

Community Partner Toolkit

MARCH 13-17, 2023

Green *Ribbon* Week

Join us and take action
to reduce mental health stigma



Green Ribbon Week

Community Partner Toolkit

What's Inside?

About the Green Ribbon Week Community Partner Toolkit

History and Purpose of Green Ribbon Week (GRW)

Green Ribbon and GRW's 2023 Theme

Calendar of Events for Green Ribbon Week 2023

Pledge Drive

Social Media Campaign

Ways I Can Take Action

Resources

- GRW 2023 Event Flyers
- Pledge Cards for Social Media Posting
- Zoom Backgrounds
- Posters

Green
Ribbon
Week

March 13-17, 2023



Welcome Partners!

Welcome to the Green Ribbon Week Community Partner Toolkit, presented by Tri-City Mental Health Authority. This toolkit has been created to help educate and encourage community members and organizations in Pomona, Claremont and La Verne to get involved with Greek Ribbon Week and help support stigma reduction efforts. The third week of March is designated as Green Ribbon Week to offer community members tools and resources to promote mental wellness for themselves, their community and the people they care about.

We believe everyone can make a positive impact on reducing stigma of mental illness and increasing awareness of mental health needs. Included in this toolkit, you will find information and tools to help promote positive mental health change in our community.



Our Hope

Green Ribbon Week was created to help achieve three outcomes:

- Promote mental health awareness to reduce the negative impacts that mental illness can have on a person's wellbeing, and reduce the stigma associated with mental illness and help-seeking.
- Encourage community members to start conversations about mental health with the people they care about and get support.
- Empower community members to take action to support their mental health and the mental health of others.

For more information, contact:

Brittany Nguyễn, MPH, Community Capacity Organizer
bnguyen@tricitymhs.org



Follow Us
@TriCityMHS



History and Purpose of Green Ribbon Week



History

Green Ribbon Week was created in 2014 to help expand Tri-City Mental Health Authority's stigma reduction efforts and address housing insecurity for individuals with a mental health condition and their families. Green Ribbon Week is part of Room4Everyone, Tri-City's stigma reduction campaign, and supports our ongoing mental health movement in Pomona, Claremont and La Verne. This campaign is funded by the Mental Health Services Act (MHSA, Proposition 63) and is part of the MHSA Prevention and Early Intervention (PEI) component.

Purpose

As many as 1 in 4 people have a mental health condition, yet nearly 60% don't receive the help they need. Stigma is one of the main reasons people don't ask for help and don't know where to access mental health support. Stigma is toxic to a person's mental health because it creates an environment of shame, fear and silence which can prevent many people from seeking help and treatment.

The perception of mental health won't change unless we act to change it. The more we talk about mental health conditions, the more people will feel safe asking for help.

Green Ribbon Week encourages people to start and engage in conversations about mental health and empower individuals to access help to improve their wellbeing.

Green Ribbon and GRW's 2023 Theme

Green is the national color for mental health awareness. Its focus is to reduce stigma and discrimination that individuals with a mental health condition experience. Green signifies new life, new growth, and new beginnings.

Why is the Green Ribbon Important?

It is a visible symbol so everyone knows that help is available and can feel safe enough to reach out for support. We wear the green ribbon to invite conversations about mental health and to let others know that their mental health matters, and it's okay to talk about it. Mental health is an essential part of the health and wellbeing of individuals and communities alike. The best way to reduce stigma is to talk openly about mental health and share stories of hope and recovery.

What is the 2023 Theme for Green Ribbon Week?

#MentalHealthForAll is this year's Green Ribbon Week's theme to help align with our stigma reduction campaign efforts. By sharing stories, educating our communities, and promoting conversations that support understanding and recovery, we can create positive change and help reduce the silence, shame and negative attitudes surrounding mental health. Every day, there are people experiencing a mental health condition who are unable to access support. Fear of what people will say about them can keep them silent. Fear of what people will think of them, and in some cases, fear of what people may do to them can reinforce the feeling that they are alone and there is no hope. Green Ribbon Week encourages people to reach out for support for themselves and others and show that help and support are available. Everyone in our community deserves to thrive and to live mentally well.



#GRW2023
#MentalHealthForAll
#TriCityMHS



Mental Health for All

Green Ribbon Week

March 13-17, 2023

Join Tri-City Mental Health throughout the week for in-person and virtual events! Learn how you can take action to reduce mental health stigma and promote mental wellness for yourself and those you care about.

MONDAY



Mental Health 101 Webinar

13

4 - 5pm via Zoom

It's Green Ribbon Week Kickoff! Learn about the difference between mental health and mental illness and how stigma can impact your wellness.

Sign-up: bit.ly/3RYd60v

TUESDAY

Q&A with Mental Health Professionals

14

4 - 5pm via Zoom

Join Tri-City staff as we debunk common myths about mental health and share ways to access mental health care.



