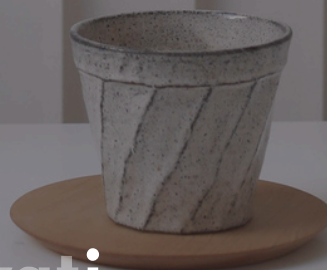


TOOLKIT

# 2025 MENTAL HEALTH AWARENESS MONTH TOOLKIT

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Resources to spread mental health  
awareness with your team.



nivati.

# Know The Facts & Signs

Roughly 6 out of every 10 people in the United States have mental health concerns meaning it's highly likely you know or work with someone who has a mental health challenge.

According to the American Psychological Association , 77% of workers report work-related stress in the last month with 57% suffering negative impacts such as emotional exhaustion, lack of motivation, a desire to quit, and lower productivity.

Get a pulse on how your team is doing by looking for common signs of mental health issues:

## Understand the Signs

- Changes in mood: Persistent sadness, irritability, mood swings, or excessive worry can be signs of underlying mental health issues.
- Withdrawal: If someone begins to withdraw from social activities, isolates themselves, or avoids interactions with others, it could indicate they are struggling emotionally.
- Changes in behavior: Significant changes in behavior such as increased aggression, impulsivity, or reckless behavior may suggest underlying mental health concerns.
- Difficulty concentrating: Trouble focusing, making decisions, or remembering things can be a sign of various mental health conditions, including depression and anxiety.
- Changes in sleep patterns: Insomnia or oversleeping can be symptoms of mental health struggles. Pay attention if someone experiences significant changes in their sleep habits.
- Changes in appetite or weight: Significant changes in eating habits, such as overeating or undereating, can be indicative of mental health issues such as depression or eating disorders.
- Physical symptoms: Chronic headaches, stomachaches, or other physical complaints without a clear medical cause could be related to mental health issues.
- Substance abuse: Increased use of alcohol, drugs, or other substances can be a way for individuals to cope with underlying mental health issues.
- Lack of interest in activities: Losing interest in activities they used to enjoy or a decrease in motivation can be a sign of depression or other mental health concerns.
- Suicidal thoughts or behaviors: Any mention or indication of suicidal thoughts or self-harm should be taken seriously and addressed immediately.

It's important to remember that everyone experiences ups and downs in their mental health, but if these signs persist or interfere with daily functioning, it may be a sign that professional help is needed. If you or someone you know is experiencing mental health struggles, reaching out to a mental health professional or a trusted individual for support is crucial.

# What's Inside the Toolkit

This toolkit includes lots of ways to spread mental health awareness with your team. Learn more about what is inside below.

## Part 1 - Email Signature Templates

Copy and paste these encouraging messages to append to your email signature. This is a great way to show coworkers you care about their wellbeing!

## Part 2 - Social Media Posts

Use these social media post templates to share how you and your team are prioritizing your mental health this month and beyond.

## Part 3 - Activities to Try With Your Team

Check out our Mental Health Awareness Month activity ideas to find one that fits your budget and timeframe.

## Part 4 - Mental Health Policy Template

Use our template to formalize a Mental Health Policy for your organization.

## Part 5 - MHAM Poster and Fliers

Download and print out a poster with mental health hotlines that are available to support your employees. Distribute fliers virtually or print them for your office.

# Email Signature Templates

Your email signature is a great way to show that you prioritize mental health. Feel free to adapt these email signatures and make them unique to you. Here's an example from our Founder and CEO, Amelia Wilcox, that she uses year-round.



## Email Signatures to Share with Your Team

- 1 We all go through rough times. I've definitely been there! Please reach out for support if you need it. Click here [\[insert\\_link\]](#) to learn more about [\[Company\\_Name\]](#)'s resources to support mental health.
- 2 May is Mental Health Awareness Month. I am working on prioritizing my mental health, and I encourage you to do so, too. If you need to, take this as a sign to take a much-needed break. Your mental health is important!
- 3 Your mental health is more important than this email. If you're feeling overwhelmed, please allow yourself to step away and return to this later. You've got this!

# Seeing Green

Did you know, that green was associated with mental health awareness? A green ribbon is an international symbol for support and awareness for mental health. The choice of green as the color for Mental Health Awareness Month reflects a desire to promote positive messages of hope, healing, and support for individuals affected by mental illness. It serves as a powerful symbol to remind us of the importance of prioritizing mental health and working together to create a more supportive and understanding society.



