

ENGAGEMENT TOOLKIT

MENTAL HEALTH AWARENESS MONTH

MAY 2025



www.silencetheshame.com |
[@silencetheshame](https://www.instagram.com/silencetheshame)

Silence
the ~~Shame~~

Introduction



This May, as we observe Mental Health Awareness Month, let us remember that in our community, every voice matters. Together, as one heart, we can uplift one another and break the stigma surrounding mental health.

Welcome to the **Mental Health Awareness Month Toolkit**, designed to foster understanding, support, and advocacy for mental well-being throughout the month of May and beyond. This toolkit serves as a comprehensive resource for various communities, including Black men & boys, the Fire & Rescue community, and federal employees, each facing unique mental health challenges.

As we recognize the importance of mental health, we will emphasize initiatives such as **National Silence the Shame Day** and **Black Children's Mental Health Awareness Day** to spotlight the critical conversations surrounding mental health in marginalized communities.

Together, we can create a supportive community that acknowledges the importance of mental health and encourages everyone to seek help and share their experiences. Let's unite to raise awareness, break the stigma, and support one another in this crucial journey toward mental wellness.

Inside This Toolkit

01

Break The Silence Week

Join us in amplifying and celebrating Black Children's Mental Health Awareness Day (May 1) and National Silence the Shame Day (May 5)

02

Black Men's Mental Health Campaign: Restoration

Healing starts when silence ends. Help us spread the word and support Black men and boys prioritize their mental well-being.

03

Fire & Rescue Support

Fire & Rescue risk their lives daily while facing intense and demanding situations. Let's come together and acknowledge the importance of seeking support and prioritizing mental well-being.

04

Federal Employee Support

With recent government changes and navigating all of the uncertainty, it's essential for federal employees to know they are not alone and that support is available during these challenging times.

A young Black boy with short, dark hair is looking directly at the camera with a slight smile. He is wearing a grey, textured sweater with a dark grey buttoned placket. A black backpack strap is visible over his right shoulder, and he is holding the strap with both hands in front of him. The background is a plain, light-colored wall.

BREAK THE SILENCE WEEK

Silence
the ~~Shame~~

National Silence the Shame Day

May
5th
2025

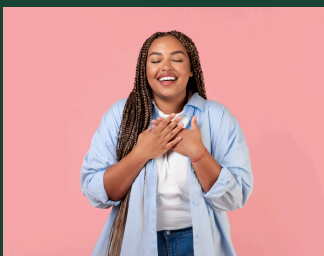
One Heart, Many Voices

On May 5th, we recognize National Silence the Shame Day, fostering discussions on mental health and wellness, nurturing relationships with loved ones, and combating the stigma around mental illness.

Each year, we commemorate this special day with specialized themes that recognize the importance of mental well-being for all. This year's theme, **One Heart, Many Voices**, celebrates the strength found in our vast experiences and perspectives, while promoting mental health awareness and fostering a supportive community.

Together, we can confront mental health challenges and advocate for well-being, acknowledging that every voice contributes to our collective journey towards health and happiness.

Every person's story matters in the conversation about mental health. We unite to amplify support, reduce stigma, and ensure that everyone feels heard, valued, and equipped to seek help.



Key Messages



01

Mental Health Awareness

Emphasize the importance of discussing mental health openly.

- "It's Time to Talk About Mental Health."
- "Every Voice Counts in the Conversation."
- "Let's Break the Silence Together!"
- "Shatter the Stigma: Share Your Story."

02

Community Support

Highlight the importance of coming together to support each other.

- "Together We are Stronger."
- "United for Mental Wellness."
- "Support One Another, Lift Each Other Up."
- "A Community That Cares Can Change Lives."

03

Collective Strength

Focus on the power of unity and shared experiences.

- "One Heart, Many Voices: Together We Rise!"
- "Our Strength Lies in Our Differences."
- "Collective Voices for Collective Healing."
- "In Unity, We Find Our Strength."

04

Advocacy and Action

Encourage active participation in mental health advocacy.

- "Be an Advocate for Mental Health."
- "Together, We Can Make a Difference!"
- "Take Action: Support Mental Wellness Initiatives."
- "Stand Up for Each Other's Well-Being."

