

Activity Ideas

Looking for ideas to involve the people in your county, organization or community in Mental Health Matters Month? We all have different amounts of time that we can dedicate to the cause, but every person we can involve makes a difference. Below are a range of suggestions from quick and easy all the way up to making a major statement!

Beginner:

- Wear the “Twibbon” on your social media profile picture. You can easily add a “Twibbon” here: <http://twibbon.com/Support/each-mind-matters>.
- Start a Facebook challenge for Mental Health Matters Month. Challenge all your Facebook friends to wear the “Twibbon” during the month.
- Wear a lime green ribbon every day in May and when people ask, share what it means to you.
- Order a t-shirt, hat or other lime green ribbon gear from the Each Mind Matters store and wear it during May.
- Follow our EMM social media accounts and share or re-tweet us.
- Check out our EMM videos at www.eachmindmatters.org/stories and share a story with your networks.
- Snap a selfie wearing lime green and post to Instagram. Don't forget to tag @EachMindMatters!
- Take the online pledge to stomp out stigma at www.eachmindmatters.org and share it via social media.
- Add a lime green ribbon to your email signature and link to www.eachmindmatters.org.

Intermediate:

- Have employees wear lime green gear or decorate their workstations in lime green.
- Tie lime green ribbons to all the trees in your neighborhood, or have your neighbors or local businesses display lime green ribbons on their front doors!
- Write a blog on the topic of mental health promotion and/or stigma reduction.
- Help educate your community (church group, Rotary Club, 12-step meeting, cultural group association, book club, etc) by hosting a speaker to come and talk about their experiences with mental health issues and recovery.
- Link to www.EachMindMatters.org from your website or social media page.
- Feature stories, resources and information from Each Mind Matters about mental health in your company newsletter or e-blast.
- Volunteer at an event near you! Find one at www.eachmindmatters.com/events then contact us at info@eachmindmatters.org to volunteer.
- Create an Each Mind Matters [Insert your org or county name here] Team and participate in a walk-a-thon near you. Find an event at www.eachmindmatters.org/events



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Advanced:

- Host an Each Mind Matters table at an event in your community (walk-a-thon, art festival, resource fair). Contact Each Mind Matters to get started.
- Write an “Op-Ed” about the facts about mental health issues in a local newspaper.
- Write a letter or email, or better yet, call your elected representatives (Board of Supervisors, State and National Representatives). Tell them about the importance of mental health awareness, and urge them to continue to support initiatives like the Mental Health Services Act and Each Mind Matters. Encourage them to wear lime green ribbons or clothes and talk about their support of mental health and wellness in the press. You can even ask for a proclamation during May!
- Host a screening of the Each Mind Matters documentary “A New State of Mind: Ending the Stigma of Mental Illness” in your community, or ask your local movie theater to show the Each Mind Matters or Directing Change Public Service Announcements before films.
- Ask your local government officials, or business association to light up a prominent area in your downtown area lime green during the month of May. This might be City Hall, a local monument, a park, a shopping mall or main street.
- Disseminate EMM resources through industry-specific communications channels (i.e., association newsletter).

