

*Toolkit For*  
**MENTAL HEALTH AWARENESS**  
**African American Populations**



NEVADA  
**resilience**  
**project**

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# Introduction

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Dear Valued Community Partner,

Mental health awareness is one of the solutions to solving the systemic trauma and conditioning that impacts generations of formerly enslaved people.

The African American community has been in trauma since 1619 when the first slave ships landed in America. Chattel slavery was designed to dehumanize Africans so they could build America to be a world power. However, slavery is often minimized to an event in history and not a systemic destruction of a race. The generational conditioning was continued through the Reconstruction Period after 1865 and the abolishment of slavery. Jim Crow Laws in the South divided the country's desire to create a path for Africans to become true Americans. Later, Civil Rights in the 1960's and 1970's continued to highlight African Americans as a second-class citizen. President Johnson's Kerner Commission report highlights the trauma that "blacks" face daily.

While the history and traumatic impact are well documented in several books to include Post-Traumatic Slave Syndrome, Four Hundred Souls and Papers in African Psychology, there is still a disparity that must be addressed, and if the messaging in this toolkit can help at save at least one life then you will have helped us complete our mission.

## What's in the toolkit

This toolkit includes messaging and assets primarily targeting African Americans, age 17 – 30 to destigmatize mental health, emphasize the importance of identifying/developing positive coping skills, prevent suicide, and recognize the importance of early access to services. There are various files formats for print, social media, e-communications, and advertising, as well as tips and instructions for implementation.

## Why partners should share information from the toolkit

As a valued community partner, we are counting on you to help share the messages from this campaign/toolkit with your constituents to help bridge a gap and empower African Americans, especially males ages 17 – 30, to take control of their mental health and improve their quality of life overall.

# TIPS FOR SOCIAL MEDIA ASSETS

## Social Media Do's

- Use the hashtag **#RefreshYourMental**
- **ALWAYS** include a "Call to Action" (Visit..., Follow..., Sign up..., etc.)
- Make sure posts and messaging is **CONSISTENT** with toolkit/brand provided
- Limit the number of hashtags used
- Tag the right people!
- Check your post twice for mistakes (actually, triple check!)
- Post engaging and high-quality images
- Engage with your audience

## Social Media Dont's

- Post with grammatical errors
- Be inconsistent with branding
- Post incorrect information
- Overuse hashtags
- Spam your feed with posts
- Get caught up with numbers, meaningful content and engagement is the goal!
- Post the same thing back-to-back



### Instagram

- Average audience age range (13-45)
- Post photos or videos
- Post to your story
- Post between the hours of 9am-3pm



### Twitter

- Average audience age range (13-65)
- Post photos, videos, or text (280 characters or less)
- Lower interaction on Twitter unless really engaging or "viral"



### Facebook

- Average audience age range (13-65)
- Post photos, videos, or text
- Great place for people to follow your page for updates, but harder to have impact due to Facebook's algorithm and spammy posts



### LinkedIn

- Audience age range (18-65)
- Business pages and audience is ALL professionals
- Post photos, videos, text, or articles
- Easy to identify your target audience by roll



### Nextdoor

- Average audience age range (13-65)
- Get at least 5 recommendations (this will increase engagement)
- Post between the hours of 5-7pm
- Use captivating subject lines
- Keep the message short and sweet
- Plan to post on Thursdays and Fridays
- Post every other week

# Media 1 – Strength is Seeking Support

Poster/Flyer



**#RefreshYourMental**

**STRENGTH  
IS SEEKING  
SUPPORT**



**NEVADA  
resilience  
project**

**Let's Do It Together!**  
NevadaResilienceProject.com  
CALL: (800) 273-8255  
TEXT: CARE to 839863

Click To Download: [12.5" x 18" poster](#) | [8.5" x 11" flyer](#)

## Social Media

### Twitter



[Download](#)

**Caption 1:** People talk to people they trust about how they're feeling. Sometimes they just need a safe space. What is yours? –

TEXT "CARE" to 839863 for free, confidential support at any time, 365 days a year. Strength IS seeking support.