## What can you do?

### Wear Green

Make a statement in May as you wear green. Make a bright and bold statement that you care about mental health.



### Light it up green

Make a statement as a company and organization. If you can adjust the lights of your building, light them up green in May.



### Post the Green Ribbon

Wearing the green ribbon is a great way to spread the word during May. But use this image to post on your digital profiles.


[Download the digital ribbon here.](#)



### Add to Signature

Add the ribbon with one of the message to your email signature.

Here's an example:

 Reflect, learn, support, and prioritize wellbeing.





# Social Media Posts

Spreading the word about mental health can encourage more people to seek support. Below are social media post ideas to share Mental Health Awareness Month with your network. Please also follow @nivati\_co on Instagram or Nivati on LinkedIn for more!

- 1 Mental health is one of the biggest challenges that employees face today. That's why [Company\_Name] is banding together to support employee mental health this May for Mental Health Awareness Month. We are doing \_\_\_ to celebrate and take care of our team wellness. How is your company working to #prioritizementalhealth?
- 2 At [Company\_Name], we are passionate about mental wellbeing. Here's one way we're celebrating Mental Health Awareness Month together: \_\_\_.
- 3 May is Mental Health Awareness Month! At [Company\_Name], we are committed to helping our employees on their wellness journey. Join us in shining a light on mental health and spreading love, support, and understanding this month.
- 4 Mental Health Awareness Month is a reminder that our mental well-being matters just as much as our physical health. At [Company\_Name], we encourage our employees to:

- ✔ Practice self-care daily.
- ✔ Reach out to loved ones who may need support.
- ✔ Educate ourselves and others about mental health.
- ✔ Break the silence and stigma surrounding mental illness.

Remember, you are resilient, you are worthy, and you are loved. Let's support each other on this journey towards mental wellness.

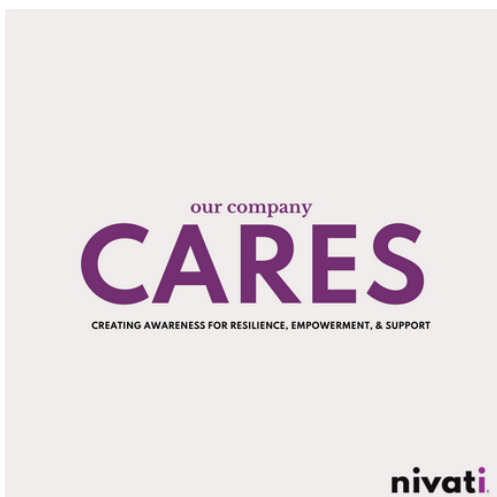
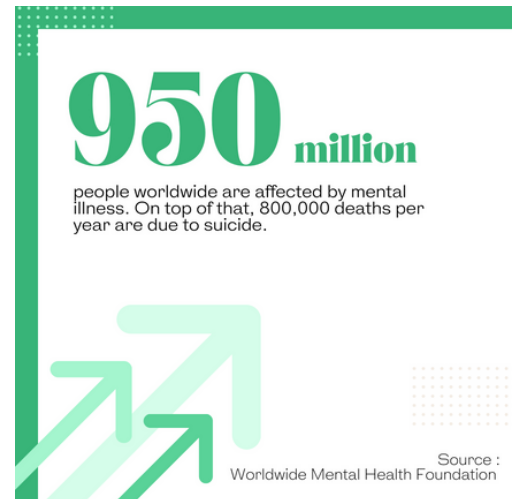
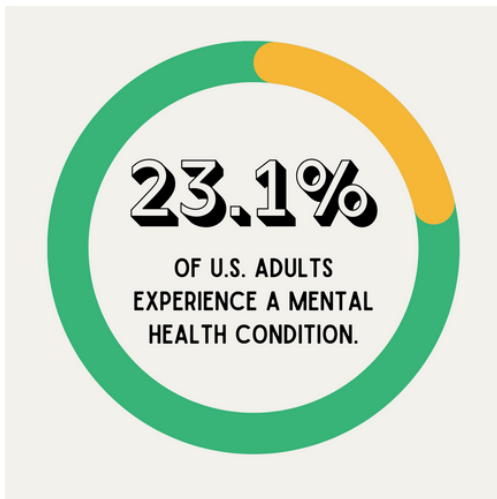
## Suggested Hashtags

#employee wellness  
#employee mental health  
#corporate wellness  
#MHAM

#mentalhealthawarenessmonth  
#mentalhealthmonth  
#prioritizementalhealth  
#nivaticares

# Social Media Posts

Click on the image to download. Or download all from [here](#).





