



# Partner Toolkit

MAY 2021

## Thank you for supporting Bring Change to Mind!

You are helping to **end the stigma and discrimination surrounding mental illness.**

Your partnership helps amplify our message — and this year we want the world to know that we are all part of Generation No Normal. We are the old and the young fighting as one to end the stigma around mental illness. And the generational divide can't stop us from talking it out and taking action on mental health. Together, we are Generation #NoNormal.

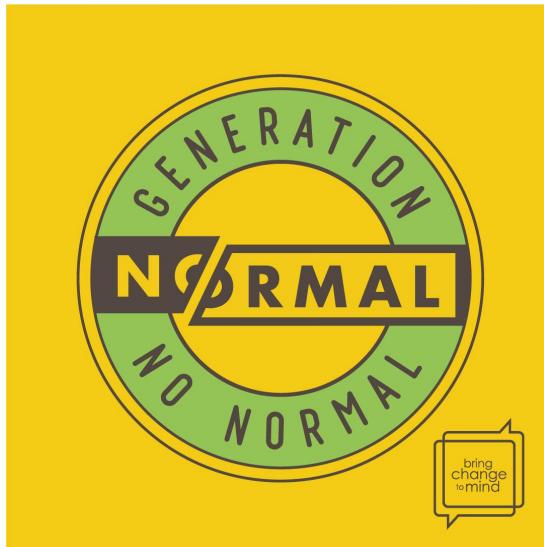
Please encourage your employees to share the following assets on their social media channels throughout the month of May in support of Mental Health Awareness Month. Each post should tag [@bringchangetomind](https://www.bringchangetomind.org) and utilize the hashtag **#NoNormal**.

## Join the Movement Posts

Click the Asset for the Downloadable File



**Caption:** Adults don't always "get" what it's like to be a teen today. That's why we've all gotta talk. Together, we can end mental illness stigma. Together, we are Generation #NoNormal.



**Caption:** We are the old and the young fighting as one to end the stigma around mental illness. Together, we are Generation #NoNormal.



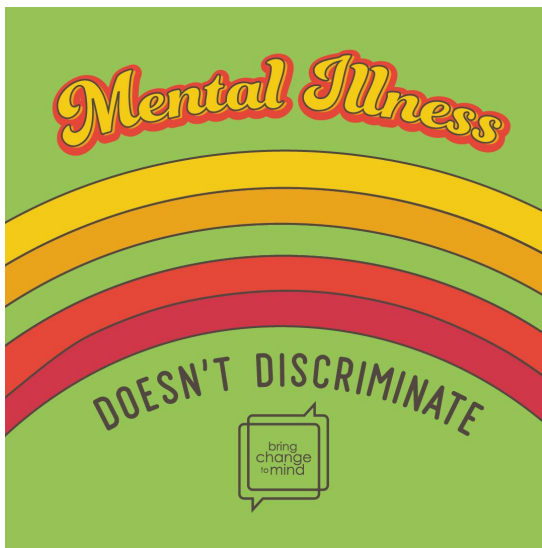
**Caption:** Check out @bringchangetomind as we cross generational divides to end stigma around mental illness. Tag a friend or parent and join Generation #NoNormal!

## Break the Stigma Posts

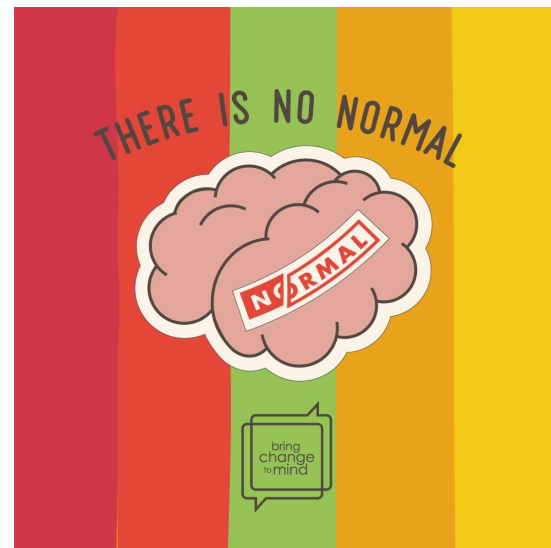
Click the Asset for the Downloadable File



**Caption:** The pandemic has been tough, to say the least. So let's talk. Together, we can end the stigma around mental illness. Together, we are Generation #NoNormal.



