



Mental Health Awareness Week 2017

April 2017

Dear Supporter:

Untreated mental health conditions costs U.S. employers a minimum of \$105 billion in lost productivity each year, according to research by Harvard University Medical School. The real shame of this fact is that, with intervention, most workers can readily recover their health and workplace performance.

With **Mental Health Awareness Week** taking place **Sunday, October 1 through Saturday, October 8, 2017**, we have a unique opportunity to promote a broader understanding about mental health and wellness. By taking advantage of one of our many sponsorship or advertising opportunities, you and your organization can play a vital role and support dozens of events, workshops, and forums that attracts upwards to 10,000 Long Islanders that week.

The stigma associated with mental health prevents far too many people to avoid 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.

This year, we will be expanding our promotion of Mental Health Awareness Week programming to deliver even greater value for sponsors and advertisers. It will include strategic media placements on radio, TV, newspapers, social media, as well as a special www.MHAWeek.com website with an online events calendar. Sponsors and advertisers will also be included in promotional materials for display and use 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 of mental health, wellness, trauma, and recovery. We *greatly* appreciate your consideration.

Sincerely,

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