VIEW & DOWNLOAD HERE

@silencetheshame

Campaign Assets



Learn More About Silence the Shame

Click image below to view video



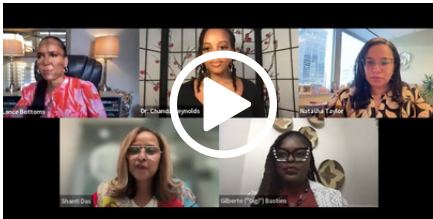
About Silence the Shame (2024)

Discover who Silence the Shame truly is at its core. Hear reflections from our leaders and partners about their experiences with the organization and learn how STS impacts and supports communities every day.



Increase Your Awareness with Silence the Shame TV via YouTube

Click image below to view video



Community Conversation Series:
Empowered Minds - Part One: The
Political Climate and Mental Health

Click image below to view video



STS Podcast - From Crisis to Care:
Connecting with 988

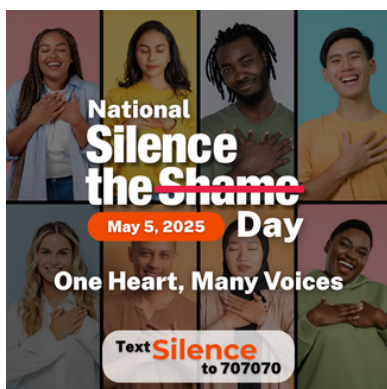
Click image below to view video



STSU Disconnect to Connect
Community Conversation Panel



Social Media Assets



File Type: JPEG

Usage: Social Media Engagement

Accounts: @silencetheshame

- Instagram
- TikTok
- Facebook
- LinkedIn
- Threads



Black Children's Mental Health Awareness Day

May 1, 2025

Silence the Shame has designated May 1st as Black Children's Mental Health Awareness Day in Georgia, in response to the growing mental health crisis among Black youth. This initiative aims to shine a spotlight on the unique challenges and systemic inequities affecting the mental health of Black children and adolescents aged 4-18.

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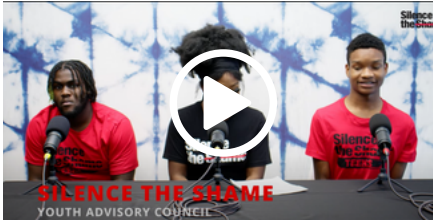
@silencetheshame

Campaign Assets



Hear Directly From Our Youth on Silence the Shame TV via YouTube

Click image below to view video



STS Youth Advisory Council Podcast - Self-Love Series - Part 1

Click image below to view video



Youth Mental Wellness COPE Clinic Teen Chat - Shiloh High School

Click image below to view video



What Adults Need to Know About Youth Mental Health



Youth-Related Resources



File Type: PDF
Usage: Distribute to youth, schools, families, and youth-serving organizations.



Social Media Assets



File Type: JPEG

Usage: Social Media Engagement

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Silence
the Shame

BLACK MEN'S MENTAL HEALTH

Healing Starts When Silence Ends.

This campaign shines a light on the importance of healing generational trauma and restoring hope within our families and communities. By openly discussing mental health, we can reduce stigma and create a culture that nurtures well-being for current and future generations.

Join us on this journey to raise awareness and support one another. Together, we can create an environment where everyone feels seen, heard, and understood.

Key Messages

01

Mental Health Matters

Emphasize that mental health is as important as physical health.

- "Prioritize Your Peace."
- "Mental Health is Health."
- "Nurture Your Mind, Nurture Your Life."
- "Wellness Begins Within."

02

You Are Not Alone

Many Black men and boys face similar challenges and that support is available.

- "Shared Struggles, Shared Strength."
- "We Stand Together."
- "Your Journey is Our Journey."
- "You Are Seen, You Are Heard."

03

Seek Help

Encourage seeking help and utilizing mental health resources.

- "Help is a Call Away."
- "Reach Out, Find Relief."
- "Courage Starts with Asking."
- "Support is Strength."

04

Community Support

Promote the idea that the community can come together to support mental well-being.

- "Together, We Heal."
- "Building Bridges for Better Minds."
- "Community Care, Collective Strength."
- "Stronger Together for Mental Wellness."



