



Mental Health Awareness Week 2019

January 2019

Dear Supporter:

With so many issues surrounding us that stigmatize mental health conditions - including gun control debates, acts of violence, addiction and suicide rates, health insurance costs, and access to care issues - it has never been more important that our community healthcare leaders gather our voices to advance truth and fact over fiction and fear.

With **Mental Health Awareness Week** taking place **Sunday October 6th through Saturday October 12th 2019**, we have a unique opportunity to promote a broader understanding about mental health, illness, recovery, and wellness. By taking advantage of one of our many sponsorship and advertising opportunities, you and your organization can play a vital role to support and promote dozens of events, workshops, and forums that reach thousands of Long Islanders during that week.

The stigma associated with mental health prevents far too many people from seeking the help they need, resulting in unemployment, unnecessary hospitalizations, and family distress. Mental Health Awareness Week helps break down those barriers and misunderstandings through a network of community dialogues, educational forums, and engaging events here on Long Island. The Week benefits not only those directly impacted by mental health distress, trauma, and psychiatric disability, but it helps all Long Islanders gain better access to the services that they, or a loved one, may need.

When you become a Mental Health Awareness Week sponsor or advertiser, it shows Long Islanders that you are committed to breaking down the walls of stigma and promoting mental health and wellness services on Long Island. Attached is a summary of sponsor and advertising opportunities.

Mental Health Awareness Week programming is promoted across a broad media platform to deliver even greater value for sponsors and advertisers. This includes strategic media placements on radio, TV, newspapers, social media, as well as a special www.MHAWweek.com website with an online events calendar. Sponsors and advertisers will also be included in promotional materials before and during Mental Health Awareness Week.

We have been scheduling dozens of activities, including educational presentations on health and legal issues, film screenings, workshops, Mental Health First Aid training, library displays, and various artistic, creative, and wellness-promoting events. A full spectrum of public and private partners will again host activities that help advance our regional conversation about mental health.

Please join us in this once-a-year opportunity to break down the walls of stigma and promote a wider awareness here on Long Island regarding mental health, wellness, trauma, and recovery. We *greatly* appreciate your consideration.

Sincerely,

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