

NH Children's System of Care Communications Committee



2021 CHILDREN'S MENTAL HEALTH AWARENESS WEEK

SOCIAL MEDIA TOOLKIT

[Flip the Script on Mental Health](#)

SAVE THE DATE!

May is Mental Health Awareness Month and the first full week is dedicated to our children. On May 2nd – 8th, show your support by posting on social media the importance of Children's Mental Health Awareness Week and what it means to you and/or your organization! For some sample posts and hashtags, see below. Looking for ideas on what to do during the month of May? Check out the [NH CSOC May calendar of events and activities](#) in recognition of children's mental health. Please note that **May 7th is National Children's Mental Health Awareness Day**. Show your support by [wearing green](#) and posting a picture on social media!

SAMPLE POSTS FOR SOCIAL MEDIA

Help spread awareness and reduce stigma by posting on social media throughout the week! See below for sample post ideas. Be sure to add in the hashtags and include your selfies and/or the sample graphics provided!

#StigmaFreeInThe603 #ChildrensMentalHealthMatters #CMHA2021 #MayAndEveryday #NHCSOC

1. WHY DO WE WEAR GREEN ON MAY 7th?

- [SHOW US YOUR GREEN!](#) Green signifies new life, new growth, and new beginnings. We wear green to raise public awareness, better the lives of children with serious emotional disorders and show our support of these children and their families. #StigmaFreeInThe603 #ChildrensMentalHealthMatters #CMHA2021 #MayAndEveryday #NHCSOC
Photo: [You, your friends, and/or loved ones wearing green]
- The goal of this nationally recognized #CMHA2021 is to increase public awareness and educate communities to expand the general public's understanding of children's mental health needs and their resulting impact on families. #ChildrensMentalHealthMatters #MayAndEveryday

2. STIGMA FREE

- Let's talk about it! Mental health and substance use disorder diagnoses are more prevalent than heart disease, diabetes, arthritis, migraines, osteoporosis and asthma, yet misconception and misinformation have left many people with mental illness and substance use disorders afraid to talk about their experiences or to seek help. #StigmaFreeInThe603 #CMHA2021
- You are not alone; 1 in 5 children experiences a mental health condition. Connect with others who can offer support, help and resources. #ChildrensMentalHealthMatters #CMHA2021 #MayAndEveryday #NHCSOC

- Make mental health part of the conversation! Change perceptions and reduce the stigma of mental illness encourage people to talk about them #StigmaFreeInThe603 #CMHA2021
- Mental health is essential to everyone's overall health and well-being, and mental illnesses are common and treatable. Flip the script on mental health, choose empowerment over shame. #StigmaFreeInThe603 #CMHA2021
- The COVID-19 pandemic has had profound impacts on the mental health of people of all ages. Now more than ever, it is critical to reduce the stigma around mental health struggles that commonly prevents individuals from seeking help. #StigmaFreeInThe603 #CMHA2021 #ChildrensMentalHealthMatters #CMHA2021 #MayAndEveryday #NHCSOC
- Help eliminate stigma that creates barriers for those living with mental health conditions and support the health of children and families. Let's change the way the world sees #mentalhealth! #CMHA2021 #ChildrensMentalHealthMatters #CMHA2021 #MayAndEveryday #NHCSOC

3. NH CHILDREN'S SYSTEM OF CARE

- Adolescence is a time of remarkable opportunity and growth. This critical period is when we learn to make decisions, manage our emotions, build resilience, and develop interests, passions, and meaningful goals that shape our adult lives. I advocate to expand and strengthen the children behavioral health serving system! #NHCSOC #CMHA2021
- The NH Children's System of Care helps ensure that ALL of us have the support we need to explore, discover, and become a force for good in our communities and society, during adolescence and as we transition to adulthood. #NHCSOC #CMHA2021
- The NH Children's System of Care is an integrated and comprehensive system of behavioral health supports and services working together to get the right resources to children, youth, and their families when and where they need them. #NHCSOC #CMHA2021
- Recognizing that racial and ethnic disparities in children's mental and physical health outcomes have persisted and continue to place an undue burden on families, the NH Children's System of Care has four critically important foundational values - youth and family driven, community-based, culturally and linguistically competent, and trauma-informed. #NHCSOC #CMHA2021

SAMPLE GRAPHICS [Click here to download the graphics!](#)

