



The Blue Dove  
FOUNDATION

High Holidays and  
Mental Health  
*Marketing Toolkit*



# About the Blue Dove Foundation and the High Holidays

## About Us

The Blue Dove Foundation is transforming the way the Jewish community responds to mental health and substance abuse. Our Mission is to educate, equip, and ignite our Jewish community with tools to understand and overcome the challenges presented by mental illness and substance abuse.

[Learn More](#)

## About the High Holidays

[Rosh Hashanah](#) is a powerful and transformative holiday, from the inspirational and poetic prayers we recite to the powerful and incisive blast of the shofar. This experience, however, cannot be fully embraced in a safe and healthy way without preparation, and for that, we have the month of Elul preceding the High Holidays. We encourage you to take this month to fully embrace and engage with your past with courage. It is only by building better selves that we can build a better world.

[Yom Kippur](#), the day of atonement, can be a challenging subject for a lot of people. For some, it is a chance to make resolutions, accept the past, and commit to a better future. But for those struggling with mental illness, this process of self-criticism and introspection can be devastating to their mental health. Therefore, we all must do our best to cultivate self-acceptance and, above all, self-forgiveness, in a healthy and collected manner.



# Share Our Resources

## View & Download our Resources

All of our resources can also be viewed and downloaded on our website's [resource library](#). Our resources include:

### Resources

- [Exploring Social Connectedness and Mental Wellness with JFS Jewish Disabilities Advocates \(JDA\)](#)
- [Vidui: Remembering You're Human](#)
- [Mental Health Simanim](#)
- [Cheshbon HaNefesh – Accounting of the Soul](#)
- [Tikkun HaNefesh as Tikkun Olam](#)
- [Reading Between the Lines](#)
- [Mental Health Tashlich](#)
- [Mental Health High Holiday Shofar Blasts](#)
- [Making Peace with Our Struggles](#)
- [Building My Future](#)
- [Staying Positive: Repentance and Eating Disorder Recovery](#)
- [Addiction: Recovery and T'Shuvah](#)
- [The 12 Steps of Atonement Anonymous](#)

### Guided Meditations

- [Mental Health Mikveh Immersion Meditation](#)
- [Tashlich Meditation](#)

### Articles

- [Shofars and Semicolons: Struggling with Suicidal Ideation and Facing Rosh Hashanah](#)
- [Remembering the Good: A Daughter Reflects on her Father's Life](#)
- [Shofar Service and Our Longings](#)
- [High Holiday Liturgy Viewed Through the Lens of Depression](#)
- [Yom Kippur with an Eating Disorder](#)
- [Personal Responsibility and Mental Wellness](#)
- [The New Year, Gratitude and Mental Health](#)
- [On Brokenness and Becoming Whole in the New Year: How the Jewish Community is Confronting Mental Illness](#)
- [Being Written for Life](#)
- [Physical and Mental Health during the High Holy Days](#)



# High Holidays Resource Graphics

## Graphics

Feel free to use the following image on all of your social media platforms, website, and newsletters to promote and share our resources.



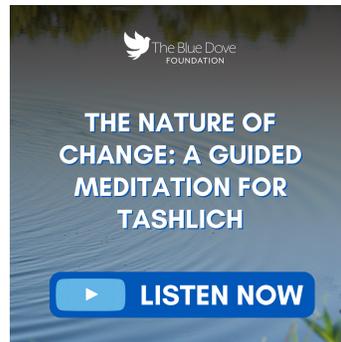
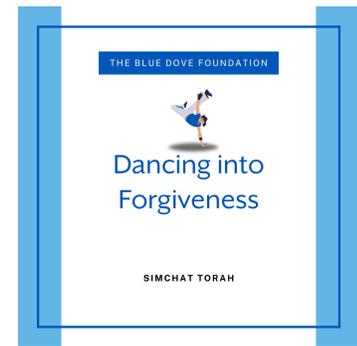
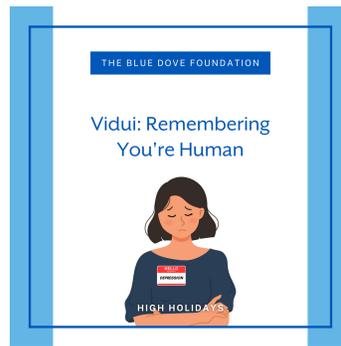
[DOWNLOAD GRAPHICS](#)



