

# OUTREACH IDEAS

## HOW THE #4MIND4BODY CHALLENGE WORKS

Each day during the month of May, Mental Health America will post a challenge on our website at [www.mentalhealthamerica.net/challenge](http://www.mentalhealthamerica.net/challenge) and on our Facebook, Twitter, and Instagram accounts. Each daily challenge will be designed to take relatively little time, and be accessible to individuals no matter their level of physical fitness or where they are on their mental health journey. We are asking individuals who participate in the challenge to share their progress and successes by posting on social media with #4mind4body.

MHA will have a page on our website at [www.mentalhealthamerica.net/4mind4body](http://www.mentalhealthamerica.net/4mind4body) where special software will collect Tweets, Pins (Pinterest), and posts from Instagram with #4mind4body. Individuals who don't use social media will be able to post directly to [www.mentalhealthamerica.net/4mind4body](http://www.mentalhealthamerica.net/4mind4body). This collection of tagged posts will allow people to see what others are doing as part of the #4mind4body Challenge and act as a source of inspiration in the future for those looking to improve their overall health and wellness.

Unfortunately, Facebook and Youtube posts that use #4mind4body will not automatically be collected on the page due to the privacy restrictions of these social media platforms.

- Use the challenge to guide wellness activities at public events. Take photos and video to post at [www.mentalhealthamerica.net/4mind4body](http://www.mentalhealthamerica.net/4mind4body) or on your own social media pages.
- Post the challenge of the day to your organization's social media networks: Twitter, Pinterest, Instagram, Facebook, etc. each day to raise awareness of May as Mental Health Month activities. Make sure to tag Mental Health America's profile using the account information below so we can see it!

 /mentalhealthamerica

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

- Ask your governor, mayor or other local official 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](http://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.

We'll be reaching out in mid-June to ask about your outreach and impact. Make sure to keep track of your efforts 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](https://www.surveymonkey.com).

## 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 Laqwanda Roberts-Buckley at [lrbuckley@mentalhealthamerica.net](mailto:lrbuckley@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 2018 *May is Mental Health Month* toolkit.

Visit the Mental Health America store by clicking the "Store" link on the dark blue menu bar at the top of the Mental Health America's website, [www.mentalhealthamerica.net](http://www.mentalhealthamerica.net).

**\*MHA Affiliates** – One of the benefits of being an affiliate is getting a discount on printed materials at the MHA store. Contact Laqwanda Roberts-Buckley at [lrbuckley@mentalhealthamerica.net](mailto:lrbuckley@mentalhealthamerica.net) if you need help getting your affiliate 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.

