expressing ❤️ is a simple but effective way to support your #LGBTQIA+ child and their mental health. Check out these resources for families: [Resources for caregivers of children and youth LGBTQIA](#) #MHAM2024 #MentalHealthMatters

Alt text: Two men and a child. Support their mental health. Mental Health Awareness Month.

Source: [Substance Abuse and Mental Health Services Administration](https://www.samhsa.gov)



Post 28: 988 Resource

Audience: All

Text Copy: We can all help prevent suicide. The [988 Lifeline](https://988lifeline.org) provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals.

Alt text: Woman using a wheelchair, smiling. 988 Suicide and Crisis Lifeline.

Source: [988 Suicide and Crisis Lifeline](https://988lifeline.org)



Post 29: You Belong. You Matter.

Audience: LGBTQ+

Text: For Mental Health Awareness Month, we celebrate #LGBTQIA+ communities with a reminder: You belong. You matter. Your mental health matters. And you are not alone. 🏳️‍🌈❤️ There is help. [Help yourself resources for LBGTO+ @988lifeline](https://988lifeline.org)

Alt text: Young person on the phone. You belong. You matter. Your mental health matters.

Source: [Substance Abuse and Mental Health Services Administration](https://www.samhsa.gov)



Post 30: Symptoms & Treatment

Audience: All

Text: Take action and take steps to get support. Check out @NAMIcommunicate and [warning signs and symptoms of mental illness](#)

Alt text: The average delay between onset of mental illness symptoms and treatment is 11 years. NAMI.

Source: [National Alliance on Mental Illness](#)



Post 31: Action Steps

Audience: All

Text: How can you make a difference in suicide prevention? Learn about what to do if you think someone might be at risk for self-harm by reading these 5 Action Steps for Helping Someone in Emotional Pain:

nimh.nih.gov/suicideprevention. #MentalHealthAwarenessMonth

#MentalHealthMonth @NIMHgov

Alt text: Presents five steps for helping someone in emotional pain in order to prevent suicide: ASK, KEEP THEM SAFE, BE THERE, HELP THEM CONNECT, STAY CONNECTED. The link points to nimh.nih.gov/suicideprevention.

Source: [National Institute of Mental Health](#)