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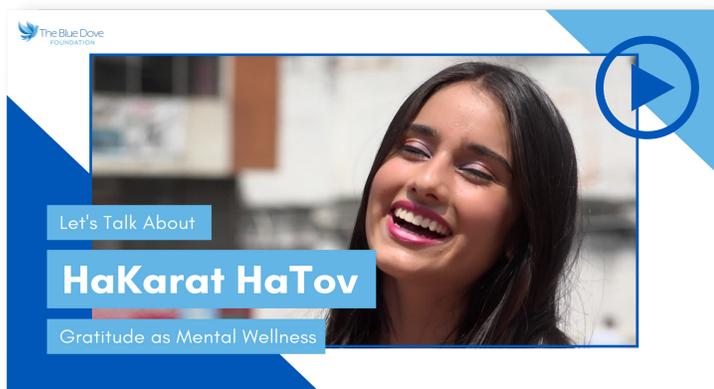
[DOWNLOAD GRAPHICS](#)



# Share Our Resources

## Share Our Mental Health Videos

Our Mental Health videos are an incredible way to contextualize the role of mental health and wellness and Judaism, and educate your community on how they can make their spaces safer, more sensitive, and healthy. Share them with your community! Check out our [Youtube Channel](#) for more Judaism and Mental Wellness Content!



# Mental Health & Judaism Posts

## Where to Share?

High Holiday resources (website, High Holiday guide), social media platforms (organization and personal), newsletter/ bulletins, board and committee meetings, and community websites.

## Content Posts

The Blue Dove Foundation logo in the top left corner.

Just as the Vidui serves as a catch-all for misdeeds we might have done that we might not even have been aware of, we should recognize there are plenty of good deeds we performed as well without realizing it.

**WE ARE NOT OUR SINS, WE ARE NOT OUR MISTAKES, WE ARE NOT OUR DIAGNOSIS.** We are human and created:

**בצלם אלוהים - B'tzelem Elohim**  
"In God's Image"



#HighHolidayThoughts in the top right corner.



**EVERY ACT OF FORGIVENESS MENDS SOMETHING BROKEN IN THIS FRACTURED WORLD. IT IS A STEP, HOWEVER SMALL, IN THE LONG, HARD JOURNEY TO REDEMPTION**

**- RABBI JONATHAN SACKS**

The Blue Dove Foundation logo in the bottom center.

#HighHolidayThoughts in the top left corner.

**SPIRITUAL GROWTH, THE SPIRITUALITY WE ARE CONCERNED WITH, IS NOT AND CANNOT BE REDUCED TO A GROWTH IN KNOWLEDGE. IT HAS TO DO WITH A GROWTH IN BEING, A TRANSFORMATION OF SELF.**

RABBI JACK BEMPORAD



The Blue Dove Foundation logo in the bottom right corner.

Illustrations of a fish, a jar of honey, and a pomegranate.

**This Year, Make a Mental Health Rosh Hashanah Seder**

The Blue Dove Foundation logo in the bottom center.

The Blue Dove Foundation logo in the top left corner.

*As we enter the new year, we are all thinking about what this year will look like. But we have to also remember what it will look like for people suffering from...*

**LONELINESS**



The Blue Dove Foundation logo in the top left corner.

The word *Elul* shares a similar word root with the Aramaic word meaning "to search."



**During Elul, we reflect on what we are searching for in our own connections and relationships.**

[DOWNLOAD GRAPHICS](#)



# Mental Health & Judaism Posts

## Content Posts

## DOWNLOAD GRAPHICS

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### 5 THINGS TO KEEP YOUR *ROSH (HEAD)* HEALTHY THIS *ROSH HASHANAH*



- Acknowledge the good that you have done this year
- Learn to accept yourself for who you are
- Surround Yourself With Positive People
- Remember that you deserve dignity and respect
- Avoid being overly critical of your past mistakes

On Rosh Hashanah

### Reflection and Growth don't have to be painful



- Self worth
- Insecurities
- Relationship
- The future
- Work stress

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The rhythm of Yom Kippur, with its large meals before and after the period of fasting, can be at best extremely stressful to someone in treatment for an eating disorder. At worst, it can be dangerous—both physically and emotionally.



That is why it is incumbent upon us to find new ways of reflecting on and transforming ourselves on the "Day of Atonement", ensuring everyone has a happy and HEALTHY new year.

Learn More at the Blue Dove Foundation Yom Kippur Resource

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This year I'm going to...

~~WORK HARDER~~ TRY MY BEST

~~ACCOMPLISH ALL OF MY GOALS~~ SET REASONABLE EXPECTATIONS FOR MYSELF

~~I WILL LOSE WEIGHT~~ LISTEN TO MY BODY



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### DON'T LOSE YOUR MIND PREPARING FOR ROSH HASHANAH



- Rosh Hashanah is less than a month away!
- How am I going to improve?
- What should I teach in synagogue?

