



Suggested Activities for Promoting Mental Health Awareness Month

The media offers a rich variety of resources to publicize mental health awareness. Please use the media liberally. Below are some suggested activities and methods.

Proposed Media Guest Interviews and Spots

Media attention is vital to the success of your state's Mental Health Awareness Month Week. Interviews are recommended to give dimension to the activities and better educate consumers. The following suggestions may help. With each of these, be sure to mention Mental Health Awareness Month and any local events that your state chapter has planned.

Newspapers

- Give the newspapers in your area a list of Mental Health Awareness Month activities.
- Give an interview about what mental health counselors do for front line professionals and other clients and the training that is involved in becoming one.
- Give an interview about National Mental Awareness Month; describe what it is and why your chapter is participating.

Radio

During every interview, be sure to mention Mental Health Awareness Month and local events that your chapter has planned.

- Give the radio stations in your area a list of Mental Health Awareness Month activities.
- Give an interview about what mental health counselors do for people and the training that is involved in becoming one.
- Give an interview about National Mental Health Awareness Month; describe what it is and why your chapter is participating.

Television

During every interview, be sure to mention Mental Health Awareness Month and any local events that your state chapter has planned.

- Any of the above ideas will work with television. Many stations have self-produced "magazine" shows that lend themselves to an interview with a therapist or, if appropriate, a client. Make sure releases are signed if clients are interviewed.
- Public Television often has a panel discussion on current topics. Depending on the approach, Mental Health Awareness Month could be that topic. The emphasis could be on anything such as integrating mental health into primary care, telemental health or what types of training mental health counselors have to go through. You



should monitor the local PBS stations to see what is available, then brainstorm and submit a proposal to the station that fits their format.

- Local cable television stations often have spots for public service announcements (see sample below). These spots are often informal and offer a good venue to discuss mental health issue as well as publicize Mental Health Awareness Month.

AMHCA Mental Health Awareness Month PSA

Topic: Mental Health Is Health

Contact: (Add your state chapter name, your name, your phone number) for more information.

Length: 30 second spot

The (state chapter name) announces that May 2022 is Mental Health Awareness Month. This May, our focus is on the importance of mental health being a part of overall health and wellness.

A growing number of Americans are experiencing mental health issues. Through evidence-based treatment, mental health professionals provide preventive and wellness services and chronic disease management and focus on comprehensive mental health measures that promote positive lifestyle changes and greater mental and physical health resilience for individuals and families. The goal is that Americans will no longer separate mental health from physical health when it comes to access to care or quality of treatment. The next generation must grow up knowing that mental health is a key component of overall health and there is no shame, stigma, or barriers to seeking out care.

If you or someone you know needs counseling, look for a licensed or certified counselor [online](#), in the yellow pages or call XXXXXXXX to talk to someone immediately.

The (state chapter) reminds you that we owe our front-line professionals support for their service and support for their mental health.

(YOUR STATE CHAPTER LOGO/LETTERHEAD)

PUBLIC SERVICE ANNOUNCEMENT

To: (STATION NAME)

Re: 30 Second Spot for Mental Health Awareness Month



Celebrate National Mental Awareness Month Week, May 2022. The (*YOUR STATE CHAPTER NAME*) is celebrating with special events in your area. (ADD EVENT INFORMATION)

Call (*YOUR PHONE NUMBER*) for more information.