



Mental Health
Awareness Month

Marketing Toolkit



The Blue Dove
FOUNDATION



About the Blue Dove Foundation and MHAM

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 the Jewish community with tools to understand, support, and overcome the challenges presented by mental health and substance abuse. [Learn More](#)

About Mental Health Awareness Month

May is Mental Health Awareness Month, a tradition going back to 1949. The annual observance offers the perfect opportunity to raise awareness about mental illness. Every year, MHAM focuses on a particular message to recognize and amplify, and this year's theme is "Together for Mental Health." Together, we can realize our shared vision of a nation where anyone affected by mental illness can get the appropriate support and quality of care to live healthy, fulfilling lives. [Learn more](#)

Share our resources easily by following us on [Instagram](#) and [Facebook](#), and by searching for us [@bluedovefoundation](#).

For more information, please reach out to us at info@thebluedovefoundation.org.



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

- [Finding Clarity in Depression](#)
- [Faith, Religion, Spirituality and Mental Health](#)
- [Mental Health and Climate Change](#)
- [Prayer and Mental Wellness](#)
- [Mi Sheberachs for Mental Health](#)
- [Mental Health Shabbat Guide](#)
- [Mental Health Conversation Guide](#)
- [Beating Burnout](#)

Where to Share?

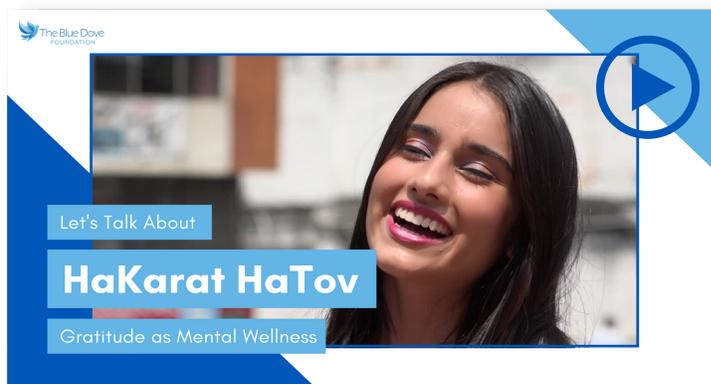
Mental Health Awareness Month Resources, social media platforms (organization and personal), newsletter/ bulletins, board and committee meetings, and community websites.



Share Our Resources

Share the Mental Health Videos

Our Mental Health Middot and Gratitude 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. Feel free to utilize our middot as described here, and feel free to [download](#) and share the [Middot](#) and [Gratitude](#) videos below!



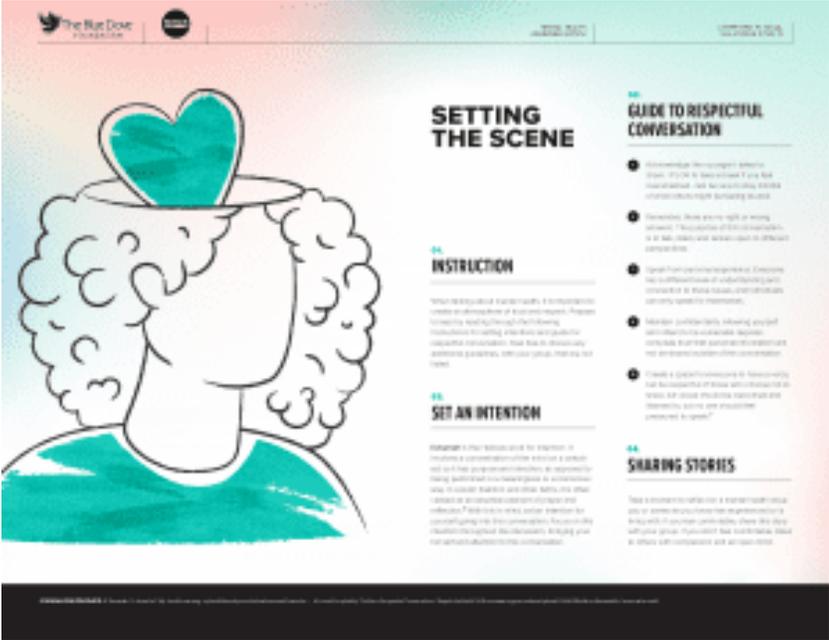
Check out our [Youtube Channel](#) for more Judaism and Mental Wellness Content!



