



NAMI Ribbon Campaign - 2018

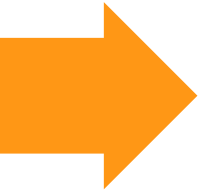


Nationally, May is Mental
Health Awareness Month...



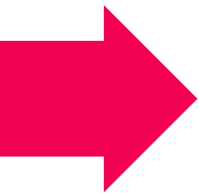
Mental Health Facts and Impact





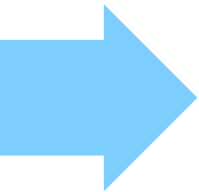
1 in 5

Adults experience a mental illness



10.2 million

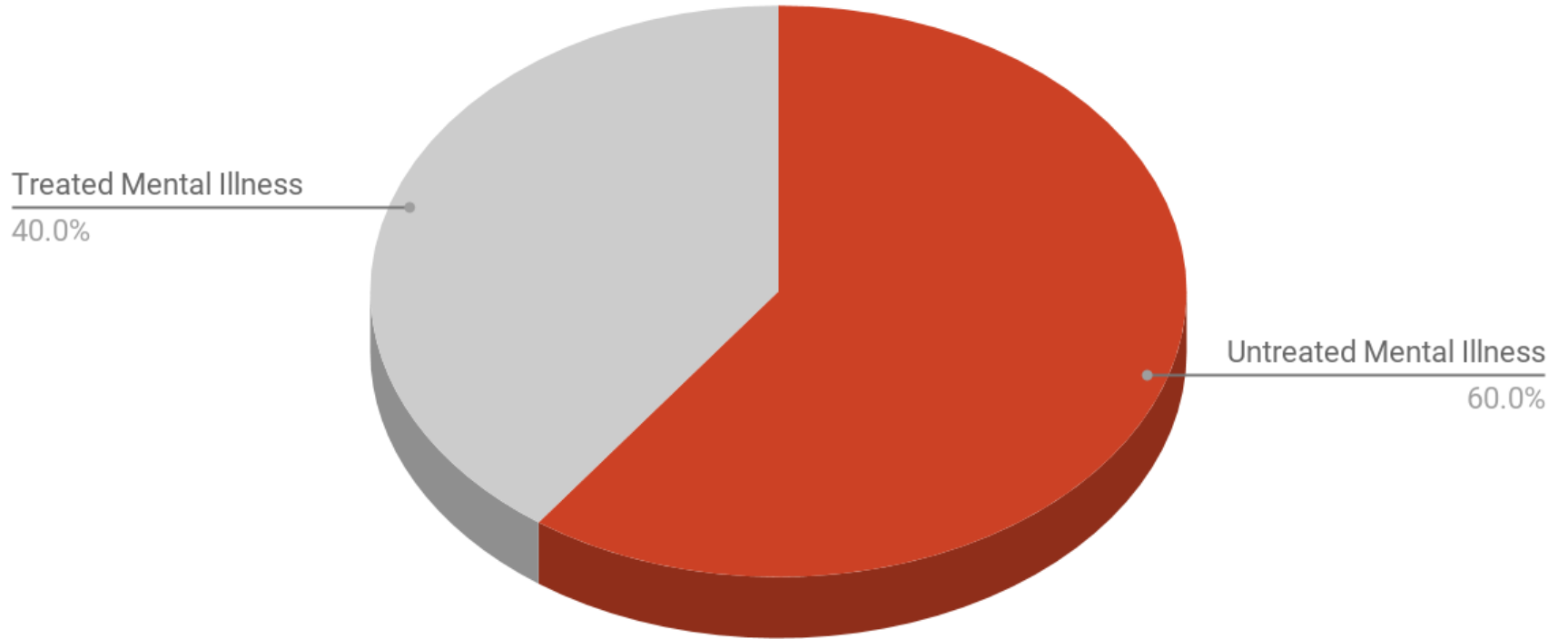
Adults have co-occurring mental health and addiction disorders



90%

Of people who die by suicide have an underlying mental illness

Mental Illness Treatment



WHY is this the
Case?

- Stigma - people are afraid to talk about mental illness
- Lack of Education - people do not understand mental illness is an issue as much as they do for physical illnesses

Purpose of the NAMI Ribbon Campaign

What is NAMI?

NAMI is the shorthand abbreviation for the National Alliance on Mental Illness dedicated to erasing the stigma around mental health and to spread awareness by various means of education and programming.

