

OUTREACH IDEAS

THE “WHAT’S TOO FAR” QUIZ

In May, Mental Health America will launch a page on our website at www.mentalhealthamerica.net/whatstoofar with an interactive survey about risky behaviors. Think fun on the front-end (like a BuzzFeed-type quiz), and fact-finding on the back-end (we'll collect demographic data along with responses).

Our intention is to use this survey to collect data from individuals about their personal opinions on when certain behaviors become problematic, let them know how many other people have answered similarly, and provide them with information on accepted guidelines for when a behavior becomes indicative of a mental health or substance use disorder.

Results from the quiz will be used in future MHA activities and public education efforts, such as MHA's 2017 Annual Conference, *Sex, Drugs, and Rock & Roll*, and *Life on Campus* college education initiative.

We're asking everyone who uses this toolkit to post the link to the quiz on your organization's social media networks: Twitter, Pinterest, Instagram, Facebook, etc. to encourage participation and raise awareness of *Risky Business*, the theme of Mental Health Month. Make sure to use the *May is Mental Health Month* hashtags: #MHM2017, #RiskyBusiness, and #WhatsTooFar. Don't forget to tag Mental Health America's profile on the relevant social media channels using the account information below so we can see it!

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OTHER IDEAS

Here are some other ideas to help you plan for outreach activities during the month of May:

- Ask your governor or mayor to declare May as Mental Health Month, using the sample proclamation that is part of the toolkit.
- Organize a community run or walk for mental health. Reach out to your local media for assistance in promoting the event. Email all of your partners, family members and friends, donors, and local officials inviting them to participate.
- Host a mental health screening or other educational event at a local venue (e.g., town hall, firehouse, church, mall or library). Have computers or tablets available for people to go to mhascreening.org. Make sure to have a printer so people can print their results.
- Plan a day at your state Capitol. Invite advocates, consumers, concerned citizens and community and business leaders to visit each policymaker to discuss your community's mental health needs.
- Host a meet-and-greet with local leaders in mental health and the community they serve at the local town square. Ask a consumer and local community leader to share why mental health is so important to them personally.
- If your community has a number of buildings with bell towers or a bell-ringing ensemble, ask them to ring their bells for mental health on May 1 or another day. Alert the public and the media in advance. Share toolkit materials with attendees.

LET US KNOW WHAT YOU'VE GOT PLANNED!

Tell us about your events so we can post them on MHA's Web Calendar, and help you get the word out. Contact Jessica Kennedy at jkennedy@mentalhealthamerica.net with the following information:

Name of Event
Date
Location
Brief Description
Registration/Sign-Up Instructions
Contact Person

LIKE OUR MATERIALS? WANT MORE?

Brochures on assorted topics and B4Stage4 merchandise are available through the Mental Health America store to supplement the information provided in the 2017 May is Mental Health Month toolkit.

Visit the Mental Health America store at squareup.com/store/mental-health-america.

Check out our exclusive t-shirt at www.booster.com/mentalhealthamerica.

***MHA Affiliates** – One of the benefits of being an affiliate is getting a discount on printed materials at the MHA store. Contact Valerie Sterns at vsterns@mentalhealthamerica.net for your discount code. There will also be extra May is Mental Health Month tools for you ("Affiliate Exclusives") on the Education and Outreach section of the Affiliate Only Site.

KEEP TRACK OF YOUR ACTIVITIES

We'll be reaching out via email in mid-June to ask about your outreach and impact. Please participate so that we can accurately track the collective impact of our *May is Mental Health Month 2017* and use this information to gain support for our 2018 efforts. Make sure to keep track of your impact by doing things like:

- Counting how many handouts you distribute;
- Tracking media hits and impressions;
- Keeping tally of likes, shares and retweets of your Mental Health Month posts on social media networks;
- If you do a screening event or health fair, keep count of how many people visit your booth and/or take a screen; and
- Conducting a pre/post survey to see how you've increased knowledge about mental health issues among those you reach. Set up a quick survey of up to 10 questions for free online using SurveyMonkey.com.

