



Mental Health FIRST AID

from NATIONAL COUNCIL FOR MENTAL WELLBEING



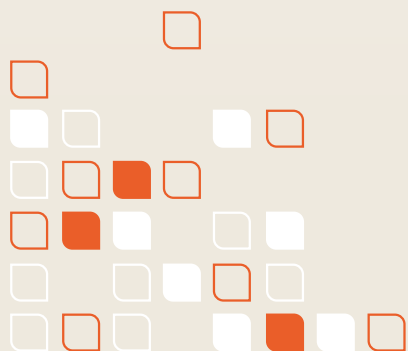
ATTRACT MENTAL HEALTH FIRST AIDERS

A Marketing Toolkit for Instructors



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MHFA Marketing Materials

[Mental Health First Aid](#) (MHFA) provides a suite of materials to help you spread the word about MHFA in your community. Download the items below or access them on the Resources page of MHFA Connect!

Brand Guidelines

This [guide](#) includes information on fonts, colors, logo usage and so much more! Be sure to follow its guidance so that your designs are professional and consistent with our brand.

Logos

Remember to refer to the branding guidelines when adding the MHFA logo to your designs.



HORIZONTAL LOGOS

- [PNG File](#)
- [JPG File](#)



VERTICAL LOGOS

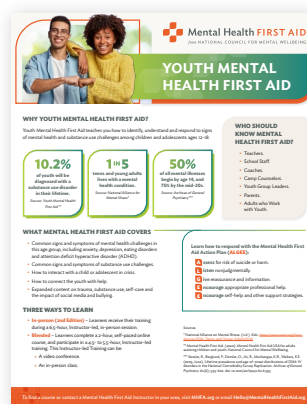
- [PNG File](#)
- [JPG File](#)

Fliers

Use these fliers to promote the course in your community.



[Adult MHFA](#)



[Youth MHFA](#)



[teen MHFA](#)



MHFA for Higher Education



MHFA for Public Safety



MHFA for Fire/EMS



MHFA for Military, Veterans and Their Families



MHFA for Older Adults



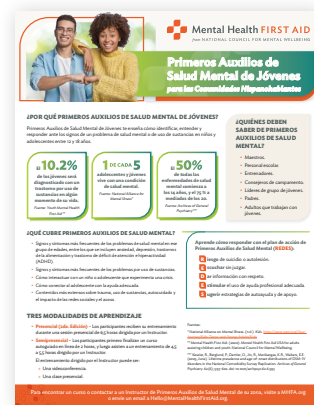
MHFA for Rural Communities



Youth MHFA for Tribal Communities and Indigenous Peoples



Adult MHFA for Spanish Speaking Communities



Youth MHFA for Spanish Speaking Communities

Editable Flier

Customize these fliers with information about your upcoming course.



[Mental Health First Aid](#)



[Youth Mental Health First Aid](#)

Pitch Deck

Personalize this [PowerPoint](#) to promote a course in your community.



Media Talking Points

This guide will help you have an informed conversation about the merits and value of [Mental Health First Aid](#) (MHFA) with the media. Please refer to these statements and sources when speaking externally about MHFA.

In written communications, always spell out and hyperlink the first instance of [Mental Health First Aid](#) (MHFA) to www.mhfa.org, as shown here.



What is Mental Health First Aid and what does it teach?

- MHFA is skills-based training that teaches people how to identify, understand and respond to signs and symptoms of a mental health or substance use challenge.
- Similar to physical First Aid and CPR, MHFA helps you assist someone experiencing a mental health or substance use crisis until professional assistance is obtained or the crisis is resolved.
- Mental Health First Aiders learn a [5-step Action Plan](#) to recognize warning signs of a mental health or substance use challenge, provide help in crisis and non-crisis situations and understand where to turn for additional assistance.
 - » The 5-step Action Plan (ALGEE) is: Assess for risk of suicide or harm; listen nonjudgmentally; give reassurance and information; encourage appropriate professional help; and encourage self-help and other support strategies.

