



Depression and Bipolar
Support Alliance

Mental Health Awareness Month May 2021 Media Kit

A stylized constellation graphic on a dark blue background with a grid of faint white lines. A central blue star has several lines radiating from it. One line goes to a white star in the upper left. Another line goes to a yellow star in the middle right. A third line goes to a yellow star in the lower left. A dotted line starts from the central blue star and goes towards the top right, ending near a white star. Another dotted line starts from the central blue star and goes towards the bottom left, ending near a yellow star. In the bottom right, there is a cluster of white 'x' marks.

CHART YOUR **OWN**
WELLNESS COURSE

PRESS RELEASE

Depression and Bipolar Support Alliance Announces Mental Health Awareness Month Programs and Resources



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CHICAGO, May 1, 2021 – May is Mental Health Awareness Month (MHAM), a national campaign to raise awareness about those living with a mood disorder, reduce stigma, and provide education about available resources and support. More than a year after the start of the pandemic, ongoing support for the community at large remains critical as the need for access to mental health services surges. According to CDC Household Pulse data, about four in 10 adults in the United States reported symptoms of anxiety or depression during the pandemic in 2020. This is up from one in 10 adults who reported these symptoms from January to June 2019.

During May, the Depression and Bipolar Support Alliance (DBSA) will introduce the message series, “Chart Your Own Course,” on [Facebook](#), [Twitter](#), and [Instagram](#). DBSA recognizes that every path to wellness is unique to each person, and the campaign will offer resources to support individuals, as well as caregivers, loved ones, and clinicians throughout the lifespan of the individual living with depression or bipolar.

DBSA will also launch a new blog and podcast series, “[I’m Living Proof: A Letter to My Younger Self](#),” spotlighting letters written by young adults about what they have learned along their wellness journeys and the strength they have found within themselves. The companion podcast will include the author reading their letter aloud and an interview discussing their experience living with a mood disorder.

DBSA activities during Mental Health Awareness Month also include collaborations with several industry partners to amplify our work in raising awareness about the realities of living with a mood disorder. The activities include:

- [Tardive Dyskinesia Awareness Week](#), May 2-8
- “How Depression Feels” education campaign, in collaboration with Myriad Neuroscience
- Mental Health Action Day May 20, to encourage good mental health practices
- Mental Health Month, a Twitter chat on Bipolar hosted by Mental Health America
- PsychU “Mental Health Across the Lifespan” podcast and webinar

About DBSA

The Depression and Bipolar Support Alliance provides hope, help, support, and education for people living with mood disorders. These conditions account for 50% of the nation’s suicides and cost U.S. employers an estimated \$23 billion annually in lost workdays and related expenses. DBSA serves 4 million people each year through our website and our nationwide network of 500+ support groups and 160+ chapters. More information can be found at [dbsalliance.org](#) and our social media channels: [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#), and [LinkedIn](#).

MENTAL HEALTH AWARENESS MONTH 2021 Featured Resources



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Wellness Wheel

The DBSA Wellness Wheel is an easy-to-use tool that gives peers a complete picture of their wellness journey. The Wellness Wheel concept has been widely used by mental health experts as a tool for recovery. This holistic tool helps peers chart their strengths in seven key areas of wellness: Physical, Financial, Environmental, Intellectual, Occupational, Social, and Spiritual.

👉 DBSAAlliance.org/WellnessWheel

Wellness Tracker

The DBSA Wellness Tracker features a mood tracker, medication tracker, symptom tracker, exercise journal and more. Peers can start to get a picture of their wellness journey by using one or two components of the wellness tracker or they can get a fuller picture by using all the sheets together. The wellness tracker is designed to allow peers to keep track of behavior and lifestyle so that they are more in control of their own wellness.

👉 DBSAAlliance.org/WellnessTracker

I'm Living Proof: A Letter to My Younger Self



DBSA's I'm Living Proof series has been refreshed to become a new blog and podcast series. In this series, young adults will write letters to their younger selves to reflect on how far they have come on their journeys

towards wellness. The blog features letters from young adults while the podcast features their letters and one-on-one interviews where we talk with the author about what led them to share their story, what their experience has been with depression or bipolar, and what living in wellness means for them.

👉 DBSAAlliance.org/ImLivingProof

Life Unlimited

The DBSA Life Unlimited series features empowering stories from peers whose lives have been impacted by depression or bipolar but not limited by it. Relatable stories from peers serve to provide inspiration to others living with a mood disorder and demonstrate that there is hope for them.

👉 DBSAAlliance.org/LifeUnlimited

Mood Crew

The DBSA Mood Crew was created with young children in mind. Learning how to recognize and discuss feelings is a key step toward lifelong mental health. The program may be especially valuable for young ones who are having a tough time with emotions.

Some children may show early signs of mood disorders, including depression and bipolar disorder. For these young ones, using DBSA Mood Crew to spark healthy conversations can help build the coping skills that support long-term wellness.

👉 DBSAAlliance.org/MoodCrew



MENTAL HEALTH AWARENESS MONTH 2021

Social Media Materials



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📄 [Download DBSA's Mental Health Awareness Month Social Media Assets](#)



Mental Health Awareness Month is here and it is a perfect time for you to start your wellness journey. While each person's path to wellness is unique, some of us may not know where to start. In May, DBSA is offering tools and resources to help you chart your own wellness course. We encourage you to #chartyourwellness today!

Throughout your life, your wellness journey will look different. Supporting the path to wellness from youth to adulthood is crucial to reducing the stigma surrounding mental health. That's why DBSA has developed resources such as the Mood Crew, to help parents and children recognize and discuss emotions, and provided space for peers to share their stories through I'm Living Proof: A Letter to My Younger Self and Life Unlimited. You are not alone and you can start to #chartyourwellness anytime.

Getting a complete picture of your wellness journey is essential to managing the challenges of living with a mental health condition. DBSA has easy-to-use resources that focus on helping you recognize your strengths and understand your mood. #Chartyourwellness by visiting the Wellness Toolbox and exploring the Wellness Wheel and Mood Tracker.

DBSA's new blog and podcast series, I'm Living Proof: A Letter to My Younger Self, features letters written by young adults who live with depression or bipolar reflecting on their first experience with a mood disorder and exploring their wellness journey. #I'mLivingProof #Chartyourwellness

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