NAMI hosts a variety of programs such as Peer-to-Peer, Family-to-Family, Ending the Silence, etc.

Ribbon Campaign Mission and Purposes

- **Stigma** - people are afraid to talk about mental illness
- **Lack of Education** - people do not understand mental illness is an issue as much as they do for physical illnesses

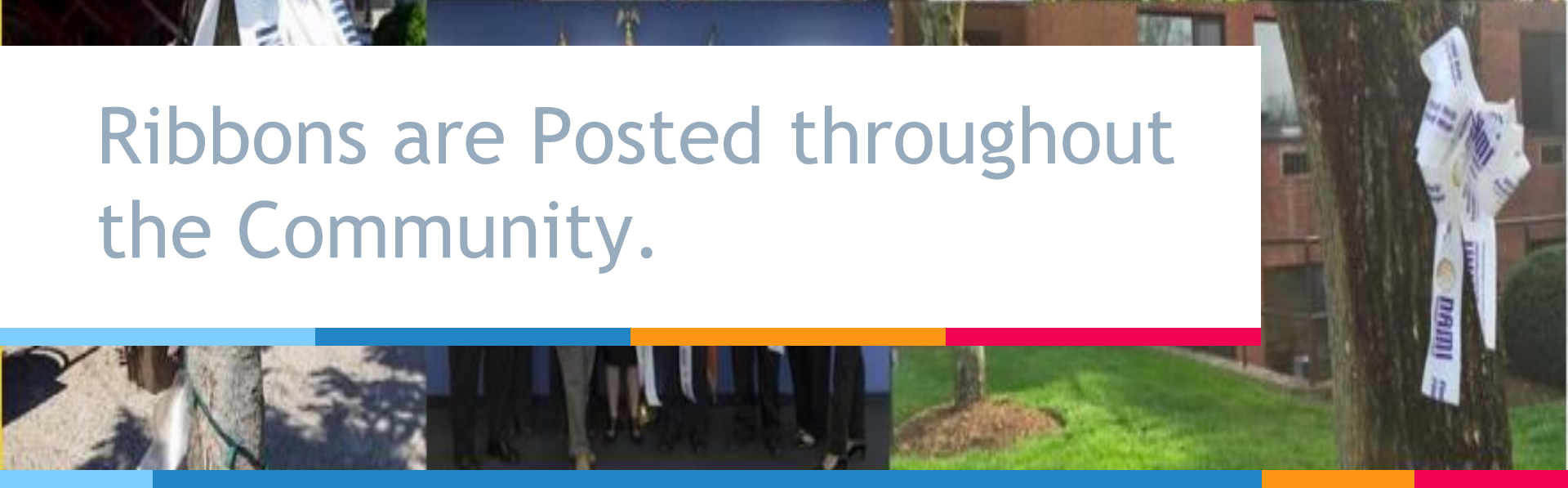
- **Erase the Stigma**
- **Educate the Public Audiences on the Impacts of Mental Health**



Process and Proposal



Ribbons are Posted throughout the Community.





This is a great opportunity for the Community to come together and be involved.



Timeline/Process

01

- ★ Volunteers hang up ribbons (this will occur the week before May)
- ★ Plan a Route where Ribbons will hang

02

- ★ The 1st or 2nd Weekend of May incorporate mental health programming and educational seminars (Library, Town Hall, etc.)

03

- ★ The 1st Week of June, clean up all Ribbons

1. Recruiting Volunteers

- ▷ Possible Places to recruit:
 - CAPTeens
 - Shen Honors Societies
 - Boy/Girl Scouts
 - Community Bulletin
 - Post in Newspaper
- ▷ Plan Route to Hang Ribbons (Town Supervisor's discretion) , need a set # of ribbons to be hung.

02. Mental Health Education and Programming

- ▷ Possible Programs:
 - NAMI Ending the Silence
 - Mental Health General Education
- ▷ Connections -
 - NAMI-NYS
 - MHANYS (Mental Health America)
 - OMH (Office of Mental Health)
 - CDPC (Capital District Psychiatric Center)
- ▷ Psychiatric Charity Project
 - Community involvement in charitable efforts towards those in psychiatric hospitals

03. Misc. and Other Notes

- ▷ The Ribbon Campaign will be an **EVENT**.
 - Hang Ribbons the week before May
 - Education and Programming the 1st or 2nd weekend of May
- ▷ Take Down Ribbons 1st week of June.

Thank You!
Any Questions?

Information and Contact

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