



May is Mental Health Matters Month

2017 Toolkit

When the Each Mind Matters movement was created in 2013 it served to unite the millions of individuals and thousands of organizations working to advance mental health. At its core, Each Mind Matters brings together the shared **vision** of improved mental health and equality, amplifies the voices of all people who want to put an end to stigma and creates a community where everyone **feels** comfortable reaching out for the support they deserve.

During these times of uncertainty and divisiveness, it is more important now than ever to be compassionate community members and show increased empathy and inclusion. Each Mind Matters communities are made up of resilient individuals whether it's someone sharing their personal story, an organization providing resources or a county serving its communities diverse needs.

One way we can achieve this is by **listening, speaking up and reaching out.**

For the upcoming 2017 May is Mental Health Matters Month observation, Each Mind Matters encourages everyone to start conversations, listen openly to one another and support a loved one with mental health challenges. We hope the tools provided in this toolkit as well as items in previous toolkits assist you in carrying the mental health movement forward.

If you have questions about the Each Mind Matters movement or May is Mental Health Matters Month, email info@eachmindmatters.org

The toolkit includes:

- Sidewalk Talk - Volunteer Opportunity and 7 Listening Tips
- "Say This, Not That" tip sheet to start meaningful conversations
- Lime Green Spirit Activity
- Ribbon Wall Activity – My Lime Green Champion for your lobby, store, or other public place
- Pre-written social media posts to use on your channels
- Drafted email blasts to distribute to your network every Monday during May
- "May is Mental Health Matters Month" 11x17 poster
- Link to videos to inspire your May activities

Check back here throughout April and May as we'll be uploading more helpful tools, like fun and informative videos you can share on social media.

Remember to stay engaged with us on Facebook, Twitter and Instagram by using @EachMindMatters and #EachMindMatters.

Thank you!