#RefreshYourMental  
-----

**Caption 2:** They say barbershops are a great support system. What are some tips you've gotten from barbershop talks about mental health? Visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) for other confidential resources to keep those conversations going.

#RefreshYourMental

### Facebook



[Download](#)

**Caption 1:** People talk to people they trust about how they're feeling. Many of us have a person we consider to be a confidant or our 'safe space', and for some men, that happens to be the barbershop. Mental Health discussions in the barbershops are becoming more common and helping men of all ages accept that struggling with mental health is normal and seeking support can help.

Visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) or TEXT "CARE" to 839863 for free, confidential support at any time, 365 days a year. Strength IS seeking support.

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[Download](#)

**Caption 1:** People talk to people they trust about how they're feeling. For some men, their safe space is the barbershop.

Mental Health discussions in the barbershops are becoming more common and helping men of all ages accept that struggling with mental health is normal and seeking support can help.

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#RefreshYourMental

-----

**Caption 2:** They say barbershops are a great support system, and they're stepping up for black men and mental health in a major way. What are some tips you've gotten from barbershop talks about mental health?

Visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) or TEXT "CARE" to 839863 for other confidential resources to keep those conversations going.

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**Caption 1:** People talk to people they trust about how they're feeling. For most men, their safe space is the barbershop.

Mental Health discussions in the barbershops are becoming more common and now it's time to create that culture of acceptance in the workplace.

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Copy and paste the preferred caption for the applicable platform/image selected.

# Media 2 – Make Your Mental Health a Priority

Poster/Flyer

**MAKE YOUR MENTAL HEALTH A PRIORITY**

*Find activities that you can enjoy that will help you minimize and deal with stressful situations*

**NEVADA resilience project**

**Let's Do It Together!**  
NevadaResilienceProject.com  
CALL: (800) 273-8255  
TEXT: CARE to 839863

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Click To Download: [12.5" x 18" poster](#) | [8.5" x 11" flyer](#)

## Social Media

### Twitter



[Download](#)

**Caption 1:** We all cope differently, what's important is that you identify healthy coping skills that work for YOU!

TEXT "CARE" to 839863 for more tips and tools for positive coping strategies.

#RefreshYourMental  
-----

**Caption 2:** Not all pain is physical, and not all wounds are physical, but it doesn't mean the pain doesn't exist. How are you coping with pain and stressful situations?

TEXT "CARE" to 839863 to find resources to help you find the balance YOU need.

#RefreshYourMental

### Facebook



[Download](#)

**Caption 1:**

Some people choose MUSIC to cope.  
Some people choose WRITING to cope.  
Some people choose PRAYER to cope.  
Some people choose MEDITATION to cope.  
Some people choose EXERCISE to cope.

We all cope differently, what's important is that you identify healthy coping skills that work for YOU!

Visit nevadaresilienceproject.com or TEXT "CARE" to 839863 for more tips and tools for coping strategies.

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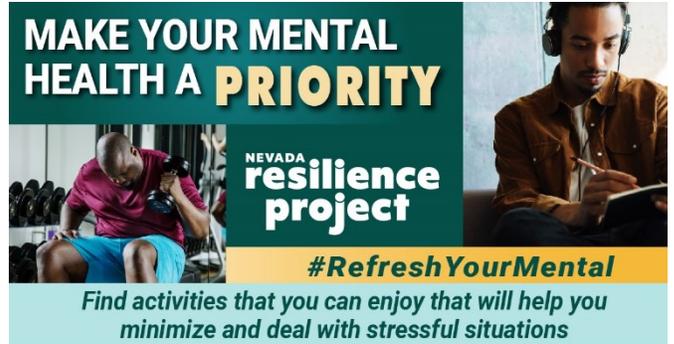
#RefreshYourMental

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**Caption 2:** There is no right or wrong way to cope during challenging situations. However, it is likely that some strategies will work better than others so it is important to find methods that will work for you!

Visit nevadaresilienceproject.com or TEXT “CARE” to 839863 for more tips and tools for coping strategies.

