



# minority mental health.

SILENCE THE SHAME



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

**Silence  
the Shame**

# the facts.

**Minority Mental Health Awareness Month** is observed every July in the United States. Formally recognized as Bebe Moore Campbell National Minority Mental Health Awareness Month, it was established in 2008 in honor of author, advocate, and co-founder of NAMI Urban Los Angeles, Bebe Moore Campbell, who worked tirelessly to address mental health needs in diverse communities.

The month raises awareness about:

- The unique mental health struggles faced by racial, ethnic, and cultural minority communities.
- Disparities in access to mental health services.
- Stigma surrounding mental illness within minority groups.
- The need for culturally responsive mental health care and education.

## Service Utilization

# 1 in 3

Black Americans who need mental health care receive it

## LANGUAGE BARRIERS

**25%** Asian Americans  
**32%** Latinos

in the US report difficulty finding a provider who speaks their language.

## UNINSURED RATES

**20%** Hispanic  
**13%** Black

adults under 65 are uninsured, impacting access to mental health care.

LGBTQ+ BIPOC youth are

# 2x

likely in considering suicide compared to LGBTQ+ white youth.

Latinx populations are

# 50%

less likely than white counterparts to receive mental health treatment.

Asian Americans are

# 60%

less likely to receive mental health treatment compared to White Americans.

# 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

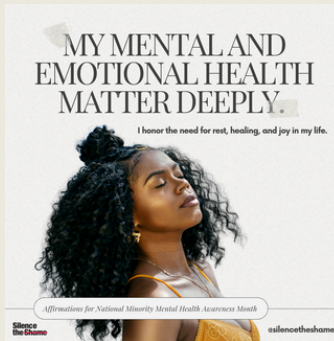


# spread the word.



**Key Message Option:**

July is National Minority Mental Health Awareness Month! 🌈 Join us in celebrating the strength, resilience, and stories of communities of color. This month, let's come together to spread awareness, break the stigma, and uplift every voice. Your story matters—let's make mental health a priority for all. #MinorityMentalHealth



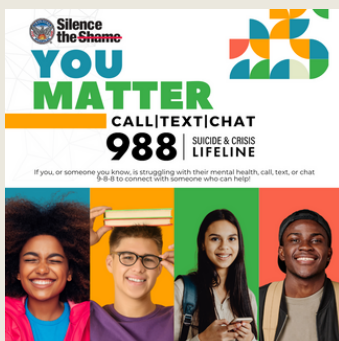
**Key Message Option:**

This Minority Mental Health Month, we're celebrating self-care and self-love with affirmations made for you. 🌱 Swipe through and remind yourself daily: you are valued, worthy, and resilient. Tag someone who needs these reminders! 💛 #BIPOCMentalHealth #Affirmations #SelfCare



**Key Message Option:**

Our differences make us stronger. In every color, language, and lived experience—there is power, beauty, and value. This month and always, we honor and uplift the voices that make our communities vibrant. Together, let's create spaces where every identity is celebrated and every story matters. #OurDifferencesMatter #CelebrateDiversity #MentalHealthForAll



**Key Message Option:**

You Matter. Always. 💛 If you or someone you know needs support, the 988 Suicide & Crisis Lifeline is here—confidential, free, and available 24/7 for students and youth of color. You're never alone. Reaching out is a sign of strength. Text or call 988. #YouMatter #988Lifeline #YouthMentalHealth #BIPOCYouth

## HELPLINES AND IMMEDIATE SUPPORT

- **988 Suicide & Crisis Lifeline** | [988lifeline.org](https://988lifeline.org) | Call, text, or chat 988
- **Crisis Text Line** | Text **SILENCE** to 741741 – Free, confidential support in English and Spanish.
- **National Alliance on Mental Illness (NAMI) Helpline** | 1-800-950-NAMI | [nami.org/help](https://nami.org/help)

## CULTURALLY SPECIFIC RESOURCES

- **Black Emotional and Mental Health Collective (BEAM)** | [beam.community](https://beam.community)
- **Black Girls Smile** | [blackgirlssmile.org](https://blackgirlssmile.org)
- **Black Men Heal** | [blackmenheal.org](https://blackmenheal.org)
- **The Steve Fund** (youth of color) | [stevefund.org](https://stevefund.org)
- **Asian Mental Health Collective** | [asianmhc.org](https://asianmhc.org)
- **Asian American Psychological Association (AAPA)** | <https://aapaonline.org/>
- **The Trevor Project** | [thetrevorproject.org](https://thetrevorproject.org)

## GENERAL DIRECTORIES AND FIND-A-THERAPIST TOOLS

- **Therapy for Black Girls:** [therapyforblackgirls.com](https://therapyforblackgirls.com)
- **Therapy for Black Men:** [therapyforblackmen.org](https://therapyforblackmen.org)
- **Latinx Therapy:** [latinxtherapy.com](https://latinxtherapy.com)
- **National Queer & Trans Therapists of Color Network:** [nqttcn.com](https://nqttcn.com)
- **Inclusive Therapists (culturally responsive care):** [inclusivetherapists.com](https://inclusivetherapists.com)
- **Psychology Today Directory (Filter for language and minority identity)**  
[psychologytoday.com/us/therapists](https://psychologytoday.com/us/therapists)
- **Therapy Den:** [therapyden.com](https://therapyden.com)
- **Good Therapy:** [goodtherapy.org](https://goodtherapy.org)

## SELF-HELP AND INFORMATION

- **Mental Health America:** BIPOC Mental Health: [mhanational.org/bipoc-mental-health](https://mhanational.org/bipoc-mental-health)
- **Substance Abuse and Mental Health Services Administration (SAMHSA):** Behavioral Health Equity: [samhsa.gov/behavioral-health-equity](https://samhsa.gov/behavioral-health-equity)

# resources.



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