**Caption:** Things are a lot right now. Just remember you're not alone and every brain is different. Talk to someone you trust. Together, we can end the stigma around mental illness. Together we are Generation #NoNormal.



**Caption:** Every brain is unique. And that's okay. Just talk to someone you trust. Together, we are Generation #NoNormal.

## Share Your Feelings

Click the First Asset for the Folder of Downloadable Files

TODAY  
I FEEL  
\_\_\_\_\_

TODAY  
I FEEL  
***anxious***  


TODAY  
I FEEL  
 ***angry***

TODAY  
I FEEL  
 ***stressed***

TODAY  
I FEEL  
***happy***

TODAY  
I FEEL  
***tired***  


TODAY  
I FEEL  
***sad***

TODAY  
I FEEL  
***nervous***

TODAY  
I FEEL  
***calm***

TODAY  
I FEEL  
***excited***

**Caption:** Talking about mental health can be hard, but starting with how you feel is a great first step. So, today, I'm feeling \_\_\_\_\_. Let's normalize sharing how we're feeling (however we're feeling!). Follow @bringchangetomind to share your feelings and learn more about starting the conversation. Together, we are Generation #NoNormal.

## Share Your Feelings

Click the First Asset for the Folder of Downloadable Files



## Start a Conversation

Click the First Asset for the Folder of Downloadable Files

### TIPS FOR STARTING A CONVO ABOUT MENTAL HEALTH



1.

START WITH A TEXT:  
I'VE BEEN FEELING OFF.  
HAVE A MINUTE?



2.

GET THE BALL ROLLING  
WITH A SIMPLE:  
CAN WE TALK?



3.

FILL IN THE BLANK AND  
SHARE: I'VE BEEN FEELING  
\_\_\_\_\_



TALK IT OUT.

TOGETHER, WE ARE

*Generation*  
#NORMAL



## Harmful Phrases

Click the First Asset for the Folder of Downloadable Files

4 PHRASES  
THAT DO MORE  
HARM THAN  
GOOD TO TEENS  
STRUGGLING  
WITH MENTAL  
HEALTH



YOU'RE JUST SAD.

OTHER PEOPLE  
HAVE IT WORSE.

WHY ARE YOU FEELING  
LIKE THIS? LOOK AT  
ALL YOU HAVE.

THIS IS JUST  
A PHASE

LISTENING AND  
SUPPORTING  
IS KEY.

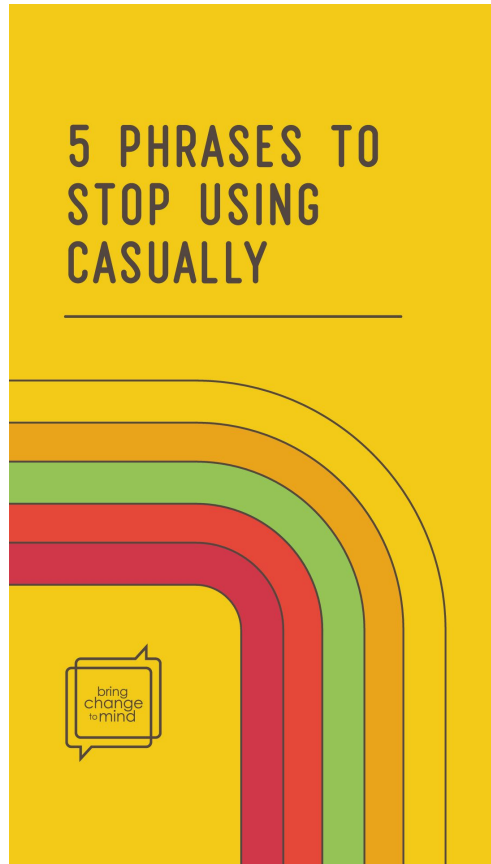
TOGETHER, WE ARE  
*Generation*  
#**NORMAL**





## Casual Phrases


Click the GIF for the Downloadable File



## Positive Language

Click the First Asset for the Folder of Downloadable Files

POSITIVE  
LANGUAGE TO  
USE WITH A  
STRUGGLING  
TEEN

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

YOU ARE NOT  
A BURDEN.