# Mental Health Awareness Month Team Activities

Not sure how to observe Mental Health Awareness Month with your remote or in-person team? We've got you covered with ideas that fit any budget and timeframe.

- Create a wellbeing channel on Slack, Teams, etc., and invite your team to share their mental health and wellness tips.
- Give employees one or more mental health days to take some time this month. Or, give all Friday afternoons off throughout May.
- For in-office teams, plan an outdoor team lunch or meeting.
- Start a walking group and have folks walk together (if in-office) or share photos from their walks in a dedicated channel.
- Have a company leader speak about the importance of life-work balance and taking time for self-care.
- Start a team book club where the team reads one wellness book each quarter and discusses it together.
- Make a gratitude board (virtual or physical) where employees can share what they are thankful for each week.
- Organize a happy hour or team building activity like team Jeopardy, Bingo, or other game.
- Hold a lunch and learn with a Nivati wellness provider
- Purchase ergonomic desks, chairs, keyboards, etc. for your team to reduce desk pain, or offer a home office stipend.



# We Encourage You to Color

Adult coloring books are everywhere these days, and some physicians and therapists even recommend that patients give it a shot. But why?

Coloring is a simple activity that engages several different brain hemispheres. From logic to creativity, as you color different shapes and forms, you engage your brain in a relaxed setting. When you color intricate designs, your brain naturally focuses on the activity, allowing you to quiet your mind and body.

## 1. STUDIES SHOW THAT COLORING PUTS YOUR MIND IN A MEDITATIVE STATE

For many adults, meditating can be difficult. Releasing intrusive thoughts of the past or future and only focusing on the present can sometimes be difficult. For some, traditional methods are just too challenging.

Studies have shown that when coloring complex pages, your focus shifts to the page itself, helping to put your mind into a meditative state. When you focus on a singular action like coloring, you can suspend your inner dialogue, releasing those negative emotions and thoughts.

## 2. IMPROVES SLEEP

Coloring before bed allows your body to relax and eases your mind. But this activity also removes electronics from your nighttime routine, allowing your body to release melatonin naturally. Blue lights from your tablet, phone, or computer inhibit your body's natural melatonin release, which can result in poor sleep quality.

## 3. REDUCES ANXIETY

Some studies show that coloring can reduce anxiety in adults. More specifically, coloring intricate designs for 20 minutes or more has shown to decrease feelings of anxiety, lower heart rate, and improve the overall emotional state. The research also suggested that other benefits affecting your anxiety are:

- Mood Improvement
- Reduced Mental Health Stress
- Enhanced Mindfulness
- Better Sleep When Included in Nighttime Routine

Because coloring requires attention to detail and is a repetitive activity, you're not focused on your stressors. For many, it also brings about a feeling of nostalgia, reminding you of a time that was typically less stressful and allowing you to relax further.

## 4. IMPROVES FOCUS

Coloring intricate designs like mandalas requires focus and activates your frontal lobe. Your brain goes into problem-solving, creativity, and organization mode, helping you to focus better on the activity at hand. Coloring regularly helps to train your brain to focus on one thing while allowing you to relax.

## INTERESTED IN GIVING IT A TRY?

We've included some of our favorite intricate designs from [www.justcolor.net](http://www.justcolor.net). However, adult coloring books or free printable resources are also available online.



A black and white line drawing of a mandala. The background is filled with intricate, repeating geometric and floral patterns. In the center is a large, empty white circle. Inside this circle, the words "keep going" are written in a cursive, handwritten-style font.

