

May is Mental Health Matters Month

Week prior to May 1

Suggested Email Subject Line: Creating Deeper Connections During Mental Health Matters Month

May 1 kicks off Mental Health Matters Month, a period dedicated to help raise awareness about mental health issues, promote good mental health practices, and encourage people to support others around them.

This year Each Mind Matters: California's Mental Health Movement developed a toolkit with the theme "Deeper Connections: From Small Talk to Real Talk" to help start conversations and focus on strengthening social support networks, which research suggests can contribute to a healthier, happier life.

The [toolkit](#) includes a ribbon wall activity designed to encourage dialogue about mental health in your community while reducing social distance between people who are struggling and potential helpers. You can host your own ribbon wall activity by downloading the ribbons, instruction poster, and affirmation message cards.

Each week we'll bring you emails with resources, so you can get involved with Each Mind Matters: California's Mental Health Movement. In the meantime, take a moment to view and download the [2018 Mental Health Matters toolkit](#).

Want some ideas on how you can raise awareness during the month of May and all year long? Check out this [activity guide](#).

Don't forget social media! Add a lime green [Twibbon](#) to your profile for Mental Health Matters Month; it's a great way to start a conversation.

Also, make sure to visit the (INSERT ORGANIZATION NAME) Facebook (INSERT HYPERLINK), Instagram (INSERT HYPERLINK), or Twitter (INSERT HYPERLINK) for more activities, ideas, and tips to promote mental health in your home and community.

[Insert Agency/CBO Signature Line]