

Family Wellness Kit

MEDIA & PARTNER TOOLKIT, MAY MENTAL HEALTH MONTH 2021



Welcome

This media toolkit is intended to equip you with information and materials about our upcoming campaign for May's Mental Health Month. Nexus Family Healing is rolling out a free, downloadable Family Wellness Kit to strengthen the well-being and mental health of families.

Media Toolkit provides:

- Social Media copy and graphics
- Email copy and graphics

IN THIS TOOLKIT:

Welcome	2
Social Media	4-7
Email	8

Contact the Marketing & Communications Department with questions:
nho-communications@nexusfamilyhealing.org





Welcome

We've created this media toolkit to equip you with information and materials you can use to support and improve your outreach to donors and volunteers, staff, foster parents, and other community partners.

The information and suggested content are easy to use. Simply copy and paste any materials that you like into your email program, social media accounts, and more! Quickly and efficiently spread the word to help drive awareness about the importance of mental health and family well-being.

As you review the following pages, please remember these three suggestions:

1. You can easily copy and paste (right click, then select copy/paste) any of the provided copy for your organization. Customize the language to fit your needs, or feel free to create your own message!
2. The [image bank](#) allows you to download any additional graphics you may need. We've created a variety of images for you to use as frequently as needed to support your efforts.
3. If you need any other information about our Mental Health Month, or assistance in navigating this toolkit, please do not hesitate to contact the Nexus Family Healing Marketing & Communications Department at nho-communications@nexusfamilyhealing.org with any questions.

Program Overview

The information and assets provided in this toolkit are to support your efforts in gaining awareness and support of Nexus' focus on Mental Health Month. Beginning in April, Nexus will start promoting our Family Wellness Kit that will be available for download during the month of May.

Family Wellness Kit includes:

- Family Wellness Calendar with daily activities for strengthening family well-being.
- Family Joy Journal to share positive notes from each day.
- A resource sheet explaining warning signs to watch for and 10 steps to supporting your child's mental health.
- Conversation Starters to get past the generic "I'm fine" response and learn more about how your family is feeling.

Nexus will also publish two related blog posts during May that can be woven into your content sharing. The goal of our family-focus during Mental Health Month is to educate and engage families and the community on simple ways to strengthen relationships and overall well-being.

Tips:

- Prepare
 - Review Nexus' Family Wellness Kit prior to May so you're aware of the different materials. Use the suggested schedule on pages 4-9 to promote the upcoming resources to stakeholders.
 - Share snippets and highlights of what's to come without giving too much away. Start building excitement around the upcoming campaign and let your followers and stakeholders know the important dates to get the materials.
- Educate and Communicate
 - Once materials are available, you can use the daily activities as content for social media or emails to educate families on small things they can do to improve and strengthen their family's mental health and well-being.
- Engage and Motivate
 - Share the download link! Just because the toolkit is made for May, it can be used any time of the year so it's never too late to get the resources.
- Share and Celebrate
 - Use the hashtags #FamilyWellness and #MentalHealthMonth so that we can follow along and help amplify your messages!

Facebook Content

LAUNCH POST

May is #MentalHealthMonth and we are joining @NexusFamilyHealing in providing tips to help strengthen the entire family's mental health through activities that focus on building positive well-being. Check out their FREE, downloadable Family Wellness Kit full of tips, tools, and activities!

www.NexusFamilyHealing.org/wellness

#FamilyWellness

SECONDARY POST

Mental health affects the whole family. If one person is suffering, the entire family suffers. @NexusFamilyHealing provides a free Family Wellness Kit to talk about mental health with your family, have fun together, and take small steps to incorporate positive well-being!