### IN JUDAISM WE ARE TAUGHT THAT

Whoever destroys a soul, it is considered as if he destroyed an entire world. And whoever saves a life, it is considered as if he saved an entire world. - Mishna Sanhedrin 4:5

### BUT WE OFTEN FAIL TO RECOGNIZE THAT WE ARE TASKED WITH SAVING OUR OWN LIVES AND WORLDS IN ADDITION TO THE LIVES AND WORLDS OF OTHERS.



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### WHAT IS תשובה (TESHUVAH)



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### THE HIGH HOLIDAYS ARE DAYS FOR REFLECTION, FORGIVENESS AND TRANSFORMATION

BUT ONLY IF WE APPROACH THEM IN WAYS THAT ARE HEALTHY FOR OUR MIND, BODY AND SOUL.



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The shofar is supposed to be shocking, awe-inspiring, and a call to action to look internally and grow in those areas of our lives we feel we can improve on.



Shofar blasts can be seen as a powerful tool in symbolizing our need for change when it comes to issues of mental health.

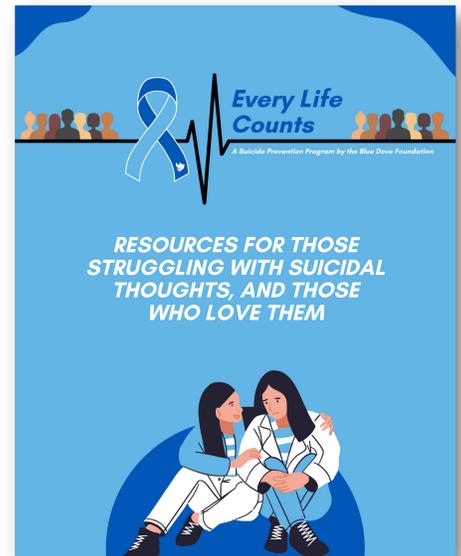
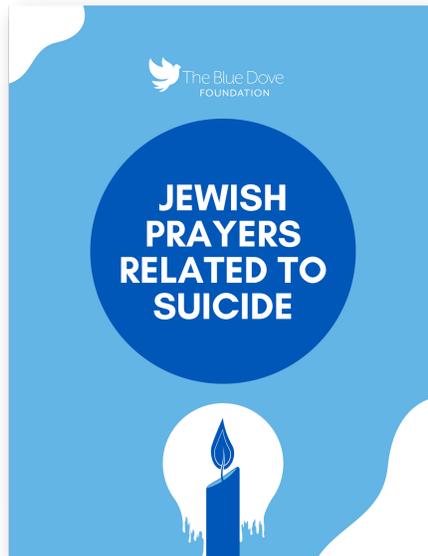
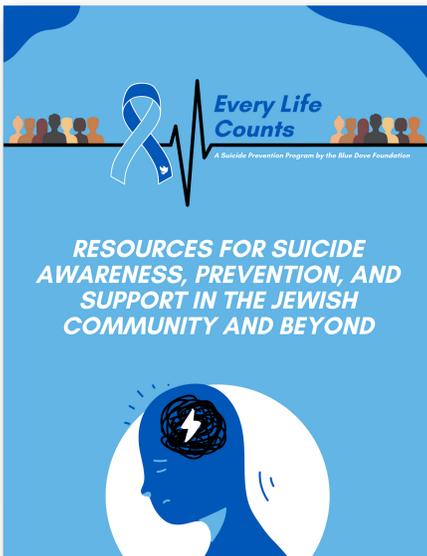
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# Rosh Hashanah and Suicidal Ideation



Elul is the month on the Hebrew calendar preceding the High Holidays, and it is traditionally seen as a time of intense reflection leading up to the High Holidays. This year, Elul and the High Holidays align with National Suicide Prevention Awareness Month, putting into stark focus the fact that not everyone makes it to the new year — or thinks they will. We encourage you to see our new resources about suicide ideation and what you can do to prevent it in the new year, and share them with your community.



[READ OUR SHOFAR AND SUICIDAL IDEATION ARTICLE](#)

[RESOURCES AND DOWNLOAD](#)



# Sample Newsletter and Post Copy

The High Holidays are an exciting time of year. They are a chance to reflect on our past and set our intentions and goals for our future, and this opportunity for growth and achievement can be thrilling. But, when done the wrong way this moment of reflection can turn into self-hatred and set us up for failure in the new year. We hope that our resources help ensure that your experience of repentance and reflection is healthy, and that you have the tools you need to properly prioritize your mental wellness in the new year. Join us and the Blue Dove Foundation, in making the most of this incredibly important season. You can learn more about their mental health and Judaism resources [here](#).