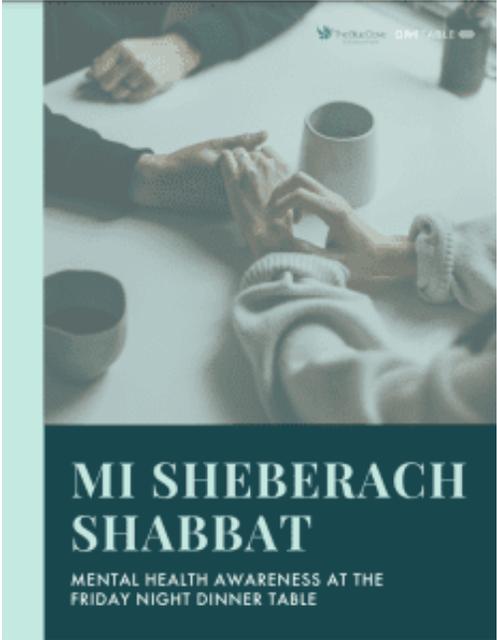
Share Our Resources

Share these Mental Health Resources

Check out these Mental Health Shabbat Guide, and the Mental Health Conversation Guide



[Download](#)



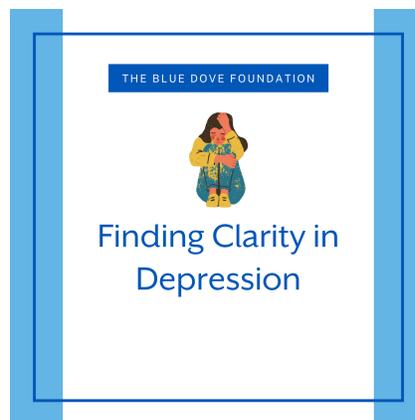
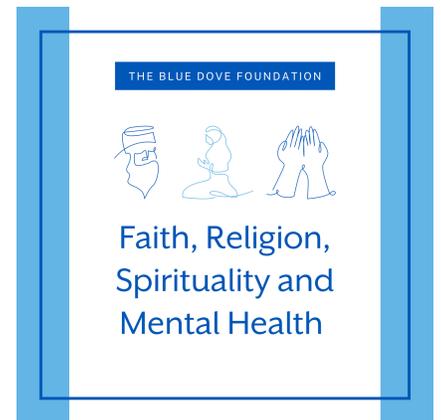
[Download](#)



MHAM Graphics

Graphics

Feel free to use the following image on all of your social media platforms, website, and newsletters to promote and share our Mental Health Awareness Month mental health resources.



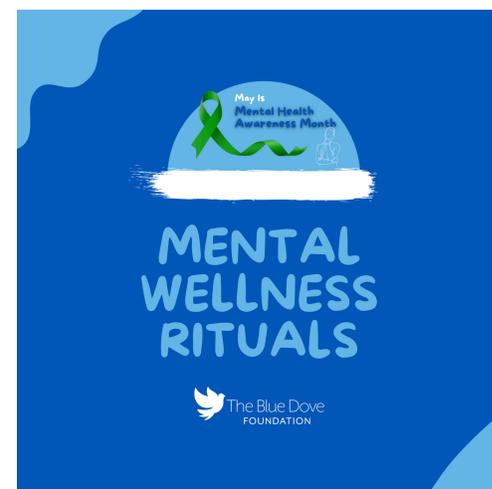
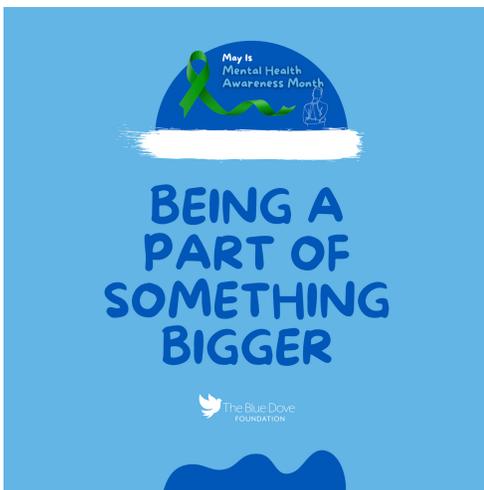
DOWNLOAD GRAPHICS