www.NexusFamilyHealing.org/wellness

#MentalHealthMonth #FamilyWellness

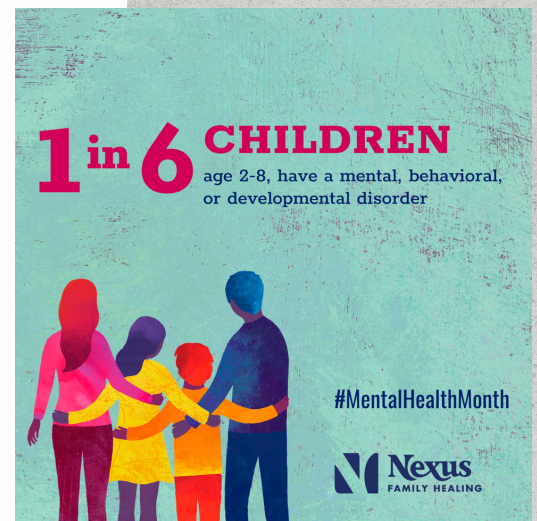
THANK YOU POST

Thank you for joining us this month on spreading awareness around family mental health! Continue your family's journey by using the @NexusFamilyHealing Family Wellness Kit all year long! Try a new family activity, share positive notes together in the joy journal, or engage in deeper conversations to help your family move past "I'm fine" responses.

www.NexusFamilyHealing.org/wellness

#MentalHealthMonth #FamilyWellness

[Download All Graphics in the Image Bank >](#)



Instagram Content

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#FamilyMentalHealth #FamilyWellness #RestoringHope

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Twitter Content

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#FamilyWellness

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SECONDARY POST

If one person is suffering from depression, anxiety, or other mental health struggles, the entire family suffers. **@NexusFH** offers a free Family Wellness Kit to help guide families through conversations about mental health. www.NexusFamilyHealing.org/wellness

#MentalHealthMonth

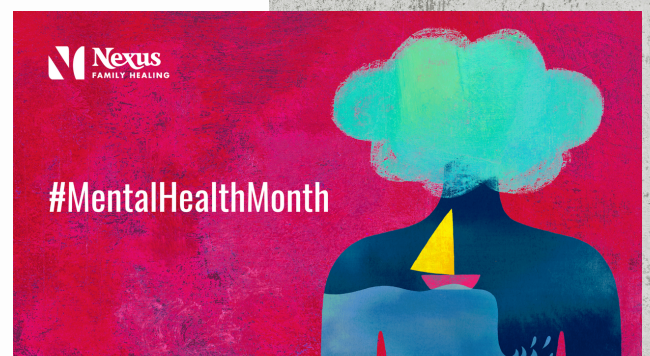


THANK YOU POST

Continue your family's #FamilyWellness journey by using the **@NexusFH** Family Wellness Kit! Enjoy a family activity, share positive notes in the joy journal, and engage in deeper mental health conversations with your family!

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#MentalHealthMonth



LinkedIn Content

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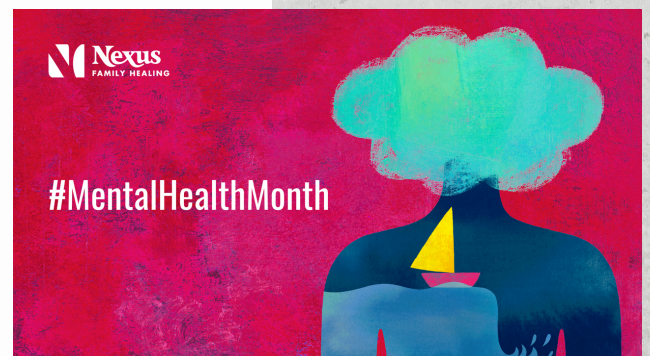
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[Download All Graphics in the Image Bank >](#)



Email Content

EMAIL HEADER OPTIONS

[Download All Graphics in the Image Bank >](#)



LAUNCH EMAIL

Dear Friend,

May is Mental Health Month and we are joining Nexus Family Healing in providing tips and activities to help strengthen the entire family's mental health and build positive well-being. Check out their FREE, downloadable Family Wellness Kit full of tips, tools, and activities!

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Dear Friend,

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Download these resources at www.NexusFamilyHealing.org/wellness.