- Through MHFA, more than **3 million** people in the U.S. have been trained by thousands of certified Instructors to identify, understand, and respond to signs and symptoms of mental health and substance use challenges.
- Peer-reviewed studies have proven that trained Mental Health First Aiders are more knowledgeable and confident when it comes to identifying and helping an individual in distress.
- The new MHFA curriculum gives First Aiders working definitions for trauma and post-traumatic stress disorder (PTSD). It describes the types of crises associated with trauma and emphasizes the importance of early intervention following a traumatic event. First Aiders receive clear guidance for supporting someone immediately after a traumatic event, as well as over the time that follows. This added instruction on trauma will help First Aiders better assess and respond to situations where they encounter someone dealing with trauma related to COVID-19 or other events.
- The MHFA curriculum helps First Aiders understand what self-care is and the various forms it can take. The curriculum demonstrates how self-care is important to resilience and recovery, and then helps First Aiders develop their own self-care action plans that they can use to navigate traumas and stressors.

How do we know MHFA is effective?

- Many people know to call 911 or administer CPR for a physical health emergency but hesitate to start conversations about mental health and substance use. MHFA provides the tools a layperson needs to take action.
- Studies show that MHFA training reduces stigma, improves knowledge and increases first aid actions toward people experiencing mental health and substance use challenges.
- MHFA is proven to be effective in teaching adults how to recognize and respond to signs and symptoms of mental health and substance use challenges. [Peer-reviewed studies](#) from around the world show that individuals trained in MHFA:
 - » Expand their knowledge of signs, symptoms and risk factors of mental health and substance use challenges.
 - » Can identify appropriate types of professionals and self-help resources for individuals with a mental health or substance use challenge.
 - » Have increased confidence in and likelihood to help an individual in distress.
 - » Show increased mental wellbeing themselves.

About The National Council for Mental Wellbeing

- Mental Health First Aid is a program of the [National Council for Mental Wellbeing](#). It was brought to the United States in 2008 with the aim to make it as common as physical First Aid and CPR. Since the National Council brought MHFA to the U.S. in 2008, MHFA has established itself as a trusted, evidence-based training program.
- The National Council for Mental Wellbeing is a membership organization that drives policy and social change on behalf of nearly 3,200 mental health and substance use treatment organizations and the more than 10 million children, adults and families they serve. Our vision is to make mental wellbeing, including recovery from substance use challenges, a reality for everyone.
- MHFA courses meet the needs of [specific communities](#), including adults helping youth, teens helping their friends, military, public safety, fire and EMS, older adults, higher education, rural communities and indigenous youth.

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For more information about Mental Health First Aid and to find a course, visit [MHFA.org](#). To schedule a training for your organization, company or group, email Hello@MentalHealthFirstAid.org.



Press Release Template

FOR IMMEDIATE RELEASE:

Contact: NAME, PHONE/EMAIL

Month XX, XXXX

The headline states what is happening/has happened. Example: [INSERT NAME OF AGENCY] Offers Mental Health First Aid Training

The subhead calls out a secondary key point (not always needed). Example: [INSERT NAME OF LOCAL AGENCY] is Part of a National Initiative to Increase Mental Health Literacy

CITY, State AP abbreviation (date) – Introduce the news and always link to appropriate websites. Answer WHY and WHY NOW. In response to our nation’s mental health crisis, Agency will bring Mental Health First Aid (MHFA) training to Local Area on Date. This groundbreaking skills-based course teaches people how to identify, understand and respond to signs and symptoms of mental health or substance use challenges. Similar to physical First Aid and CPR, Mental Health First Aid helps you assist someone experiencing a crisis until professional assistance is obtained or the crisis is resolved.

Provide relevant statistics and additional details to illustrate why the news matters. [One in five Americans](#) has experienced a mental health challenge, but many are reluctant to seek help or don’t know where to turn for care. Unlike physical conditions, symptoms of mental health and substance use challenges can be difficult to see. Friends and family members may find it hard to know when and how to step in. As a result, those in need of mental health services often do not receive care until it is too late.