Sign-up: bit.ly/3RNC5DA

WEDNESDAY

Let's Talk About Stigma

15

Pomona Public Library

3:30 - 4pm Food, Meetup & Connect
4 - 5pm Just Us 4 Youth Listening Circle

Join us for a peer-to-peer youth listening circle about your mental health experience.

Sign-up: bit.ly/3xeIn5E



THURSDAY

Courageous Minds Speaker Panel

16

5:30 - 6:30pm via Zoom

Listen to impactful and empowering stories from members of Courageous Minds about their mental health experience and journey.

Sign-up: bit.ly/3jMaeqD



FRIDAY



Green Ribbon Pledge Drive

17

Take action by making a pledge

Join the conversation! Post your pledge on social media and share how you take action to reduce stigma and promote #MentalHealthforAll. Tag us @TriCityMHS.

Download Toolkit



To learn more and receive a physical Green Ribbon Week toolkit:
Brittany Nguyễn, Community Capacity Organizer
bnguyen@tricitymhs.org

Green Ribbon Week is part of Room4Everyone, Tri-City Mental Health Authority's stigma reduction campaign, and supports our ongoing mental health movement in Pomona, Claremont and La Verne

Pledge Drive

Start a pledge drive in your community to take action and reduce mental health stigma

Many people ask themselves the question, "What can I do?" As we begin to understand how stigma affects people and keeps them from asking for help, there may come a compelling feeling to make a difference.

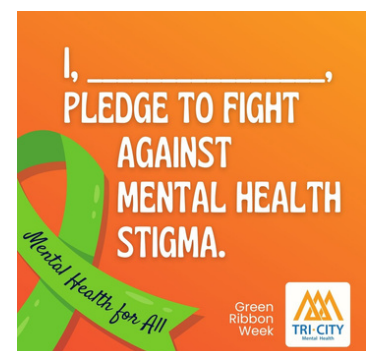
Each one of us has the ability to change hearts and minds when it comes to the way we feel and think about mental illness. Even simple actions can make a difference. We all know someone who is living with a mental health condition.

Together we can put an end to stigma. Join us and make a pledge.

A pledge is a simple, meaningful statement of intention. Use our pledge cards or make your own pledge on how you will take action to reduce mental health stigma. We encourage you to invite your family, friends, students, coworkers, volunteers, neighbors, and anyone that you know to help spread the word and collectively promote mental wellness.

Once you complete your written pledge:

- Take a selfie or post your pledge in creative text and post it on Instagram!
- Use our hashtags **#MentalHealthForAll**, **#GRW2023**, or tag us **@TriCityMHS** to be featured on our story!
- Remember, we can help end mental health stigma together and promote **#MentalHealthForAll** when we continue to normalize mental health and wellness for everyone in our community.



Social Media Campaign

Follow Us on Instagram @TriCityMHS



Join us in our stigma reduction campaign efforts!
#MentalHealthForAll #GRW2023

Mental Health Education

One of the reasons stigma exists is the lack of mental health education. Knowing the facts can help you educate others and reject stigmatizing stereotypes. Understanding mental health isn't only about being able to identify symptoms and having a name for conditions, but dispelling false ideas about mental health conditions as well. Check out our Instagram Story and [Instagram profile](#) to learn more about mental health and how stigma impacts us.

Activity Challenges + Free Giveaways

This is one of the ways we hope to engage with our community members! Each day, we will be posting a prompt for you to answer below in our comments that helps reduce stigma! By the end of the day, we will randomly select a follower and announce their giveaway prize the next day! Giveaway prizes may include cool swag items or giftcards to your local small business!

Virtual Pledge Drive

In addition to the pledge cards we created for you to use within your community space, we highly encourage you to participate in our virtual pledge drive!

Post it on your Instagram Story and/or Instagram Post and use our hashtags #MentalHealthForAll #GRW2023 or tag us @TriCityMHS to be possibly featured on our page!



Ways I Can Take Action

You can be the positive change that challenges the negative attitudes and stigma of mental health, one conversation at a time.

Green
Ribbon
Week



Here are ways you can promote **#MentalHealthForAll** and support yourself and the people you care about.



Get Informed

Help others learn there is help and hope. Educate yourself and others about mental health conditions and available resources in your local community.



Share Your Story

Become a [Courageous Minds Speaker](#) and share about your personal mental health journey. You can help others know it's okay to talk openly about mental health and how to seek support.



Make a Pledge

To not use stigmatizing words like "crazy" or "psycho." To speak up against the stigma. To offer support and listen with compassion.



Start the Conversation

Talk openly about mental health with friends and family. Be a support system for the people you care about, check in, and ask how they're feeling.