



Message from ACMHAI President in Honor of Children's Mental Health Week / Mental Health Awareness Month

This is Mental Health Awareness Month, and I feel that, as Community Mental Health Authorities, especially this May we need to be particularly aware of the growing needs of our residents. All of us have faced so many challenges. The past year has been particularly volatile in so many ways that can affect mental health. The Covid-19 Pandemic, the last election, the January 6th Capitol mob insurrection, systemic racism such as surrounding the murder of George Floyd and hate crimes toward Asian, and the recent mass shootings have all taken a toll on our communities. In addition, the reduction in mental health services due to pandemic closings and client isolation has made it harder to deliver services to our most vulnerable and thus has increased our communities' needs even more. Therefore, I ask that you take time this month to consider the overall impact of these events on your local community, rise up to the challenges of our times, and do your best to respond to the need, as your residents had done when they passed the referendums that brought your boards into existence. Of particular need is to inform and educate the public regarding mental health awareness. We offer this toolkit to help you in this effort.

-Ron Melka, President



Children's Mental Health Week / Mental Health Awareness Month

May Social Media Tool Kit

In the lead up to May - Mental Health Awareness Month/Children's Mental Health Week, help us show our solidarity and collective action through posting along with our weekly toolkits. Be sure to tag partner organizations and include **#ACMHAI** and **#MentalHealthAwareness / #ChildrensMentalHealth** to boost engagement. Don't forget to be social and engage with other posts. The more we engage, the further this message goes. Follow [ACMHAI](#) on LinkedIn for the latest updates.

Primary Hashtags: #ChildrensMentalHealth #MentalHealthAwareness

Secondary Hashtag: #ACMHAI #ACMHAIMentalHealthAwareness

Weekly Toolkit

Week of May 3-7, 2021

Sample Social Media Message: Thursday, May 6, 2021 is Children's Mental Health Matters! On Green Day, we encourage you to wear something green to raise awareness of the importance of children's mental health.

Sample Hashtags: #ChildrensMentalHealth #MentalHealthAwareness #ACMHAIMentalHealthAwareness

Digital Resource:



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Week of May 10 – 14

Sample Social Media Message: Mental health plays a critical role in shaping a child’s social, emotional and cognitive development. A healthy mind is as important to a child’s development as a healthy body. As parents and caregiver there are many things a person can do to help a child’s mental health.

Sample Hashtags: #MentalHealth #MentalHealthAwareness #ChildrensMentalHealth

Digital Resource:



MENTAL HEALTH FOR CHILDREN

What Parents Can Do

NATIONAL FEDERATION OF FAMILIES FOR CHILDREN'S MENTAL HEALTH, FFCMH.ORG • THE YOUTH MENTAL HEALTH PROJECT, YMHPROJECT.ORG



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Week of May 17 -21

Sample Social Media Message: The COVID-19 pandemic has had profound impacts on the mental health of people of all ages, and now more than ever it is critical to reduce the stigma around mental health struggles that commonly prevents individuals from seeking help.

Sample Hashtags: #NotAlone #mentalhealth #awareness

Digital Resource:



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Week of May 24-31

Sample Social Media Message: Taking care of our mental health is important. We must remind ourselves to make time for ourselves and check up on one another. We also need to practice self-care, because it is an important component of maintaining mental health for children, adults, and families.

Sample Hashtags: #MentalHealthMonth #SelfCare #MindBody

Digital Resource:



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