Mental Health First Aiders learn a [5-step Action Plan](#) that guides them through the process of reaching out and offering appropriate support.

When possible, include 1-2 expert quotes for added credibility. Anything subjective (i.e. opinions) can go in quotes. “It’s never been more important for our communities to talk about mental health and substance use,” says Chuck Ingoglia, president and CEO of the [National Council for Mental Wellbeing](#), which helped bring Mental Health First Aid to the U.S. in 2008. “Mental Health First Aid is breaking down barriers and stigma so that together we can learn how to better support one another. Without mental health, there is no health.”



Back up quote with statistics. Since its introduction, Mental Health First Aid has become a full-blown movement! More than 3 million people in the United States are trained by thousands of certified Instructors, and that number is growing every day.

Quote from local spokesperson or local stat/fact (i.e. # of people trained in your area, local outcome, etc.)

Provide resources and a call to action. For more information or to participate in a Mental Health First Aid training in [COMMUNITY], visit [WEBSITE] or contact [AGENCY/MHFA CONTACT] at [TELEPHONE NUMBER/EMAIL ADDRESS].

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About Mental Health First Aid

[Mental Health First Aid \(MHFA\)](#) is an evidence-based training program administered by the National Council for Mental Wellbeing that teaches individuals how to identify, understand and respond to signs of mental health and substance use challenges. More than three million people across the United States have been trained in MHFA by thousands of dedicated Instructors.

If your agency is planning to distribute a press release announcing MHFA training please inform MHFA PR contact Irene Tung (IreneT@TheNationalCouncil.org).

Social Media Guidelines

In this toolkit, you will find sample social media posts, a Canva design tutorial and more information about social media paid ads. If you have any questions about promoting [Mental Health First Aid](#) (MHFA) on social media, reach out to us at Hello@MentalHealthFirstAid.org.

When promoting MHFA training, it's important to incorporate key messaging throughout your copy. Refer to the "Media Talking Points for Instructors" portion of this toolkit for broad messaging ideas. Below are sample messages for various social media platforms for reference.

Sample Social Media Posts



SAMPLE FACEBOOK/LINKEDIN POST:

Through Mental Health First Aid **[tag the MHFA [Facebook page @MentalHealthFirstAidUSA](#)]**, more than 3 million people in the U.S. have been trained to identify, understand and respond to signs and symptoms of mental health and substance use challenges. Join the movement and become a Mental Health First Aider at our **[program type]** training on **[date and time]** at **[virtual location or physical address]**. Register by **[emailing EMAIL ADDRESS / signing up at REGISTRATION LINK]** by **[registration deadline date]**.



SAMPLE INSTAGRAM POST:

@MentalHealthFirstAidUSA is proven to be effective in teaching adults how to recognize and respond to signs and symptoms of mental health and substance use challenges. Learn how to become a Mental Health First Aider at **[program type]** training on **[date and time]** at **[virtual location or physical address]**. Register by **[emailing EMAIL ADDRESS / signing up at REGISTRATION LINK]** by **[registration deadline date]**.



SAMPLE TWITTER POST:

Reduce the #mentalhealth stigma by registering for our @MHFirstAidUSA training on **[date]** at **[virtual location or physical address]** by **[emailing EMAIL ADDRESS / signing up at REGISTRATION LINK]** by **[registration deadline date]**.
#BeTheDifference