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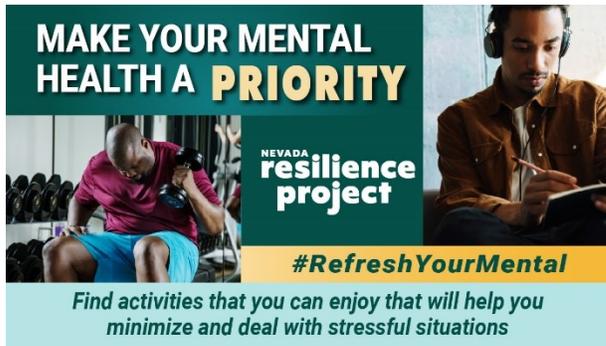
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Copy and paste the preferred caption for the applicable platform/image selected.

# Media 3– Know You Are Not Alone

Poster

**KNOW YOU ARE  
NOT ALONE**  
**WE ALL NEED SOMEONE  
TO LEAN ON**  
*#RefreshYourMental*

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resilience  
project**

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## Social Media

### Twitter



[Download](#)

**Caption 1:** No matter how young or old, we all face challenges in life, and we ALL need someone to lean on to lighten the load.

TEXT "CARE" to 839863 to talk to someone confidentially today!

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-----

**Caption 2:** In 2019, suicide was the second leading cause of death for black or African Americans, ages 15 to 24. You are NOT alone.

Visit the [OMH](#) website for more info about these stats.

TEXT "CARE" to 839863 for free, confidential support today!

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### Facebook



[Download](#)

**Caption 1:** No matter how young or old, we all face challenges in life, and we ALL need someone to lean on to lighten the load or just an ear to listen.

Have you or a loved one been sleeping less or having a hard time getting quality sleep? Been self-isolating? Have more worries or anxiety than usual?

TEXT "CARE" to 839863 or visit [nevadaresilienceproject.com](#) today for additional information about resources and support!

#RefreshYourMental  
-----

**Caption 2:** According to the U.S Department of Health and Human Services Office of Minority, in 2019, suicide was the second leading cause of death for black or African Americans, ages 15 to 24. You are NOT alone and you don't have to struggle alone.

Visit [nevadaresilienceproject.com](#) or TEXT "CARE" to 839863 for free, confidential support today!

#RefreshYourMental



[Download](#)

**Caption 1:** Have you or a loved one been sleeping less or having a hard time getting quality sleep? Been self-isolating? Have more worries or anxiety than usual? Feeling more sad than happy lately? No matter young or old, we ALL face challenges in life and need someone to lean on.

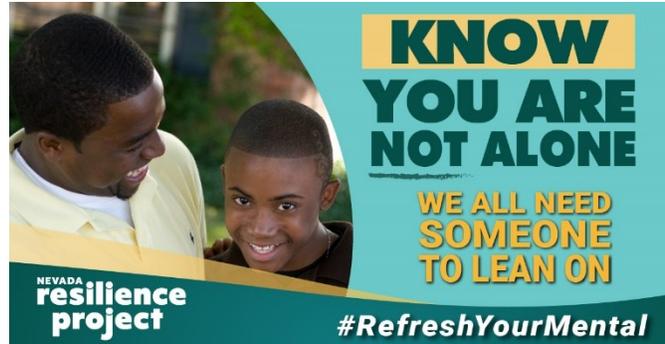
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TEXT “CARE” to 839863 for free, confidential support today!

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**Caption 1:** Have you or someone in your workplace been sleeping less or having a hard time getting quality sleep? Been more isolated? Feeling more sad than happy lately? We ALL face challenges in life and need someone to lean on.

TEXT “CARE” to 839863 or visit nevadaresilienceproject.com today for additional information about resources and support!

#RefreshYourMental

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**Caption 2:** According to the U.S Department of Health and Human Services Office of Minority, in 2019, suicide was the second leading cause of death for black or African Americans, ages 15 to 24.

No one has to struggle alone.

Visit nevadaresilienceproject.com or TEXT “CARE” to 839863 for free, confidential support today!

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**Caption 1:** Have you or a loved one been sleeping less or having a hard time getting quality sleep? Been self-isolating? Have more worries or anxiety than usual? Feeling more sad than happy lately? No matter young or old, we ALL face challenges in life and need someone to lean on. Check on a neighbor today.