Mental Health Activity Posts

Content Posts

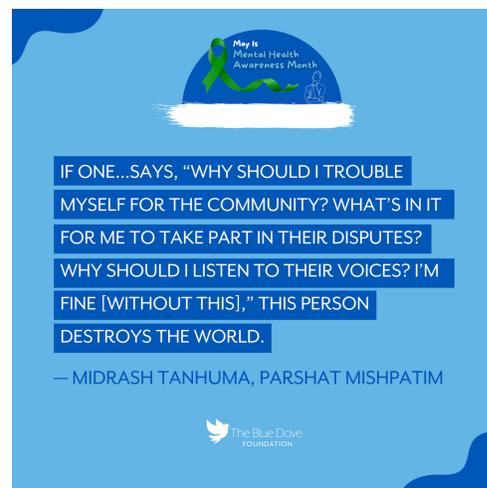
You may also share our full activities social posts - [Download](#)



Mental Health Quote Posts

Content Posts

You may also share our social posts - [Download](#)



MHAM Banner Images

Content Posts

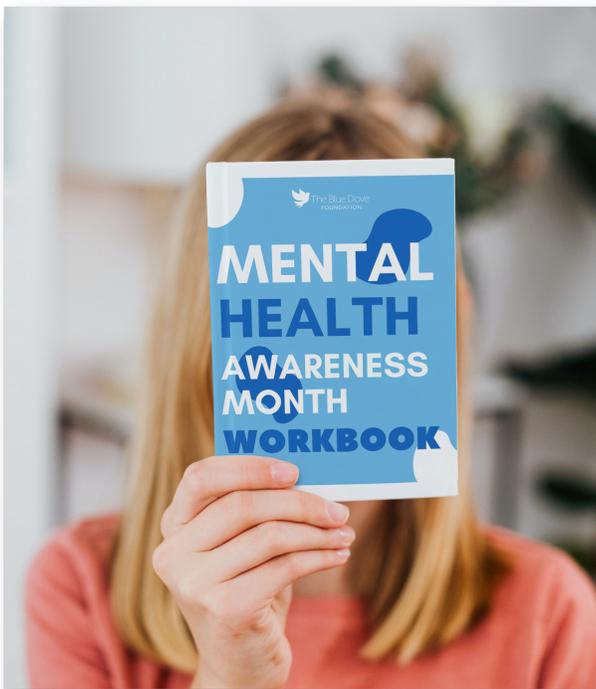
[Download](#)



Mental Health Awareness Month Workbook

About the Workbook

Judaism isn't just a religion of laws; rather, it is a religion of ideas and experiences, all aimed at cultivating a healthy and sound mind, body, and soul for all of its practitioners. Our goal is to explore them, reveal the deep messages hidden within, and shed some light on how one can utilize them to live a healthier and happier life with this four-week Jewish guide through Mental Health Awareness Month. Each week, we will focus on a Jewish approach to a different aspect of mental wellness and then engage in activities to help make mental health a bigger part of your life.



[Download](#) | [Purchase](#)

To purchase physical copies of the workbook, reach out to us at info@thebluedovefoundation.org



Sample Newsletter and Post Copy

Sample Text

May is Mental Health Awareness Month, a tradition going back to 1949. The annual observance offers the perfect opportunity to raise awareness about mental illness. Every year, MHAM focuses on a particular message to recognize and amplify, and this year's theme is "Together for Mental Health." Together, we can realize our shared vision of a nation where anyone affected by mental illness can get the appropriate support and quality of care to live healthy, fulfilling lives. Join us and the Blue Dove Foundation, in making the most of this incredibly important month. You can learn more about their mental health and Judaism resources [here](#).