Canva Tutorial

1. Visit Canva.com and sign up for a free standard account.
2. Select “Create a design” when you are ready to start.
3. Choose “Instagram Post” regardless of what platform you wish to use.
4. Once a new window opens, select “Uploads” in the left-hand side bar, then select the “Upload media” button.
5. Upload the [graphic templates](#) we provided (see examples below, linked to downloadable versions).
6. Drag and drop the desired graphic into the blank design space. If it doesn’t automatically fill up the space, drag a corner of the graphic to fit the space.
7. Select “Text” on the left-hand sidebar and click on the text style you want to use, i.e., “Add a heading,” “Add a subheading,” etc.
 - » Text should include the basics of the event information, such as where the event will take place (a physical building with a mailing address or a virtual event), day and time of the event, which MHFA program will be taught (i.e. teen, Adult, At Work, etc.), cost (if none, provide who will be sponsoring/covering the fees), and registration instructions (email or link).
8. When editing your text, use the Open Sans font.
9. Once finished, select the “Share” button in the upper right-hand corner, then select the “Download” button.
10. Make sure the File type is “PNG,” then click “Download.”

 Click the above thumbnails to download full-size versions

Paid Ads Guide

If it is in your advertising budget, boosting your social media posts or creating ads can bring in more registrants to your MHFA training events. By boosting existing posts or creating an ad, you can target your local community to help spread the word about your event. Below are links to social media paid ad guides by platform.



FACEBOOK

You have the option to either “Boost” an existing Facebook post of yours or create an ad. Learn more here: <https://www.facebook.com/business/marketing/facebook>



INSTAGRAM

You can also “Boost” an existing post or create an original ad. Learn more here: <https://business.instagram.com/advertising/>



TWITTER

Learn more about Twitter ads here: <https://ads.twitter.com>

MHFA Product Offerings

[Mental Health First Aid](#) courses are tailored to address the needs of specific populations, including adults helping youth, teens helping their friends, military, public safety, fire and EMS, older adults, higher education, rural communities and Indigenous youth.

- [Adult Mental Health First Aid \(MHFA\)](#) is a skills-based training that teaches people how to identify, understand and respond to signs and symptoms of a mental health or substance use challenge in adults ages 18 and over. Adult Mental Health First Aid is available in English and Spanish.
- [Youth Mental Health First Aid \(YMHFA\)](#) is a skills-based training that teaches parents, family members, caregivers, teachers, school staff, peers, neighbors and health and human services workers and any other adult how to identify, understand and respond to an adolescent (ages 12-18) who may be experiencing a mental health or substance use challenge. Youth Mental Health First Aid is available in English and Spanish.
- [teen Mental Health First Aid \(tMHFA\)](#) is a skills-based training that teaches teens in grades 10-12, or ages 15-18, how to identify, understand and respond to signs and symptoms of a mental health or substance use challenge among their friends and peers. The program equips young people with the knowledge and skills they need to take care of their own mental health and to support each other, including how to get the help of a trusted adult.
- [Mental Health First Aid at Work](#) is a skills-based training program that teaches participants how to identify, understand and respond to someone who is experiencing a mental health or substance use challenge in a work environment and connect them with appropriate employee resources if necessary. The program can benefit businesses of all sizes and in all sectors by empowering employees with mental health awareness tools and skills. There are several Mental Health First Aid At Work offerings available to suit the needs of various businesses.
- [Mental Health First Aid for Public Safety](#) is a skills-based training for law enforcement officers and criminal justice staff that teaches how to de-escalate incidents and identify, understand and respond to someone who is experiencing a mental health or substance use challenge, without compromising safety. The program focuses on the unique experiences and needs of public safety personnel and is a valuable resource that can make a difference in their lives, their coworkers' and families' lives, and the communities they serve.
- [Mental Health First Aid for Fire and EMS](#) is a skills-based training that teaches firefighters and EMS personnel how to identify, understand and respond to someone experiencing mental health and substance challenges. The program focuses on the unique experiences and needs of firefighters and EMS personnel, including how to intervene in the field and among their peers.

