



PREVENTS #MoreThanEverBefore National Challenge

MAY IS MENTAL HEALTH AWARENESS MONTH!

This May, **#MoreThanEverBefore**, we must pay attention to our mental health and emotional well-being. It isn't an option, it's a necessity.

We're encouraging ALL Americans to join us for a national challenge!

WHAT ARE YOU DOING TO TAKE CARE OF YOUR EMOTIONAL WELL-BEING???

Our ask is simple: post a photograph or video on your social media channels. Show us what works for you! It might be yoga, painting, running, singing, video chat with loved ones, walking your dog, baking, or movie time with your family; one size doesn't fit all – but we all can practice things that help us maintain good emotional health during this challenging time.

Be creative, serious, funny, or touching. Tag **#MoreThanEverBefore** and nominate friends, colleagues, and family members to join the challenge.

Sharing your practices may just give someone who feels isolated or alone something that might work for them! Please help us reach those who are hurting by sharing what works for you!

REMEMBER...



And then we will **SHARE, AMPLIFY, ELEVATE!**

#MoreThanEverBefore we can be here to support each other.

#morethane**ver**before

PREVENTS

The President's Roadmap to Empower Veterans
and End a National Tragedy of Suicide



VA



U.S. Department
of Veterans Affairs

Social Media Toolkit: #MoreThanEverBefore National Challenge

May is Mental Health Awareness Month! This May, #MoreThanEverBefore, we must pay attention to our mental health and emotional well-being – this isn't an option, it's a necessity. To spread awareness, promote mental health, and support each other, we're challenging ALL Americans to tell us how they're caring for their emotional well-being! The #MoreThanEverBefore National Challenge has only three simple steps, but has the potential to engage and inspire millions of Americans with this critical message.

The #MoreThanEverBefore National Challenge:

1. Post a photo/video on your social media account that illustrates what you are doing to prioritize your mental health.
2. Use the hashtag #MoreThanEverBefore.
3. Challenge your followers to get involved!

Be creative, serious, funny, or touching, but make sure you tag #MoreThanEverBefore and encourage your friends, family, and colleagues to join the challenge! Sharing your healthy practices may just give someone who feels isolated or alone something that might work for them! Please help us reach those who are hurting by sharing what works for you!

Thank you for being a partner in this important work. To assist you, we have created the social media posts below for your use. If you have any questions, please contact WeArePREVENTS@va.gov

Social Content

If you are comfortable, take a photo or create a short video of your own to illustrate how you are taking care of your mental health and emotional well-being every day – and feel free to challenge your community to do the same. It's easy to make a simple video using a smartphone.

Platform	Content	Recommended Hashtags
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Twitter/Facebook	<i>May is #MentalHealthMonth! #MoreThanEverBefore, we need to take care of our mental health & emotional well-being. For me, this looks like: (insert activity/practice here). I'm challenging all my followers to post a photo or video showing how you take care of your #mentalhealth!</i>	<i>#MentalHealthMonth #MoreThanEverBefore #mentalhealth</i>
Twitter/Facebook	<i>Paying attention to our mental health is not an option– it's a necessity. #MoreThanEverBefore, I'm taking care of my #mentalhealth by (insert activity/practice here). Join me in the #MoreThanEverBefore Challenge– share how you're taking care of yourself!</i>	<i>#MoreThanEverBefore #mentalhealth</i>
Twitter/Facebook	<i>May is #MentalHealthMonth. I'm promising myself that I will take at least one action each day to support my emotional well-being. Today, this looks like (insert activity/practice here). What will you do for your #mentalhealth today? #MoreThanEverBefore</i>	<i>#MentalHealthMonth #mentalhealth #MoreThanEverBefore</i>
Facebook	<i>Today, I made time to (insert action/activity here) because I know when I make time for my emotional well-being, I am taking good care of myself. #MoreThanEverBefore, making time for #mentalhealth isn't an option– it's a necessity. Take the Challenge by posting a photo or video about a way you take care of yourself or family!</i>	<i>#MoreThanEverBefore #mentalhealth</i>
Twitter/Facebook	<i>We must all do our part to take care of our #mentalhealth. That's why I'm taking time to (insert activity/practice here) today. I'm challenging you to the #MoreThanEverBefore Challenge: inspire others by sharing what's working for you!</i>	<i>#MoreThanEverBefore #mentalhealth</i>
Facebook	<i>#MoreThanEverBefore, we need to take care of our emotional well-being so that we are better able to take care of those we love. I love my family, which is why I (insert action/activity) to help take care of my #mental health. I'm taking the #MoreThanEverBefore Challenge to share how I'm taking care of myself and my family this month– join me!</i>	<i>#MoreThanEverBefore</i>

Important to note: Twitter's maximum post length is 280 characters (including spaces) and videos can be up to 2 minutes long.