- Judaism asks us to cleanse ourselves of negativity. Why not try to do so with this mental health cleanse. [Graphic](#)
- Judaism asks us to build and be a part of communities — things that are bigger than ourselves. It is appropriate to reflect on what you can do to join, build and/or contribute to your community. [Graphic](#)
- Judaism asks us to establish healthy routines. We encourage you to create a mental wellness ritual unique to yourself and your needs. [Graphic](#)
- Judaism asks us to rest. We encourage you to take a break, and think about what really helps you to relax and recover. [Graphic](#)
- The best thing you can do for work is take a break. Breaks help ease the mind and promote clear headedness — but only when you do them right. Using your phone or watching television can feel like rest, but it really only gives you a momentary pause. You aren't really improving your mental wellness. Here are three things that have been shown to actually help with burnout. [Graphic](#)

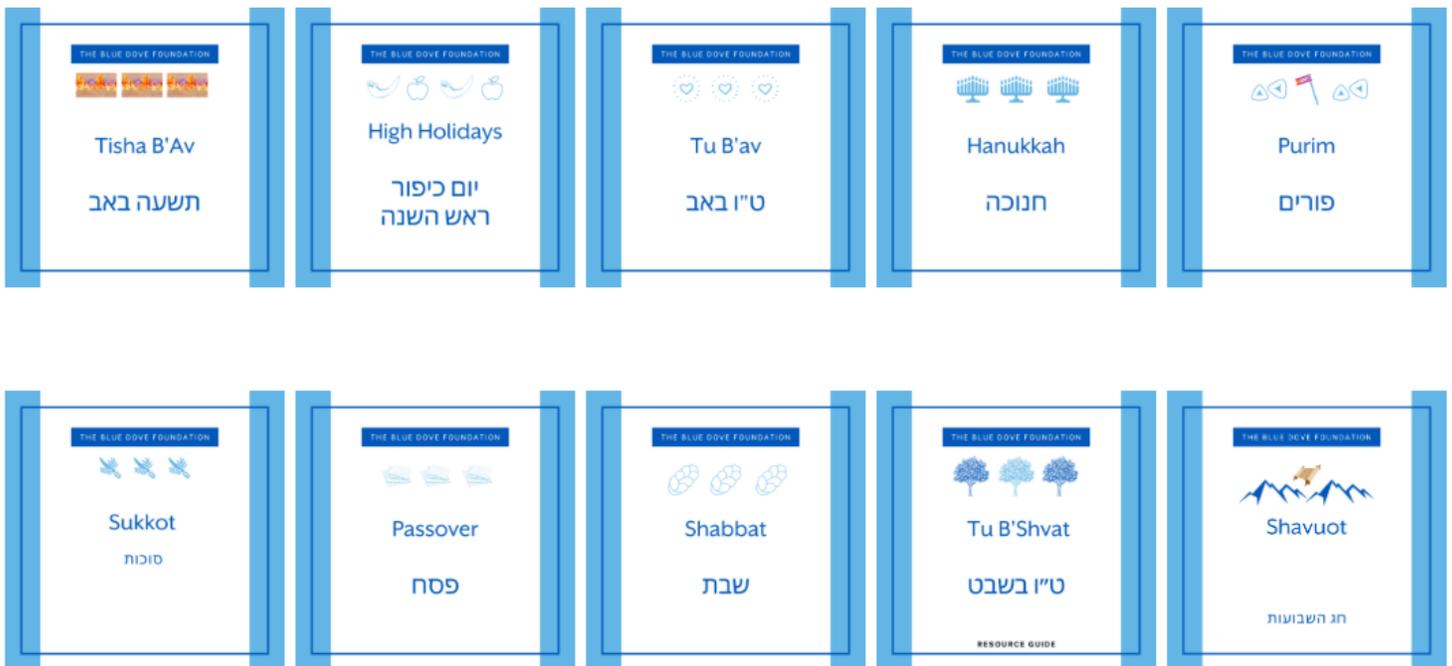
#QuietingTheSilence #MentalHealthAwarenessMonth #MentalHealthAwareness #Mind
#MentalHealth #MentalWellness



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](#)

