



# Mental Health Awareness Month 2020

## Social Media Toolkit



The Department of Defense (DoD), the Military Health System (MHS), and the Psychological Health Center of Excellence (PHCoE) observe Mental Health Awareness Month in May to raise awareness about military mental health. The theme this year is “Need a Little Help,” because whether it’s accessing resources, effectively treating patients, practicing self-care, or taking action to prevent mental health concerns from worsening, everyone can use a little help to stay mission ready. With the “Need A Little Help” campaign this May, we’re calling attention to:

- information and resources available to support service members, veterans, and their families experiencing mental health concerns
- preventative strategies for improved psychological health
- treatment resources and tools for psychological health providers to use in practice
- evidence to support mental health treatment options
- the need to reduce stigma in order to foster help-seeking behaviors

You can support May’s Mental Health Awareness Month by:

- promoting awareness of preventative strategies, treatment options, and access to mental health care for service members, veterans, and their families
- sharing information on available mental health resources
- helping to reduce stigma and foster help-seeking behavior
- keeping providers and allied professionals up to date on the latest guidance, resources, and tools from DoD and the Department of Veterans Affairs for the assessment, management, and treatment of mental health concerns

Here are some specific ways you can help:

- follow and share from our Facebook ([www.facebook.com/PHCoE](http://www.facebook.com/PHCoE)) and Twitter ([www.Twitter.com/PHCoE](http://www.Twitter.com/PHCoE)) pages all month
- visit our website ([pdhealth.mil](http://pdhealth.mil)) — specifically our [Clinicians Corner blog](#) page where new blog posts on this topic will be shared throughout May and our [Mental Health Awareness Month page](#), where you can find additional information and resources for Mental Health Awareness Month.
- use the graphics and messages in this toolkit on your own social media channels. Our social media messages are provided to help you communicate about mental health awareness. We encourage you to add to our messages or customize them for your audiences. **When posting any of these messages on Facebook or Twitter, we’d greatly appreciate being tagged: @PHCoE.**
- if you have any questions, please feel free to reach out to the [PHCoE Social Media Team](#).



**Facebook/Twitter Content** *These messages are optimized for Facebook and Twitter.*

May is Mental Health Awareness Month. This year's theme is "Need a Little Help?" because everyone needs a little help sometimes to improve mental health and stay mission ready. Follow @PHCoE for tips and resources for better mental health. #NeedALittleHelp #MentalHealthAwareness



Often taking small steps to address mental health concerns early can make a big difference. @DeptofDefense is committed to providing service members and families with access to quality mental health care and resources. #NeedALittleHelp #MentalHealthAwareness



The mission of @PHCoE is to improve the lives of the military community by advancing excellence in psychological health care. Follow PHCoE for tips and resources for service members, veterans, families, and all who #NeedALittleHelp to improve mental health. #MentalHealthAwareness



Feeling stressed or anxious? Wondering if there's help for that? The @PHCoE Psychological Health Resource Center is available 24/7 to answer questions and connect callers with local resources. <https://www.pdhealth.mil/resources/call-centers/psychological-health-resource-center> #NeedALittleHelp

Sometimes **service members** need a little help.

Mental Health Awareness Month  
#NeedALittleHelp



PHCoE  
Psychological Health Center  
of Excellence  
pdhealth.mil

Military mental health providers are at higher risk of burnout and compassion fatigue. Recognize the warning signs and find self-care strategies and resources to help maintain wellness. <https://www.pdhealth.mil/readiness-early-intervention/provider-self-care> #NeedALittleHelp

Sometimes **providers** need a little help.

Mental Health Awareness Month  
#NeedALittleHelp



PHCoE  
Psychological Health Center  
of Excellence  
pdhealth.mil

Life for #milkids is full of ups and downs. With frequent moves and family adjustments, they face challenges some of their friends know nothing about. Military Kids Connect has activities and resources to help them excel. <https://militarykidsconnect.health.mil> #NeedALittleHelp

Sometimes **military kids** need a little help.

Mental Health Awareness Month  
#NeedALittleHelp



PHCoE  
Psychological Health Center  
of Excellence  
pdhealth.mil

Military spouses face unique stressors. Connecting with peers can help improve quality of life, promote wellness and build resiliency. Learn about the benefits of peer support and find support resources from @RealWarriors. <https://www.realwarriors.net/family-relationship/military-spouse-peer-support> #NeedALittleHelp



Sometimes spouses need a little help.