TEXT “CARE” to 839863 or visit nevadaresilienceproject.com today for additional information about resources and support!

#RefreshYourMental

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#RefreshYourMental

Copy and paste the preferred caption for the applicable platform/image selected.

# Media 4 – The Signs May Not Always Look the Same

Poster

**#RefreshYourMental**

**THE SIGNS MAY NOT ALWAYS LOOK THE SAME**

**SUPPORT IS AVAILABLE**

Anxiety Irritability Sleeplessness Low Energy  
Sadness Substance Abuse Hopelessness Confusion  
Isolation Sleepiness Weight Gain  
Fear

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**resilience**  
**project**

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## Social Media

### Twitter

# THE SIGNS MAY NOT ALWAYS LOOK THE SAME

SUPPORT IS AVAILABLE



[Download](#)

**Caption 1:** Don't suppress or ignore the signs! There are free and confidential resources available.

TEXT "CARE" to 839863 for info about support and resources!

#RefreshYourMental

-----

**Caption 2:** It's time to normalize mental health conversations and wellness checks. The signs don't always look the same.

TEXT "CARE" to 839863 today to learn about resources and support available to you!

#RefreshYourMental

### Facebook

# THE SIGNS MAY NOT ALWAYS LOOK THE SAME

SUPPORT IS AVAILABLE



[Download](#)

**Caption 1:** There is such a stigma on mental health that it is often viewed as a weakness, and small issues fester until they become large burdens. Don't suppress or ignore the signs! There are plenty of resources and services to help people get the help they need.

TEXT "CARE" to 839863 or visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) today for additional information about resources and support available!

#RefreshYourMental

-----

**Caption 2:** Lately, mental health conversations and wellness checks have become more common, but there are still times when we miss the signs that are right in front of us.

If you or a loved one are unsure of how to tell if you should seek assistance, TEXT "CARE" to 839863 or visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) today for additional information about how to assess and resources available to help!

#RefreshYourMental



[Download](#)

**Caption 1:** There is such a stigma on mental health that it is often viewed as a weakness, and small issues fester until they become large burdens. Don't suppress or ignore the signs! There are plenty of resources and services to help people of all different ages and backgrounds get the help they need.

TEXT "CARE" to 839863 or visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) today for additional information about resources and support available!

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**Caption 2:** Lately, mental health conversations and wellness checks have become more common, but there are still times when we miss the signs that are right in front of us.

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**Caption 1:** People who experience adversity and mental health disorders often times don't feel comfortable sharing and may not even exhibit signs of distress, especially in the workplace. Yet, those issues exist, especially post-pandemic, and they impact businesses directly through increased absenteeism, accidents, employee turnover, as well as decreased productivity and performance. How does your team manage your mental health in the workplace?

TEXT "CARE" to 839863 or visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) today for additional information about resources and support!

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-----

**Caption 2:** As leaders, it is important to develop strategies and create supportive workplace environments for mental health conversations and wellness checks. Signs of struggle don't always look the same, normalizing mental health in the workplace needs to be a priority.

Visit [nevadaresilienceproject.com](http://nevadaresilienceproject.com) today for information about resources and support!

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Copy and paste the preferred caption for the applicable platform/image selected.

# Print Flyers

## Mental Health Resilience



# MENTAL HEALTH RESILIENCE

1 out of every 6 Black adults experienced a behavioral health challenge in the the past year.



### What can behavioral health challenges look like?

- Excessive worry
- Substance Use
- Tightness in chest
- Tired, low energy
- Problems sleeping
- Extreme moods, easily upset, irritated

### What can I do?

- Know the signs
- Share what you are going through with loved ones
- Ask for support for yourself or someone else



**Focusing On Your Mental Health Matters!**

Feel good and enjoy time with your loved ones



Manage stress in healthy ways

## Nevada Resilience Project



The Nevada Resilience Project supports families and individuals experiencing struggles.

In this challenging time, you are not alone.

