Jefferson Center's Mental Health Month Media Tool Kit

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Why is Mental Health Month Important?

May is Mental Health Month, a time to raise awareness about the importance of mental health and to promote the resources and support available in our community. Mental health is a crucial aspect of overall health and wellbeing, and it is important that we work together to reduce the stigma surrounding mental health issues and increase access to care.

As a partner of Jefferson Center, we are here to participate in Mental Health Month to help build awareness and educate to make our communities healthy, safe places to live. There are many ways to get involved in Mental Health Month, from attending events and sharing information to simply having conversations about mental health with your friends and family. By working together, we can create a more supportive and understanding community for everyone.

We Reach Out Because...

- 61% of people in Colorado say they have experienced mental health strains such as anxiety, depression, loneliness, or stress in the last year.
- 1 out of 8 emergency room visits involves a mental health or substance us- e disorder.
- 1 in 5 U.S. adults experience mental illness each year, and only half of them receive treatment.
- 1 in 5 students will experience mental health problems during their school years.
- Veterans are at an increased risk of developing mental health conditions, such as depression, anxiety, and post-traumatic stress disorder (PTSD), compared to the general population.
- Adults over 65 make up 16.9% of the nation's population and are at a high risk of developing depression which can lead to poorer health outcomes compared to those with chronic medical conditions.
- Only 2 of 5 people diagnosed with mental health issues receive treatment, often because they can't access care or because of the stigma – and after waiting as long as 10 years.
- Only half of Americans (53%) say they are familiar with the U.S. mental health care system. Mental illness is a real, treatable illness and people can recover.
- 1 in 5 Coloradoans need mental health services each year.
- 2/3 of all people with diagnosable mental disorders do not get treatment.
- Mental disorders respond to treatment. Treatment works.
- Lack of resources and stigma make it more difficult to get treatment.
- Mental health is essential to emotional well-being and physical health.

External Content and Messaging

- ## Graphics and Copy for Social Media Posts

Embarking on a mental health journey? Start by connecting with a specialist who understands your needs. Your first appointment is a chance to craft a personalized care plan, setting the stage for a hopeful and satisfying path forward. Remember, reaching out is the first step toward recovery. #MentalHealthAwareness #mentalhealthmonth

Taking care of your mental health is vital for a balanced life. This week, focus on simple actions that refresh your mind and enhance your well-being. Prioritize yourself— you deserve it! #MentalHealthAwareness #RefreshYourMind #mentalhealthmonth

May is Mental Health Month, a perfect reminder that it's always the right time to invest in your mental well-being. When you prioritize your mental health, everyone benefits. Take the step today! #MentalHealthMonth #mentalhealthmonth

Barriers to mental health care, including disparities in access and treatment, often reflect how individuals are treated based on their identities. This Mental Health Month, let's advocate tirelessly to overcome these obstacles and stigma, ensuring equitable mental health support for all. #MentalHealthEquity #MentalHealthMonth