Mental Health Awareness Month  
#NeedALittleHelp

PHCoE  
Psychological Health Center of Excellence  
pohhealth.mil

Mental health is critical to wellness. For veterans with mental health concerns, the U.S. Department of Veterans Affairs offers programs and services, including screening checklists, self-help tools, telehealth, and more. Get started by selecting the group you most identify with. [https://www.mentalhealth.va.gov/information\\_for.asp](https://www.mentalhealth.va.gov/information_for.asp) #NeedALittleHelp



Sometimes veterans need a little help.

Mental Health Awareness Month  
#NeedALittleHelp

PHCoE  
Psychological Health Center of Excellence  
pohhealth.mil

Military leaders are not immune to stress and anxiety. They have their own concerns and share the concerns of service members in their units. Military OneSource has resources and a call center to support leaders. <https://www.militaryonesource.mil/leaders-service-providers/sp-l-confidential-help> #NeedALittleHelp



Sometimes leaders need a little help.

Mental Health Awareness Month  
#NeedALittleHelp

PHCoE  
Psychological Health Center of Excellence  
pohhealth.mil

Because humor is one of our best coping strategies, @PHCoE has taken common military jargon and added a lighthearted mental health twist to develop #milpsychjargon — highlighting skills and strategies for better mental health. <https://pdhealth.mil/resources/awareness-campaigns/milpsychjargon-campaign> #NeedALittleHelp



Sometimes we all need a little help to soldier on.

Mental Health Awareness Month  
#NeedALittleHelp

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

### inTransition Program

Maintaining mental health care during transitions can be difficult. The @PHCoE inTransition program offers specialized, one-on-one coaching to connect transitioning service members to mental health care. Learn more: <https://pdhealth.mil/resources/intransition> #NeedALittleHelp #MentalHealthAwareness



Need a little help ... to connect with a mental health provider?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp

### Psychological Health Resource Center

Have questions about combat stress? Depression? Reintegration? Call or chat with the @PHCoE Psychological Health Resource Center to ask ANY military psychological health-related questions. <https://pdhealth.mil/resources/call-centers/psychological-health-resource-center> #NeedALittleHelp #MentalHealthAwareness



Need a little help ... to get answers to mental health questions?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp

PSYCHOLOGICAL HEALTH RESOURCE CENTER | 24/7

### PHCoE Real Warriors Campaign

The @RealWarriors Campaign promotes a culture of support for psychological health by encouraging service members to reach out for help and affirming that seeking help is a sign of strength. <https://www.realwarriors.net> #NeedALittleHelp #MentalHealthAwareness



Need a little help ... to promote that reaching out is a sign of strength?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp

Behavioral health consultants (BHCs) in primary care can help patients lose weight, eat healthier, exercise more, quit smoking, adjust to major life changes, and more. Learn why meeting with a BHC may be right for you. <https://pdhealth.mil/news/blog/behavioral-health-consultant-primary-care-right-your-patient-yes> #NeedALittleHelp

DYK @PHCoE develops clinical support tools consistent with VA/DoD clinical practice guidelines, including patient and family tools for treating PTSD, depression, substance use, and suicide risk? [https://pdhealth.mil/sites/default/files/images/docs/2020\\_FACTProvider\\_Clinical\\_Support\\_Tools\\_brochure\\_3-13-2020.pdf](https://pdhealth.mil/sites/default/files/images/docs/2020_FACTProvider_Clinical_Support_Tools_brochure_3-13-2020.pdf) #NeedALittleHelp

Suicide affects people of all ages, ranks, races, ethnicities, and education levels. @PHCoE has resources to help manage suicide risk for providers, patients, and families, including new clinical support tools. <https://www.pdhealth.mil/clinical-guidance/clinical-conditions/suicide-risk> #NeedALittleHelp

Psych Health Evidence Briefs offer brief overviews of the current evidence on treatment options for a wide range of conditions, including PTSD, depression, substance use, suicide risk, and more. Visit @PHCoE: <https://pdhealth.mil/research-analytics/evidence-synthesis-research-gaps-analysis/psych-health-evidence-briefs> #NeedALittleHelp

Visit our [MilPsychJargon campaign page](#) to find common military jargon phrases to which we've added a lighthearted mental health twist. Feel free to use the social media graphics on your channels to help get people talking about mental health in the military.

**Need a little help ...**  
to change behaviors to improve physical and mental health?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp

**Need a little help ...**  
to find mental health resources to treat patients?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp

**Need a little help ...**  
to address suicide risk with patients?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp

**Need a little help ...**  
to explain treatment options to patients?

PHCoE  
Psychological Health Center of Excellence  
pdhealth.mil

Mental Health Awareness Month • #NeedALittleHelp