



MENTAL ILLNESS AWARENESS WEEK 2019:

Quick Guide for NAMI Partners and Allies

Each year, millions of Americans face the reality of living with a mental health condition. However, mental illness affects *everyone* directly or indirectly through family, friends or coworkers. That is why each year, during the first week of October, NAMI and participants across the country raise awareness of mental illness through [Mental Illness Awareness Week \(MIAW\)](#).

This guide is intended to help NAMI partners and allies amplify NAMI's MIAW public awareness efforts.

ABOUT MENTAL ILLNESS AWARENESS WEEK

Each year, we educate the public, fight stigma and provide support. And each year, our movement grows stronger.

We believe that mental health conditions are important to discuss year-round, but highlighting them during Mental Illness Awareness Week provides a dedicated time for mental health advocates across the country to come together as one unified voice. Since 1990, when Congress officially established the first full week of October as MIAW, advocates have worked together to sponsor activities, large or small, to educate the public about mental illness.

IN THIS GUIDE:

- Fast facts and statistics about mental illness
- NAMI's 2019 MIAW theme overview
- Shareable content and calls to action

ABOUT THE *WHYCARE?* CAMPAIGN

The *WhyCare?* campaign demonstrates the power of care to make a life-changing impact on those affected by mental health conditions. Through our own words and actions, we can shift the social and systemic barriers that prevent people from building better lives. Central to the campaign is encouraging others to learn the facts about mental illness and reach out to someone who may be struggling. Our goal is to bring mental health education to all corners of our communities and our work. In 2019, we will elevate #WhyCare in all our events.

FAST FACTS

- [1 in 5](#) U.S. adults experience mental illness each year
- [1 in 25](#) U.S. adults experience serious mental illness each year
- [1 in 6](#) U.S. youth aged 6-17 experience a mental health disorder each year
- Suicide is the [2nd leading](#) cause of death among people aged 10-34

More Detail:

- 19.1% of U.S. adults experienced mental illness in 2018 (47.6 million people). This represents 1 in 5 adults.
- 4.6% of U.S. adults experienced serious mental illness in 2018 (11.4 million people). This represents 1 in 25 adults.
- 16.5% of U.S. youth aged 6-17 experienced a mental health disorder in 2016 (7.7 million people)
- 3.7% of U.S. adults experienced a co-occurring substance use disorder and mental illness in 2018 (9.2 million people)
- [43.3%](#) of U.S. adults with mental illness received treatment in 2018
- [64.1%](#) of U.S. adults with serious mental illness received treatment in 2018
- [50.6%](#) of U.S. youth aged 6-17 with a mental health disorder received treatment in 2016
- The average delay between onset of mental illness symptoms and treatment is [11 years](#)

For more statistics and detailed citations visit: <https://nami.org/Learn-More/Mental-Health-By-the-Numbers>

MENTAL ILLNESS AWARENESS WEEK THEME OVERVIEW

WhyCare About Dispelling Harmful Myths?

There are too many myths surrounding mental illness. And with these myths comes stigma, misunderstanding and discrimination. As a leading voice, NAMI should be helping break down myths and increase understanding. So, for this year's MIAW campaign, we will be dispelling a myth a day. The following is a daily rundown of the topics we will cover:

- **Oct. 6:** Prevalence of mental illness
- **Oct. 7:** Obsessive-compulsive disorder
- **Oct. 8:** Post-traumatic stress disorder
- **Oct. 9:** Children and mental illness
- **Oct. 10:** Anxiety and depression
- **Oct. 11:** Borderline personality disorder (BPD)
- **Oct. 12:** Mental health treatment

We will also highlight [National Day Of Prayer For Mental Illness Recovery And Understanding](#) on Tuesday, Oct. 8, and World Mental Health Day on Friday, Oct. 10.

NAMI BLOG AND SOCIAL MEDIA

Each day during MIAW, NAMI will feature a blog and social media post addressing a myth and corresponding fact from the MIAW campaign. Be sure to check out the NAMI Blog and look for posts on our social media. <https://www.nami.org/Blogs/NAMI-Blog>

SOCIAL MEDIA TAGS



@NAMI



@NAMICommunicate



@NAMICommunicate

SUGGESTED CALLS TO ACTION (CTAS) AND SAMPLE MESSAGING FOR SOCIAL MEDIA

Amplify our social media posts by sharing, liking and retweeting. Additionally, general graphics for MIAW have been and will continued to be added to nami.org at: <https://nami.org/Get-Involved/Awareness-Events/Awareness-Resources>.

Feel free to adapt the language/hashtag to apply to different awareness events:

CTA	URL	Sample Message
Help dispel myths about mental illness by learning the facts.	https://nami.org/Learn-More/Mental-Health-Conditions	The weather isn't "bipolar." Having OCD isn't just being extra organized. Veterans & servicemembers aren't the only ones who experience PTSD. #MentalIllnessAwarenessWeek
Join NAMI's quest to dispel harmful myths about mental health conditions.	https://nami.org/Get-Involved/Awareness-Events/Mental-Illness-Awareness-Week	This week is #MentalIllnessAwarenessWeek—and @NAMICommunicate is setting the record straight by dispelling harmful myths about mental health conditions.
Visit NAMI to learn more about mental health conditions.	https://nami.org/Learn-More/Mental-Health-Conditions	Myths: BUSTED. @NAMICommunicate is sharing important facts about mental health conditions for #MentalIllnessAwarenessWeek and dispelling harmful myths about mental illness!
Find support if you are experiencing mental health symptoms.	http://www.nami.org/Find-Support/Living-with-a-Mental-Health-Condition	There are far too many harmful myths surrounding mental illness—and with those myths comes stigma, misunderstanding and discrimination. That's why @NAMICommunicate is dispelling one harmful myth a day during #MentalIllnessAwarenessWeek.

MENTAL ILLNESS AWARENESS WEEK SOCIAL MEDIA GRAPHICS

Graphic files are available for download at:

<https://www.nami.org/Get-Involved/Awareness-Events/Awareness-Resources>

Instagram



Twitter Cover Image



Facebook Cover Image