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

I SUPPORT YOU.

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

I'M LISTENING.

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

I'M HERE FOR YOU.

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

I NOTICED YOU  
AREN'T ACTING LIKE  
YOURSELF LATELY.

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

WHEN IN DOUBT,  
TALK IT OUT.

A stylized rainbow with multiple bands of color (yellow, orange, red, green, blue) arching across the bottom of the card.

TOGETHER, WE ARE  
GENERATION #NONORMAL

Generation  
#NONORMAL

## Do's and Don'ts

Click the First Asset for the Folder of Downloadable Files

### 5 DOS AND DON'TS WHEN IT COMES TO TEEN MENTAL ILLNESS

**Do**

LISTEN TO UNDERSTAND.  
NOT TO RESPOND.

**Do**

TAKE THEM SERIOUSLY BY  
GIVING YOUR UNDIVIDED  
ATTENTION IN A SAFE SPACE.

**Don't**

FORGET TO FOLLOW UP  
WITH NEXT STEPS.

**Do**

RESEARCH OR TALK TO AN  
EXPERT TO GAIN INSIGHT.

**Don't**

JUDGE OR DISMISS  
THEIR EXPERIENCE.

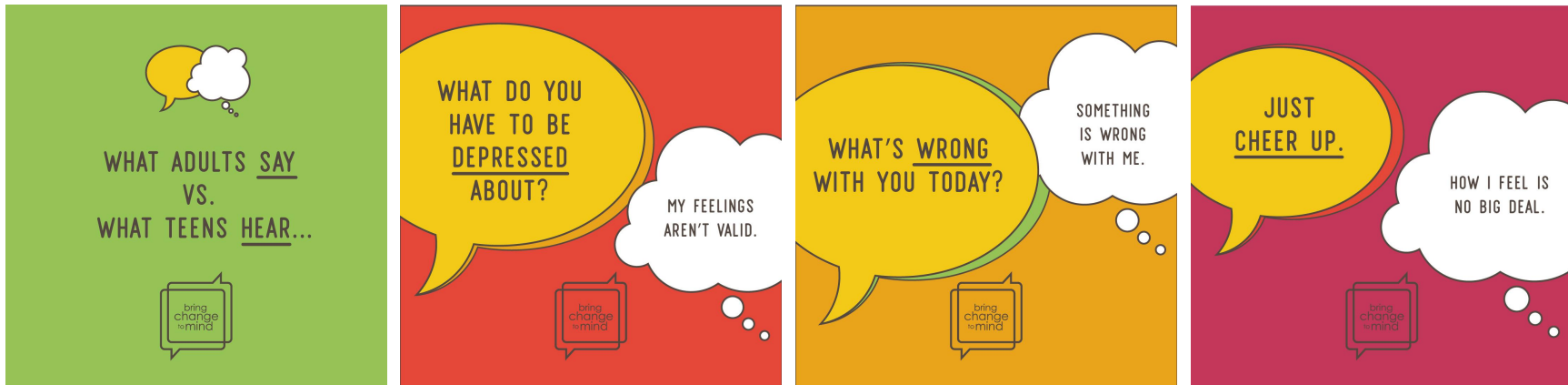
