

# Community Partner Toolkit

# Green Ribbon Week

March 17-21, 2025

Thrive in Mind



The 3rd week of March is designated as Green Ribbon Week in Pomona, Claremont and La Verne to offer people tools and resources to promote positive mental health change

# 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 Thrive in Mind Theme
- Calendar of Events for Green Ribbon Week 2025
- Pledge Drive
- Social Media Campaign
- Ways I Can Take Action
- Resources
  - GRW 2025 Event Flyers
  - Pledge Cards for Social Media Posting
  - Zoom Backgrounds
  - Posters

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# Welcome Partners!

Welcome to the Green Ribbon Week Community Partner Toolkit, presented by Tri-City Mental Health. This toolkit has been created to help educate and encourage community members and organizations in Pomona, Claremont and La Verne to get involved with Green Ribbon Week and help support stigma reduction efforts. Each year, the third week of March is designated as Green Ribbon Week across the three cities 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 your community.

## Our Hope

Green Ribbon Week was created to help achieve three outcomes:

- Promote mental health awareness to reduce the negative impacts 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:**

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# History and Purpose of Green Ribbon Week



## History

Green Ribbon Week was created in 2014 to help expand Tri-City Mental Health's stigma reduction efforts and address housing insecurity for individuals with a mental health condition and their families. Green Ribbon Week is part of 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 component.

## Purpose

As many as 1 in 4 people have a mental health condition, yet nearly 60 percent 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 Thrive in Mind 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 Theme for Green Ribbon Week?

**#ThriveinMind** is the Green Ribbon Week theme. We encourage everyone to take action during Green Ribbon Week and throughout the year to help improve mental health in our community. 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.

### **Everyone in our community deserves to thrive and to live mentally well.**

Green Ribbon Week encourages people to reach out for support for themselves and others and show that help and support are available. You can help promote open discussions about mental health and make it possible for the people you care about to get the support they need to improve their wellbeing.



#GRW2025  
#ThriveinMind  
#TriCityMHS





March 17-21, 2025

The 3rd week of March is recognized as Green Ribbon Week in Claremont, La Verne and Pomona. Join us and discover ways you can promote mental wellness for yourself and those you care about.



# Thrive in Mind

GREEN RIBBON  
WEEK

## MONDAY

### Green Ribbon Week Pledge Drive

17

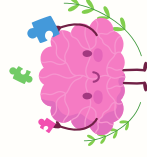


Inspire others to join the conversation by sharing how you and your loved ones Thrive in Mind! Together, let's spread the message of hope, strength, and resilience.

## TUESDAY

### Mental Health 101 Webinar

18



**Via Zoom**  
4 PM-5 PM

Learn about the difference between mental health and mental illness and how stigma can impact your wellness

## WEDNESDAY

### Brewing Mental Wellness

19



**Nobibi Ice Cream & Tea**  
5 PM-6:30 PM

Talk with mental health professionals as we dive into wellness tips, resources and more! Join the convo, grab a drink & enjoy friendship bracelet-making!

## THURSDAY

### Creative Minds Paint & Sip

20



**Almond Haus**  
5 PM-6:30 PM

Sip some boba and join us in a loosely-guided painting and writing activity to express yourself and explore your wellness.

## FRIDAY

### Amplify: Voices of Mental Health & Recovery

21



**Magic Tea**  
5:30 PM-6:45 PM

Hear empowering stories from members of Courageous Minds about their mental health experience and journey.



**To learn more and receive a physical Green Ribbon Week toolkit:**

Brittany Nguyễn, Community Capacity Organizer  
bnguyen@tricitymhs.org

**HOPE. WELLNESS. COMMUNITY.**  
Let's find it together.

Join the conversation at [tricitymhs.org](https://tricitymhs.org) and [@tricitymhs](https://twitter.com/tricitymhs)



# 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 **#ThriveinMind**, **#GRW2025**, or tag us **@TriCityMHS** to be featured on our story!
- Remember, we can help end mental health stigma together. When we normalize accessing support and talking about mental health and recovery, we help ensure everyone in our community can **#ThriveinMind**.



# Social Media Campaign

Follow Us on Instagram @TriCityMHS



Join us in our stigma reduction campaign efforts!

**#ThriveinMind #GRW2025 #TriCityMHS**

## Mental Health Awareness and 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.

## 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 your pledge on your Instagram Story and/or Instagram Post and use our hashtags **#ThriveinMind #GRW2025** and tag us **@TriCityMHS** to be possibly featured on our page!

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# 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.

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Here are ways you can promote [#ThriveinMind](#) and support yourself and the people you care about.



## Get Informed

Help others know that support is available and that there is hope for healing and recovery. 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.



## Take a Pledge

[Sign the pledge](#) to help reduce stigma and share how you [#ThriveInMind](#). By signing, you commit to fostering understanding, compassion, and support for mental health, creating a more inclusive environment. Join the movement: avoid stigmatizing words, speak up, and offer support 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.