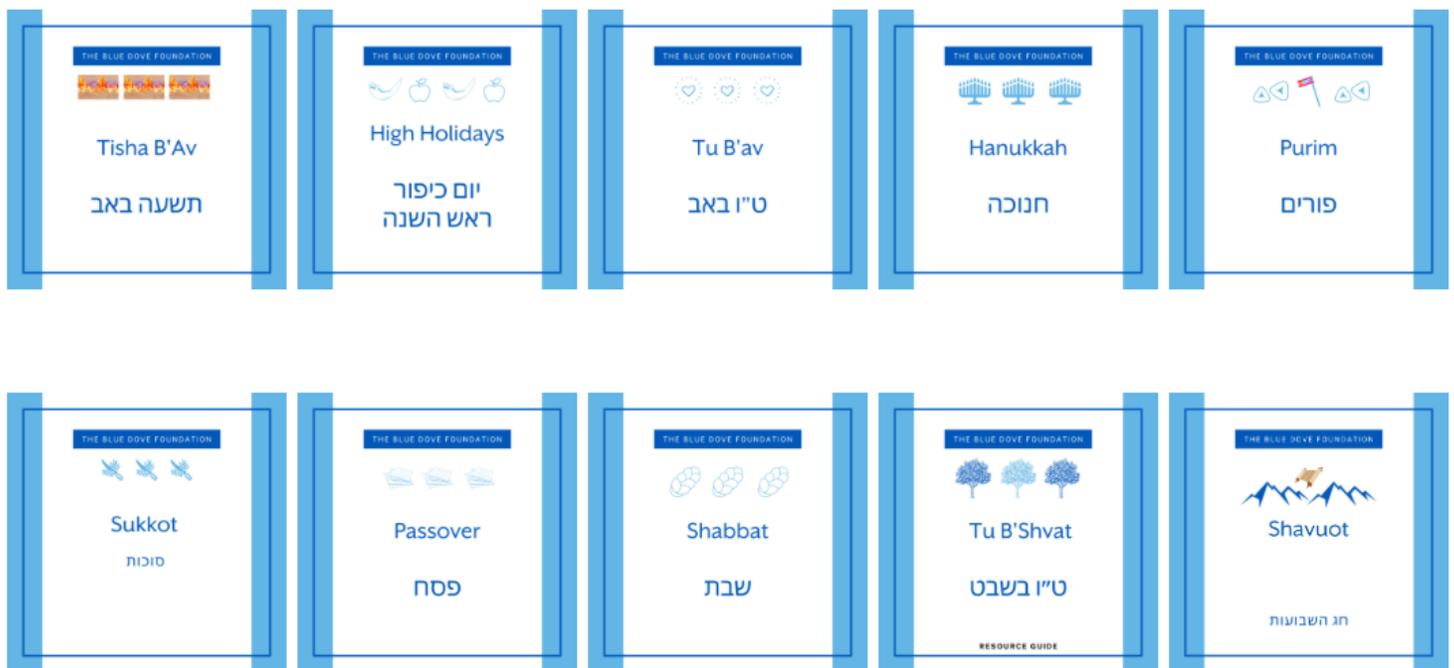
- We pray we will be like the head and not the tail in the coming year, but we need to make sure that our head is a healthy one. [Graphic](#)
- The High Holidays can be an exciting time for those who take it seriously and plan ahead for their future and the ways they want to improve. But we set ourselves up for failure when we do so harshly and unreasonably. This year, treat your future self with love and understanding. [Graphic](#)
- These questions are challenging and the journey difficult but incredibly rewarding. Only by facing those things that hold us back can we try to feel whole. But it is important to remind ourselves of two important mental health middot (Jewish values) – b'tzelem Elohim (being made in the image of G-d) and refuah shleima (healing and wholeness) – as we begin this journey exploring our heartbreak. We need to remember we are made in the likeness and image of G-d, and we are inherently worthy of dignity and respect. Learn more by downloading this Blue Dove Foundation High Holiday learning resource at <https://thebluedovefoundation.org/resource/reading-between-the-lines/>. [Graphic](#)
- Don't worry about a stressful and uninspiring Rosh Hashanah. The Blue Dove Foundation has everything you'll need to make your holiday experience happy, interesting, healthy and meaningful. [Graphic](#)



# Additional Holiday Resources

## The Jewish Year in Mental Health

Judaism offers us ample opportunities throughout the year to connect to mental wellness through Jewish wisdom and practice. To learn more and find awesome resources and articles on the subject, visit our [Jewish Holidays and Mental Wellness](#) page.



## Keep Up with the Dove

Get our insights and resources about Judaism and mental health sent straight to your inbox by signing up for our newsletter. [Sign Up Now](#)

#QuietingTheSilence #HighHolidays #Soul #Mind #MentalHealth #MentalWellness