**KEEP TALKING.**

TOGETHER, WE ARE  
GENERATION #NONORMAL



## Parent Language

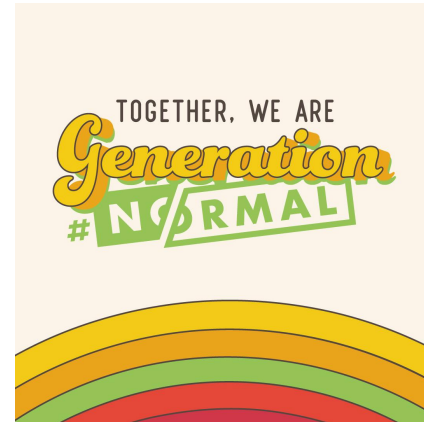
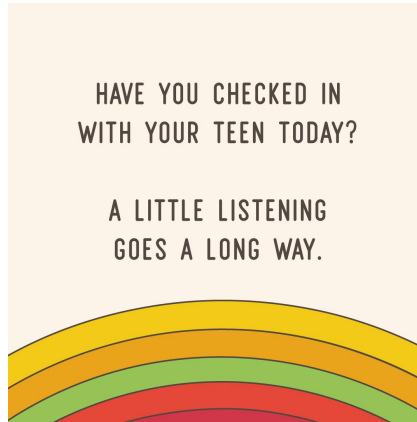
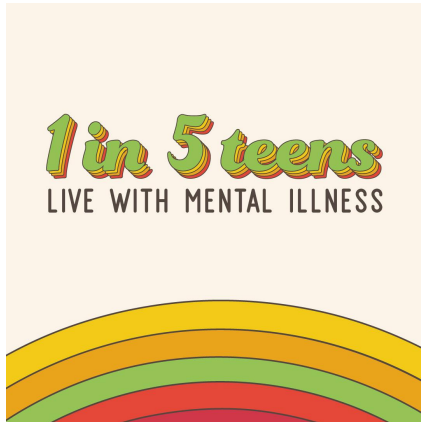
Click the First Asset for the Folder of Downloadable Files



**Caption:** Adults and teens don't always see or hear things the same way. That's why one of the best things we can do to help teens struggling with mental health is listen. Together, we are Generation #NoNormal.

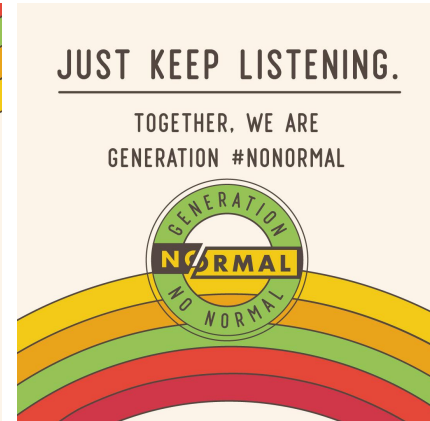
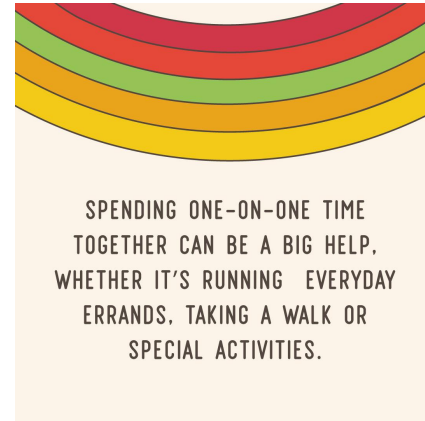
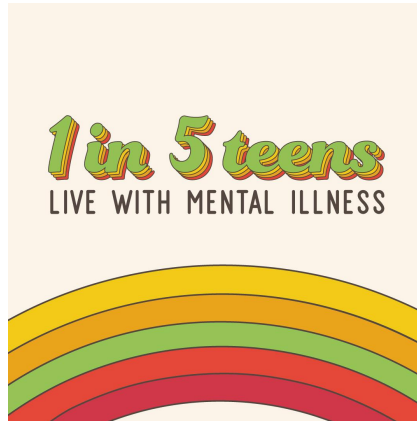
## Parent Tips

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## Parent Action

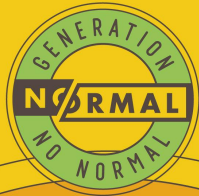
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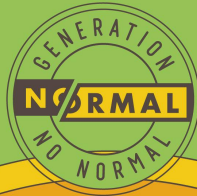
## Black American Mental Health

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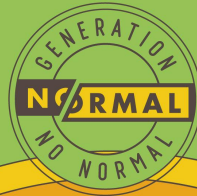
BLACK AMERICANS  
ARE 20% MORE LIKELY  
TO EXPERIENCE MENTAL  
HEALTH ISSUES.