- **Mental Health First Aid for Military Members, Veterans and Their Families** is a skills-based training that teaches people how to identify, understand and respond to a veteran or service member experiencing a mental health or substance use challenge, with a specific focus on the cultural factors related to military life.
- **Mental Health First Aid for Older Adults** is a skills-based training that teaches participants how to identify, understand and respond to someone experiencing a mental health and substance challenge. The program addresses mental health challenges unique to people age 55 and older.
- **Mental Health First Aid for Rural Communities** is a skills-based training that teaches participants how to identify, understand and respond to someone experiencing a mental health and substance use challenge. The program has a specific focus on cultural and environmental factors related to life in rural areas.
- **Mental Health First Aid for Higher Education** is a skills-based training that teaches participants how to identify, understand and respond to someone experiencing a mental health and substance use challenge. The program has a specific focus on the unique challenges faced by college students and is designed for students, staff and faculty.
- **Youth Mental Health First Aid for Tribal Communities and Indigenous Peoples** is a skills-based training that teaches participants how to identify, understand and respond to an Indigenous adolescent (ages 12-18) who may be experiencing a mental health and substance use challenge. The program has a specific focus on cultural and environmental factors related to life in Tribal Communities.

For more information, visit [MHFA.org](https://mhfa.org).



Community-specific Course Messaging

Mental Health First Aid for Fire/EMS

- Equip yourself with the skills and knowledge to recognize and respond to mental health and substance use challenges in the Fire/EMS community and in the field by getting certified in Mental Health First Aid for Fire/EMS.
- Firefighters and EMS personnel are constantly exposed to traumatic events and life-threatening situations. That can take a toll on mental health — 85% of first responders have reported experiencing symptoms of mental health challenges.¹
- This early-intervention course uses Fire/EMS scenarios, activities and videos to teach the skills to identify, understand and respond to signs and symptoms of mental health and substance use challenges as well as how to provide initial support.
- Decrease stigma, address tough challenges, and make a positive difference in the lives of those around you with a practical and evidence-based Action Plan.

Mental Health First Aid for Military Members, Veterans and Their Families

- Equip yourself with skills and knowledge to recognize and respond to mental health and substance use challenges in a military community by getting certified in Mental Health First Aid for Military, Veterans and Their Families.
- Members of the military face significant challenges in accessing mental health care despite higher rates of mental health and substance use challenges.
- This course specifically addresses the relevance of mental health to military culture, risk factors including the mental and physical trauma faced by many service members and their families, how to break down stigma and how to reach out to those who suffer in silence and are reluctant to seek help.
- Foster a culture of support and promote healing, resilience, and hope for those who serve our country.

¹ University of Phoenix. (2018, September 11). *University of Phoenix Survey finds 93 percent of first responders say mental health is as important as physical health*. University of Phoenix. Retrieved March 13, 2023, from <https://www.phoenix.edu/press-release/university-of-phoenix-survey-finds-93-percent-of-first-responders-say-mental-health-is-as-important-as-physical-health.html>

Mental Health First Aid for Rural Communities

- Gain the skills and knowledge needed to recognize and respond to signs and symptoms of mental health and substance use challenges in members of your rural community by getting certified in Mental Health First Aid for Rural Communities.
- Rural communities often face challenges that can impact mental health including social isolation, limited access to mental health services, stigma, and economic stress. This course is accessible and practical, recognizing the unique needs and perspectives of rural communities.
- Invest in the mental health and wellbeing of your friends and neighbors in your rural community and learn about the valuable tools and resources needed to support those who need it most.

Mental Health First Aid for Older Adults

- Gain the knowledge needed to confidently recognize and respond to signs and symptoms of mental health and substance use challenges in older adults by getting certified in Mental Health First Aid for Older Adults.
- Older adults have high rates of late-onset mental health challenges, like anxiety and depression, but low rates of identification and treatment.
- This early-intervention course uses scenarios, activities and videos to prepare caregivers to provide initial support for mental health and substance use challenges until they are connected with appropriate professional help.
- Equip yourself with the knowledge and skills to make a positive difference in the lives of the older adults around you with a practical and evidence-based Action Plan.