*keep going*



THE GRASS  
IS *greener*  
WHERE YOU  
*water it.*







ALWAYS  
REMEMBER TO  
GO TO  
SLEEP WITH A  
*dream*

AND WAKE UP  
WITH A  
*purpose*



# Template for Company Mental Health Policy

This policy template reflects a basic structure and approach towards mental health in the workplace. It can be adapted and expanded to better suit the specific needs of your organization and employees, ensuring a healthy, supportive, and inclusive work environment.



At [Company Name], we recognize that our employees' mental health and wellbeing are paramount to their success, both personally and professionally. This policy aims to support mental health and wellbeing within the workplace, encourage open conversations about mental health, reduce stigma, and provide support and resources to our employees.

## Policy Statement

[Company Name] is committed to creating a workplace that values mental health as a key component of overall health. We strive to provide a supportive environment where all employees feel valued, supported, and able to achieve their potential.

This includes:

- Promoting awareness of mental health issues and working to remove stigma.
- Encouraging employees to speak openly about mental health concerns.
- Providing support and resources to employees dealing with mental health challenges.
- Offering flexible work arrangements to support mental health and work-life balance.
- Ensuring confidentiality and privacy regarding employees' mental health information.

## Support and Resources

[Company Name] offers the following resources to support employee mental health:

- Nivati: Confidential counseling services for employees and their families.
- Flexible Work Arrangements: Options such as flexible working hours, remote work, and part-time work can be arranged to support mental health and work-life balance.
- Mental Health Days: Employees are entitled to take mental health days off, separate from sick leave or vacation days, to focus on their mental wellbeing



# MENTAL HEALTH RESOURCES

## For Immediate Help

For immediate  
suicide and crisis lifeline  
assistance.

**Call 988**

If you or someone you know is  
in immediate danger

**Call 911**

## MORE SPECIALIZED HELP & HOTLINES TO CALL

### Suicide & Self Harm

**Crisis Text Line**

Text "Home" to 741741

**Self Injury Foundation**

Call 1-800-334-4357

**Veterans Crisis Line**

Call 1-800-273-8255, Text 838255

### Family & Relationships

**Family Violence Hotline**

Call 1-800-996-6228; Text "START" to 88788

**National Domestic Violence Hotline**

Call 1-800-799-SAFE (7233)

**National Sexual Assault Hotline**

Call 1-800-656-HOPE (4673)

**National Runaway Safeline**

Call 1-800-RUNAWAY (786-2929)

**Child Abuse Hotline**

Call or Text 1-800-4-A-CHILD (422-4453)

### Drugs and Alcohol

**Substance Abuse and Mental Health Services  
Administration**

Call 1-800-662-HELP (4357)

**National Council on Alcoholism and Drug  
Dependence**

Call 1-800-NCA-CALL (622-2255)

**National Drug Helpline**

Call 1-844-289-0879

### LGBTQIA+

**The Lesbian, Gay, Bisexual and Transgender  
National Hotline**

Call 1-888-843-4564

**National Youth Talkline**

Call 1-800-246-PRIDE (7743)

**The Trans Lifeline**

Call 1-877-565-8860

## MORE MENTAL HEALTH RESOURCES

[NAMI Resource Directory](#)

100+ pages of in-person and virtual  
mental health support services in the  
United States

[Social Work License Map](#)

A list of 60 online resources for  
mental health

[Mental Health First Aid](#)

Dozens of online and in-person mental  
health resources for a variety of different  
challenges

[CDC](#)

A list of hotlines and confidential  
resources for mental health



# MENTAL HEALTH TIPS

If you're stressed or struggling right now, you are absolutely not alone. Try out these mental health tips to build your mental fitness.

## THINGS YOU CAN DO RIGHT NOW



- Deep breathing exercises
- Take a short walk
- Practice mindfulness or meditation
- Listen to calming music
- Stretch or do some light exercise
- Write in a journal
- Engage in a hobby or activity you enjoy
- Talk to a friend or loved one
- Take a break from screens and technology
- Drink a warm beverage like tea



## PROVIDE MORE SUPPORT FOR EMPLOYEES

- Provider 1-on-1 sessions
- Group sessions and wellness coaching
- Self-guided wellbeing and exercises
- 24/7 crisis phone and chat support

**All in one platform**

[See a Demo](#)



Thank you for downloading the 2025 Mental Health Awareness Month Toolkit and for reading this far! We wish your team the best this May and beyond.

**Take Care,**

**nivati**

### Disclaimer

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