VIEW & DOWNLOAD HERE

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Campaign Assets



Public Service Announcement (PSA)

Restoration

In our powerful new PSA, "Restoration," we confront the silence surrounding mental health challenges, particularly in Black males. Growing up, many of us were taught that expressing feelings was a sign of weakness. But it's time to break that cycle. **Healing Starts When Silence Ends.**

Click image below to view video



Video (MP4) Length: 1:37

Usage: Website, Community Engagement

Click image below to view video



Video (MP4) Length: 0:30

Usage: TV Advertisement, Social Media Engagement



Audio (MP3) Length: 0:31

Usage: Radio Advertisement



Social Media Assets

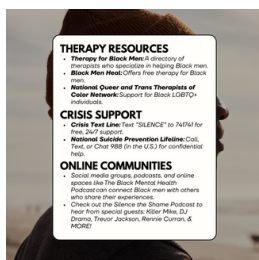


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FIRE & RESCUE SUPPORT

**Silence
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Campaign Assets



Increase Your Awareness with Silence the Shame TV via YouTube

Click image below to view video



STS Community Conversation - Giants Fall: Breaking the Silence Around Mental Health

Click image below to view video



Redefining Manhood for Mental Resilience at 3rd Annual My Life is a Gift: Suicide Awareness Summit

Click image below to view video



STS Podcast - Thriving Through Surviving: Kevin Hines and His Story of Surviving a Suicide Attempt



Social Media Assets



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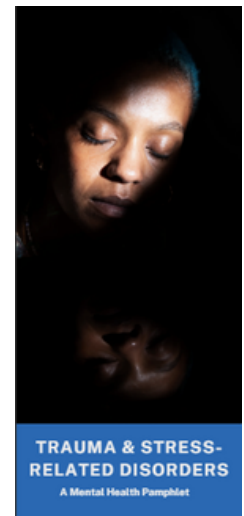
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Supporting Resources



File Type: PDF
Usage: Distribute to youth, schools, families, and youth-serving organizations.

FEDERAL EMPLOYEE SUPPORT

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Campaign Assets



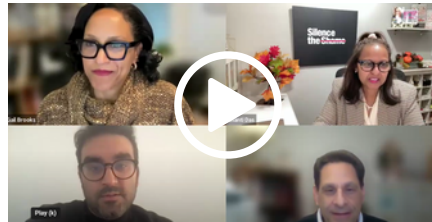
Increase Your Awareness with Silence the Shame TV via YouTube

Click image below to view video



STS Podcast - Adjusting Your Crown After Life's Storms

Click image below to view video



Community Convo Series: Empowered Minds - Part 3: Navigating Information for Informed Decisions

Click image below to view video



STS Podcast - Balancing Acts: Parenting Through Mental Health Challenges



Supporting Resources

Self Care Series: Financial Wellness

Managing your financial resources effectively to achieve economic stability, reduce stress, and support your long-term financial goals and well-being.

DID YOU KNOW...

Research indicates that regularly tracking expenses and setting financial goals can lead to a 20% increase in savings and investment over time.

BENEFITS

- ✓ Increased financial stability and security
- ✓ Better decision-making and planning skills
- ✓ Greater responsibility for financial independence and freedom
- ✓ Stronger relationships and reduced conflict over money issues

CONTACT INFO

Check out our website and contact us at info@silencetheshame.com

Silence the Shame

RESOURCES

Budgeting Apps: Tools like Acorns and Mint can help you track your spending and manage your budget.

Financial Literacy Resources: One such as the National Endowment for Financial Education (NEFE) and Money.gov provide the educational resources.

Online Courses: Platforms like Coursera and Khan Academy offer free courses on personal finance and budgeting.

Podcasts: Financial wellness podcasts like "The Dave Ramsey Show" and "The Smart Money Minute Podcast" provide advice and tips.

Self Care Series: Occupational Wellness

Finding fulfillment and satisfaction in your work, achieving a healthy work-life balance, and pursuing professional growth and development.

BENEFITS

- ✓ Better mental and physical health
- ✓ Stronger relationships with colleagues and a positive work environment
- ✓ Increased sense of purpose and achievement
- ✓ Higher levels of engagement and commitment to work

DID YOU KNOW...

Employees who engage in continuous learning and professional development are 25% more likely to be satisfied with their jobs and experience less burnout compared to those who do not pursue growth opportunities.

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Silence the Shame

RESOURCES

Online Courses: Platforms like Coursera and Khan Academy offer free courses on personal finance and budgeting.

Podcasts: Financial wellness podcasts like "The Dave Ramsey Show" and "The Smart Money Minute Podcast" provide advice and tips.

Self Care Series: Social Wellness

The ability to form and maintain positive relationships, engage in supportive communities, and effectively communicate with others.

BENEFITS

- ✓ Increased sense of belonging and purpose
- ✓ Stronger support networks during difficult times
- ✓ Better communication and interpersonal skills
- ✓ Increased opportunities for personal and professional growth

DID YOU KNOW...

