PUBLIC ENGAGEMENT FOR
THE NATIONAL CONFERENCE ON MENTAL HEALTH

Thank you for your interest in raising awareness about mental health and highlighting MentalHealth.gov on your organization’s social media platforms. MentalHealth.gov is a new website the Department of Health and Human Services will launch on June 3 to continue the conversation begun at the National Conference on Mental Health. The purpose of the website is to provide mental health information and resources for individuals struggling with mental health problems, friends and family members, educators, and other community members. Specifically, the site will feature information regarding the basic signs of mental health problems, how to talk about mental health, and ways to find help.

Another important purpose of MentalHealth.gov is to keep the conversation about mental health going after June 3 by aggregating and sharing information about what organizations and individuals across the country are doing to raise awareness about mental health in their communities.

This document provides ideas for how your organization may spread the word about the National Conference on Mental Health, MentalHealth.gov, as well as your organization’s own efforts to raise awareness about mental health. Should you have questions or need more information, please contact Beth Liu (Beth.Liu2@hhs.gov) at the Department of Health and Human Services.

IDEAS FOR PUBLIC ENGAGEMENT ON JUNE 3

• Issue a press release about what your organization is doing to raise awareness as a result of the President’s call for a national conversation about mental health.
  o Suggested language to talk about the White House event: On June 3rd, the President and Vice President will host a National Conference on Mental Health. While millions of Americans struggle with mental health problems, those who need help are too often afraid to seek it because of the shame and secrecy associated with mental illness. The conference will bring together people from across the country, including mental health advocates, educators, health care providers, faith leaders, and individuals who have struggled with mental health problems, to discuss how we can all work together to reduce stigma, and help the millions of Americans struggling with mental health problems recognize the importance of reaching out for assistance. [Organization] is answering the President’s call to launch a national conversation to increase the understanding and awareness about mental health by [insert your organization’s efforts].

• Let your members know about the National Conference on Mental Health. They can watch live at whitehouse.gov/live from approximately 9:30am to 2:45pm on June 3.

• Use social media to let your members/followers know about the national conversation
  o Mention MentalHealth.gov on your social media platforms
  o “Like” MentalHealth.gov on Facebook www.facebook.com/MentalHealth.gov
  o Tweet your support for raising awareness about mental health by using the hashtag #MentalHealthMatters
  o “Follow” @MentalHealthGov on Twitter
  o “Follow” storify.com/mentalhealthgov

• After the event, share your reactions and experience with your members through a blog post or e-mail.

IDEAS FOR PUBLIC ENGAGEMENT AFTER JUNE 3
To continue the conversation after June 3, the Department of Health and Human Services will use Storify.com to aggregate and share information about mental health. Through Storify, HHS will be able to capture YouTube videos, photos, and other multimedia made publicly available by other organizations and share this content with others on the MentalHealth.gov Storify channel: www.storify.com/mentalhealthgov.

Storify will automatically capture many posts that use the hashtag #MentalHealthMatters. Please contact HHS if you regularly use other Twitter hashtags in mental health posts or if you will be using a specific hashtag to amplify an event you are organizing to raise awareness about mental health, and we may integrate them into future social media plans.

Other ideas for how you can continue to raise awareness about mental health using social media include:

- Taking photos at any events your organization has planned to raise awareness about mental health and posting the photos on Twitter with the hashtag #MentalHealthMatters
- Sharing videos from MentalHealth.gov’s YouTube channel, “Voices of Recovery.” This YouTube channel already includes several videos featuring individuals who have a personal connection to mental illness and are encouraging others to talk about mental health and seek help if needed. You may choose to re-post and promote these videos on your own YouTube channels and social media platforms.
- Sharing other content on MentalHealth.gov. If you are linking to one of the following MentalHealth.gov pages, please use the unique URL provided in the table, below.

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<table>
<thead>
<tr>
<th>MENTALHEALTH.GOV PAGE</th>
<th>UNIQUE URL: WHEN POSTING ON TWITTER</th>
<th>UNIQUE URL: WHEN POSTING ON FACEBOOK</th>
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<tbody>
<tr>
<td>Talk about Mental Health <a href="http://1.usa.gov/17naTlD">www.mentalhealth.gov/talk/index.html</a></td>
<td><a href="http://1.usa.gov/17naTlD">http://1.usa.gov/17naTlD</a></td>
<td><a href="http://1.usa.gov/10xVbPP">http://1.usa.gov/10xVbPP</a></td>
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<td>Recovery Is Possible <a href="http://1.usa.gov/130RDVZ">www.mentalhealth.gov/basics/recovery/index.html</a></td>
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<td><a href="http://1.usa.gov/115TA09">http://1.usa.gov/115TA09</a></td>
<td><a href="http://1.usa.gov/1av9x4r">http://1.usa.gov/1av9x4r</a></td>
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<tr>
<td>Talk About Mental Health: For Educators <a href="http://1.usa.gov/10EYGAN">www.mentalhealth.gov/talk/educators/index.html</a></td>
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<td><a href="http://1.usa.gov/10EZ2aA">http://1.usa.gov/10EZ2aA</a></td>
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MentalHealth.gov Images

You are welcome to use the following MentalHealth.gov badges and widgets on their websites, blogs or social media platforms.

Right-click and save any of the following images: