

“  
IN EVERY STORY,  
THERE'S STRENGTH  
”

# Celebrating Mental Health Awareness Month With NAMI

National Alliance on Mental Illness

"In Every Story, There's Strength" highlights the resilience and diverse experiences that shape mental health journeys within our community. This initiative celebrates the power of storytelling as a means to foster connection, understanding, and hope.

## Key Components

**Storytelling & Personal Narratives** – Offering a platform for ambassadors, advocates, and individuals to share their personal mental health journeys, fostering connection and reducing stigma.

**Diverse Audience Engagement** – Ensuring representation from various perspectives.

**Media & Advocacy Strategy** – Driving engagement through leading publications, social media movements, and community partnerships under the hashtag **#MyMentalHealth**.

## Throughout this campaign we hope to foster:

- Resilience & Hope
- Connection & Understanding
- Community & the Power of a Collective
- Empowerment & Action

“**In Every Story, There's Strength**” reminds us that by sharing our journeys, we not only find strength within ourselves but also encourage others to seek help and share their own stories.

Designed for year-round relevance, this theme extends beyond MHAM, creating opportunities for ongoing storytelling and educational initiatives that inspire and empower individuals to embrace their unique strengths.

*my mental health story is....*

