



# Green Ribbon Week Activation Tool Kit (2022)

#TalkToHeal

March 14-18, 2022

#TalkToHeal so we can end mental  
health stigma together.



# Purpose

The purpose of this guide is to provide tools, tips, and resources for Green Ribbon Week that can support reduced stigma, increased knowledge, and find ways to get involved in Green Ribbon Week. We believe everyone has a role to help fight against the stigma. We have created this toolkit to support you as well as bring hope to your community during this unprecedented time.



# Our Hope

The Green Ribbon Week (GRW) Activation Toolkit is created to achieve 3 outcomes:

- Inform community members the history and purpose of Green Ribbon Week
- Activate community members to engage in conversations about mental health and reduce stigma
- Empower community members to take action and find a role on how they can help end the stigma

If you have further questions or concerns, please contact our Community Capacity Organizer, Brittany Nguyen at [bnguyen@tricitymhs.org](mailto:bnguyen@tricitymhs.org)



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# What's Inside?

Table of Content for Green Ribbon Week  
Activation Toolkit Guide

week 2022 green ribbon week 2022  
green ribbon week 2022 green ribbon  
week 2022 green ribbon week 2022  
green ribbon week 2022 green ribbon  
week 2022 green ribbon week 2022  
green ribbon week 2022 green ribbon

## Table of Content

History and Purpose of Green Ribbon Week

Lime Green Ribbon and GRW's Theme for 2022

Calendar of Events for Green Ribbon Week 2022

Pledge Drive

Social Media Campaign

Resources

- Pledge Cards
- Zoom Backgrounds
- Poster

Ways to Take Action



# History and Purpose of Green Ribbon Week

Green Ribbon Week (GRW) was established in 2014 to help further expand stigma reduction campaign efforts and addressing housing insecurity. As part of the Tri-City stigma reduction campaign, Room4Everyone, Green Ribbon Week was created to help people have everyday conversations about mental health and the stigma surrounding it. Stigma is one of the main reasons people don't ask for help and don't know where to access support.

As many as 1 in 4 people have a mental health condition, yet nearly 60% don't receive the help they need. The more we talk about mental health conditions, the more people will feel safe asking for help.



# Lime Green Ribbon and GRW's Theme for 2022

Lime Green is the national color for mental health awareness. Its focus is to eliminate stigma and discrimination those with mental health challenges face.

## Why is the Lime Green Ribbon Important?

So that each person knows that help is available and feels safe enough to ask for it. We wear the lime green ribbons to invite conversations about Mental Health and to let others know that not only does Mental Health Matter, but its ok to talk about it! We must talk about it! The best way to break the stigma is to talk openly about mental illness and share stories of hope and recovery.

## Can you explain about GRW's Theme for 2022? #TalkToHeal

**#TalkToHeal** is this year's Green Ribbon Week's theme to help align with our stigma reduction campaign efforts and by through sharing stories, educating our communities, and creating media messages that support treatment and recovery. Every day, our community who are suffering from mental health challenges, go to great lengths to keep that a secret from others. Fear of what people will say about them keeps them silent. Fear of what people will think of them, and in some cases fear of what people may do to them reinforce the feeling that they are alone and there is no hope.



**#TalkToHeal**  
**#GRW2022**



# Upcoming Events

#TalkToHeal

## Green Ribbon Week 2022 Activities



### *Mental Health 101 at 3:30PM*

**March 14**

Join us to learn more about what is mental health, mental illness, how stigma impacts us, and understanding the spectrum of mental health.

[RSVP Here](#)

**March 15** *No Events*

### *Let's Talk About Stigma at 3:30PM*

**March 16**

Have you ever felt that it was taboo to talk about mental health? Join us in a peer to peer led listening circle where you and others get to share about how you experience mental health stigma and ways we can fight against it as a community.

[RSVP Here](#)

### *Lights, Camera, Action: Media Can Help Shape a Positive Image for Mental Illness at 4PM*

**March 17**

Join us to learn how the media reduce stigma and discrimination related to mental illness, and to promote mental health. Short mental health films will be premiered from Directing Change filmmakers.

[RSVP Here](#)

### *Courageous Minds at 6PM*

**March 18**

Join us to listen to one of our Courageous Minds Speaker, Lydia who will be sharing about her mental health experience and journey.

[RSVP Here](#)



Follow Us and Participate in our Social Media Challenges/FREE giveaways!

 @TriCityMHS

# Pledge Drive

Start a pledge drive in your community!

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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 challenge.

Together we can put an end to stigma. **Join us.**

A pledge is a simple, meaningful statement of intention.

Use our pledge card or make your own pledge and stand up against the stigma of mental illness. We encourage you to invite your family, friends, students, coworkers, volunteers, neighbors, and anyone that you know to help spread the word and collectively fight against the stigma.

Once you complete your written pledge, take a selfie or post your pledge in creative text and post it on Instagram! Use our hashtags #TalkToHeal, #GRW2022, or tag us @TriCityMHS to be featured on our story! Remember, if we continue to #TalkToHeal, we can end mental health stigma together.



# Social Media Campaign

Join us in our stigma reduction campaign efforts! #TalkToHeal #GRW2022

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green ribbon week 2022 green ribbon

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## **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 page 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 #TalkToHeal #GRW2022 or tag us @TriCityMHS to be possibly featured on our page!



# Ways I Can Take Action

Join us in our stigma reduction campaign efforts! #TalkToHeal #GRW2022

week 2022 green ribbon week 2022  
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## Ways I Can Take Action to End the Stigma

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



### Get Informed

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



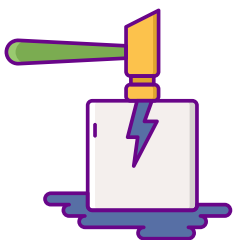
### Share Your Story

Become a Courageous Minds Speaker and share your personal story. You can help others know it's okay to talk openly about mental health.



### 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. Check in with them and ask how they're feeling.

