

Communications toolkit

2023 May Mental Health Month



Mental Health Month

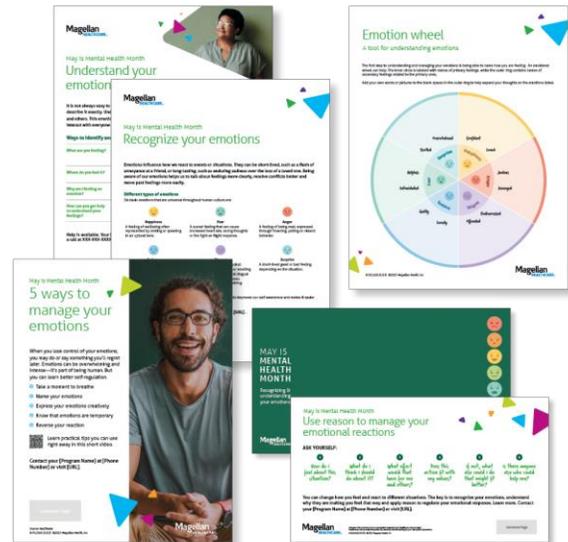
This year's campaign theme is 'Recognizing and understanding emotions.'

Emotions influence how people react to events and situations. While it's not always easy to recognize emotions, learning to understand them can help people build awareness of feelings and improve their ability to manage reactions and interactions with others.

The materials talk about different types of emotions, ways to identify and understand emotions, and how to use reason to manage emotional reactions.

The **Mental Health Month** campaign toolkit includes the following promotional materials:

- **Email template** – Customize this communication for your organization and include campaign materials. Send to staff on or before May 1, 2023.
- **Educational flyer** – Learn how to recognize the six basic emotions: happiness, fear, anger, sadness, disgust and surprise.
- **Educational flyer** – Find tips to identify and understand your emotions.
- **Poster** – Scan a QR code to watch a short video and practice better self-regulation. Print out and hang the poster in busy areas near printers and in break rooms, or post on internal portals.
- **Digital sign** – Use reason to manage your emotional reactions by asking yourself six brief questions. Display the sign on monitors, TV screens, intranet and other portals.
- **Virtual background** – Bring awareness to Mental Health Month with a virtual background.
- **Emotion wheel activity** – Encourage staff to complete the emotion wheel to help expand their thoughts on the six basic emotions.



In May, we invite you to visit MagellanHealthcare.com/Mental-Health-Month to learn more about Magellan Healthcare events and other resources that will be available to the public for Mental Health Month. We also encourage you to like and share our posts on social media.

If you have any questions, please contact your Magellan Healthcare Account Executive.