Research shows that having a strong support network and maintaining strong relationships can reduce the risk of chronic disease and improve mental health outcomes.

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Silence the Shame

RESOURCES

Online Courses: Platforms like Coursera and Khan Academy offer free courses on personal finance and budgeting.

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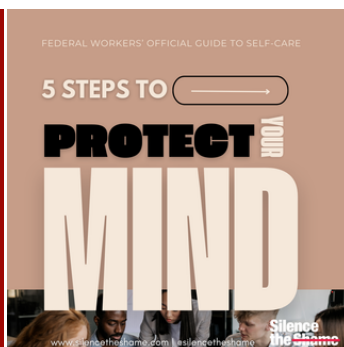


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Resources

Mental Health Awareness & Education



Silence the Shame provides a variety of downloadable materials designed to promote understanding and support for mental health in our community. Our toolkit includes pamphlets, booklets, one-page handouts, and more, all aimed at raising awareness and providing valuable information. We encourage you to share these resources widely to help foster a more informed and compassionate community. Together, we can make a difference!



[DOWNLOAD RESOURCES HERE](#)



Silence the Shame Podcast

Discover the Silence the Shame Podcast, where mental health professionals, community leaders, and individuals with lived experiences share their personal journeys in overcoming real-life mental health challenges and discuss how they prioritize mental wellness in every aspect of their lives. Join us on YouTube, SoundCloud, Apple Podcasts, or wherever you enjoy your podcasts!



[WATCH PODCAST EPISODES HERE](#)



[LISTEN TO PODCAST EPISODES HERE](#)

Silence ~~the Shame~~ & 988 | SUICIDE & CRISIS LIFELINE

Call | Text | Chat 9-8-8

Silence the Shame partners with the City of Atlanta to educate and inform Atlantans about the 988 mental health crisis hotline (previously the National Suicide Prevention Lifeline & Georgia Crisis and Access Line). Our goal is to encourage people to use 988 and make it easier for everyone to get the mental health support they need. Together, we want to make our community healthier and happier!



988 | SUICIDE & CRISIS LIFELINE

Looking for judgment-free support for mental health, substance use, and more? Consider The 988 Suicide & Crisis Lifeline.



How do I use 988?

Anyone who needs support, or who has a loved one in crisis, can connect with a trained counselor by calling, chatting, or texting 988. 988 is available in all 50 states and all 5 territories.



What is 988?

988 offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and mental health crisis, or any other kind of emotional distress.



Who can use 988?

Anyone with access to a phone or internet services can connect to a trained counselor. All these services are available in English and Spanish. In addition there is a Language Line Solutions to provide translation to callers in more than 240 additional languages.

What can I expect when I call 988?

A trained crisis counselor answers the phone, listens to you, works to understand how your problem is affecting you, provides support, and shares resources, if needed. If your local crisis center is unable to take your call, you are automatically routed to a national backup crisis center.

How to Get Involved

Social Media Engagement

@silencetheshame

- **Share Campaign Assets:** Share provided graphics, videos, and messages on your personal social media accounts.

Story Sharing

- **Share Personal Stories/Video Testimonials:** Create a video that shares your personal experience with mental health & the importance of mental health awareness.

Resource Distribution

- **Distribute Informational Materials:** Provide brochures, flyers, and posters to be displayed in community centers, libraries, churches, and schools.

Fundraise & Donate

- **Start a Fundraising Campaign:** Use your platform or network to raise funds to support Silence the Shame's mental health awareness campaigns





Silence ~~the Shame~~ Contact Information



www.silencetheshame.com



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Text STSCares to 707070
or click [HERE](#)



IN CRISIS?
TEXT "SILENCE" TO 741741
OR CALL 9-8-8

Where to Get Help

If you or someone you know is struggling, here are some resources that can help:

- **Veterans Crisis Line:** Call 988 and press one or text to 838255. A free, confidential resource that connects veterans 24/7 with a trained responder.
- **Black Men Heal:** Offers free therapy for Black men.
- **National Queer and Trans Therapists of Color Network:** Support for Black LGBTQ+ individuals.
- **Crisis Text Line:** Text "SILENCE" to 741741 for free, 24/7 support.
- **Disaster Distress Helpline:** Emotional support for distress related to natural or human-caused disasters. Call or text 1-800-985-5990 to be connected to a trained, caring counselor, 24/7/365. www.disasterdistress.samhsa.gov.