Mental Health First Aid for Public Safety

- Equip yourself with the skills and knowledge to recognize and respond to mental health and substance use challenges in the Public Safety community and in the field by getting certified in Mental Health First Aid for Public Safety.
- Public safety encompasses an array of professionals — from the dispatch call center to each aspect of emergency response and throughout the justice system. We call on these individuals every day to respond to emergencies and sustain our health and safety. These are difficult jobs that require a willingness to face tough situations with expertise and composure, frequently while in harm's way (Public Safety Professionals | NAMI: National Alliance on Mental Illness, n.d.).
- Make a positive difference in the lives of those in the Public Safety community and get trained in an early-intervention course that uses community-specific scenarios, activities, videos and a practical evidence-based Action Plan to decrease stigma and address tough challenges.

Mental Health First Aid for Higher Education

- Demonstrate your commitment to a safe and supportive campus by offering Mental Health First Aid for Higher Education, a course that teaches how to support a student, friend or colleague who may be experiencing a mental health or substance use challenge.
- Higher education presents unique challenges that can affect mental health, such as academic stress, financial pressures and social isolation.
- This early-intervention course uses community-specific scenarios, activities and videos to teach the skills needed to recognize and respond to signs and symptoms of mental health and substance use challenges as well as how to provide initial support until appropriate professional help is received.
- Take comfort knowing that individuals on your campus will be prepared to provide support for those in need as well as better cope with mental health and substance use challenges themselves.

Youth Mental Health First Aid for Tribal Communities and Indigenous Peoples

- Be prepared to confidently respond to and engage with an Indigenous adolescent between the ages of 12 and 18 who may be experiencing a mental health or substance use challenge by getting certified in Youth Mental Health First Aid for Tribal Communities and Indigenous Peoples.
- Adolescence is a time of critical change and development and 60% of Indigenous youth are reporting having experienced or are experiencing severe mental distress.²
- Mental Health First Aid for Tribal Communities and Indigenous Peoples uses culturally appropriate scenarios, activities and videos to prepare adults who work with, live with or care for Indigenous adolescents with a practical, evidence-based Action Plan. This course is designed to acknowledge and honor Tribal Communities' practices.

2 Ersan, O., & Rodriguez, M. C. (2021). A Positive Youth Development Perspective on Mental Distress among *American Indian/Alaska Native Youth*. *American Indian and Alaska Native Mental Health Research*, 28(2), 1–32. <https://doi.org/10.5820/aian.2802.2021.1>

Adding a Signature Image to Your Emails:

Ask Me About Mental Health First Aid

Outlook

1. Click the image above to download it to your desktop.
2. Open Outlook and open a new email.
3. Select “Signature” from the toolbar. If you do not see this option, try expanding the new message window.
4. Put your cursor at the end of the last line of your signature and click enter (this is where your image will go).
5. Click on the image icon on the top left to insert an image next to the text.
6. Select the file you want to include in your signature and click “Open.”
7. Save your changes to the signature.

Gmail

1. Click the image above to download it to your desktop.
2. Log in to Gmail.
3. Click the settings cog.
4. Select “See all settings.”
5. Scroll down to “Signature” section.
6. Select “Create new.”
7. Click “Insert image” above the signature section.
8. Choose Upload.
9. Select the file you want to upload into your signature and click “Open.”
10. At the bottom of the page, select “Save changes.”

Adding a Signature Image to Your Emails:

Instructor

Outlook

1. Click the image above to download it to your desktop.
2. Open Outlook and open a new email.
3. Select “Signature” from the toolbar. If you do not see this option, try expanding the new message window.
4. Put your cursor at the end of the last line of your signature, and click enter (this is where your image will go.)
5. Click on the image icon on the top left to insert an image next to the text.
6. Select the file you want to include in your signature and click “Open”.
7. Save your changes to the signature.

Gmail

1. Click the image above to download it to your desktop.
2. Log in to Gmail.
3. Click the settings cog.
4. Select “See all settings.”
5. Scroll down to “Signature” section.
6. Select “Create new.”
7. Click “Insert image” above the signature section.
8. Choose Upload.
9. Select the file you want to upload into your signature and click “Open.”
10. At the bottom of the page, select “Save changes.”