[www.nevadaresilienceproject.com](http://www.nevadaresilienceproject.com)

### NEED SUPPORT?

Text: 'CARE' to 839863

Call: 1(800) 273-8255

## Take Time to Recharge



Taking time for yourself can be caring for your friends and family.  
You deserve to be well for you and them.

Here are some tips to help you manage stress.

Take time  
to relax

Pray or go  
to church

Learn to  
say "No"

Listen to your  
favorite music

Surround yourself  
with loved ones

Sign off from  
social media



**Nevada Resilience Project**  
The Nevada Resilience Project supports families  
and individuals experiencing struggles and  
challenges.

[www.nevadaresilienceproject.com](http://www.nevadaresilienceproject.com)

Text:  
'CARE' to 839863

Call:  
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# Video Content



Please click on the picture to view the video.

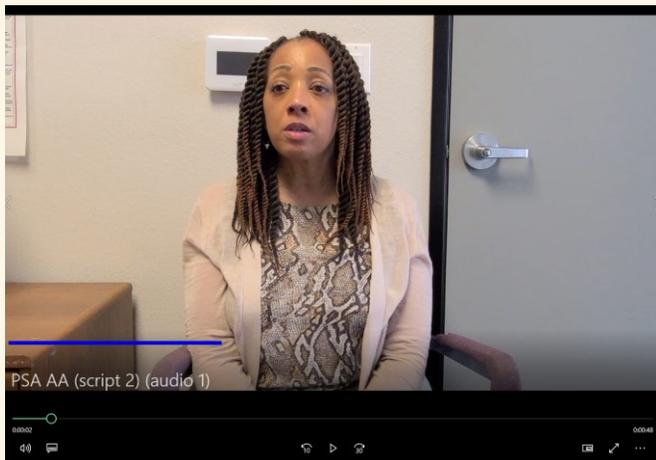
## Animated Explainer – What are the signs?



## Community Voices on Mental and Behavioral Health - Shaundell



## Public Service Announcement on Mental and Behavioral Health



# Community Messages Breaking the Stigma

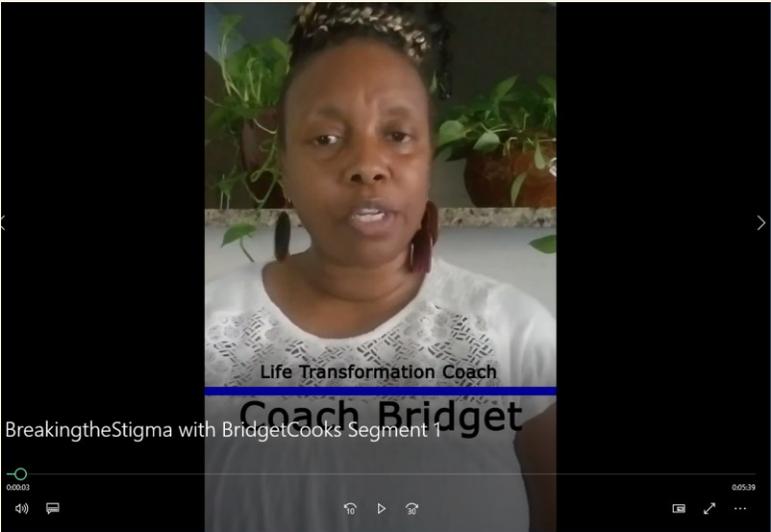
Dinisha Mingo

[Segment 1](#) | [Segment 2](#)



Bridget Books

[Segment 1](#) | [Segment 2](#) | [Segment 3](#) | [Segment 4](#)



# Advertising Samples

*#RefreshYourMental*

**STRENGTH  
IS SEEKING  
SUPPORT**





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# **KNOW YOU ARE NOT ALONE**

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Sadness   Substance Abuse   Hopelessness  
Isolation   Sleepiness   Confusion  
Fear   Weight Gain

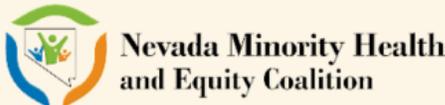


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**We want to thank all our partners for contributing to the development of this toolkit and working tirelessly to protect the health and well-being of our communities.**

**This toolkit was created by:**



**NEVADA  
resilience  
project**