YET ONLY 2.3% OF  
BLACK OR HISPANIC  
YOUNG PEOPLE SEE  
SOMEONE FOR MENTAL  
HEALTH ISSUES  
EVERY YEAR.

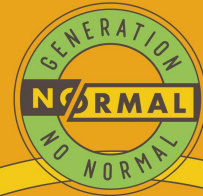


THIS IS PARTLY DUE TO  
CULTURAL STIGMA AND  
SYSTEMIC RACISM'S  
IMPACT ON ACCESS TO  
MENTAL HEALTHCARE.



LET'S TALK, PROMOTE  
CHANGE, AND END THE  
STIGMA SURROUNDING  
MENTAL ILLNESS.

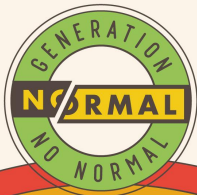
TOGETHER, WE ARE  
GENERATION #NONORMAL



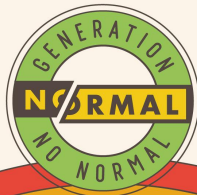
## LGBTQIA+ Mental Health

Click the First Asset for the Folder of Downloadable Files

LGBTQIA+ TEENS ARE  
SIX TIMES MORE LIKELY TO  
EXPERIENCE SYMPTOMS OF  
DEPRESSION AND ALMOST  
FIVE TIMES AS LIKELY TO  
ATTEMPT SUICIDE COMPARED  
TO THEIR PEERS.

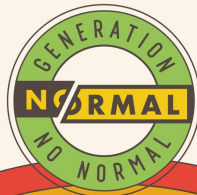


YET RESEARCH SUGGESTS  
THAT LGBTQIA+ INDIVIDUALS  
FACE HEALTH DISPARITIES  
LINKED TO SOCIETAL  
STIGMA, DISCRIMINATION,  
AND DENIAL OF THEIR CIVIL  
AND HUMAN RIGHTS.



IT'S TIME TO TALK,  
PROMOTE CHANGE, AND END  
THE STIGMA SURROUNDING  
MENTAL ILLNESS.

TOGETHER, WE ARE  
GENERATION #NONORMAL

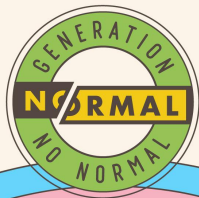




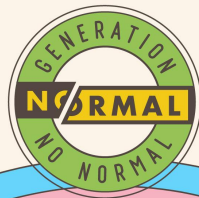
## Transgender Mental Health

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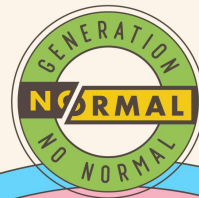
STUDIES SHOW A  
DISPROPORTIONATELY HIGH  
RATE OF ATTEMPTED SUICIDE  
AMONG TRANSGENDER YOUTH.



STUDIES ALSO SHOW THAT  
TRANSGENDER YOUTH WHOSE  
FAMILIES AFFIRMED THEIR  
GENDER IDENTITY EXPERIENCE  
NOTABLY LOWER RATES OF  
DEPRESSION.

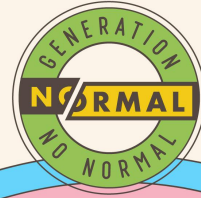


FAMILY AND COMMUNITY  
SUPPORT MAKES ALL THE  
DIFFERENCE.



IT'S TIME TO TALK.  
PROMOTE CHANGE, AND END  
THE STIGMA SURROUNDING  
MENTAL ILLNESS.

TOGETHER, WE ARE  
GENERATION #NONORMAL



**Thank you!**

