

# Mental Health Awareness Month

## NEW PROVIDENCE

### LOCAL BUSINESS TOOLKIT

#NPBeKindToYourMind #NPMentalHealth

**May is Mental Health Awareness Month**, an observance meant to bring national and local awareness to mental health issues. Here are some ways to support our community and help get the word out in your establishment.

- **Embrace the color green** (the official color of mental health awareness) for the month of May
  - Storefront decorations incorporating the color green
  - Green ribbons/balloons/string lights
  - Green light bulbs
  - Green drink/smoothie/yogurt/donut of the month
  - Green nails promotion
  - Green martini/beer/other drink specials
  - Green Salad Special
- **Volunteer your storefront** to be painted green by NPHS students.
- Put up our **student-designed posters** in your establishment during the month of May.
- Incorporate messages of **encouragement** and **mental wellness** into your programming/product offerings when possible during the month of May.
- Use the hashtags #NPBeKindToYourMind and #MentalHealthAwarenessMonth on your social media posts during the month of May (when it makes sense).
- Offer mental health stickers as freebies/giveaways by your cash register during the month of May (order on Amazon)  
<https://www.amazon.com/Mental-Health-Stickers-Awareness-Therapist/dp/B09ZKWT97X>
- (For participating salons) Offer green clip-on hair extensions (order on Amazon)  
[https://www.amazon.com/s?k=green+clip+in+hair+extensions&i=beauty&crid=1K5OJWYGKOIWT&srefix=green+hair+extensions%2Cbeauty%2C82&ref=nb\\_sb\\_ss\\_ts-doa-p\\_2\\_21](https://www.amazon.com/s?k=green+clip+in+hair+extensions&i=beauty&crid=1K5OJWYGKOIWT&srefix=green+hair+extensions%2Cbeauty%2C82&ref=nb_sb_ss_ts-doa-p_2_21)

- Share inspiring mental health quotes as part of your marketing. A few examples:

**"There is hope, even when your brain tells you there isn't."** — *John Green*

**"Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think."** — Christopher Robin from Winnie the Pooh

**"And still, I rise."** — Maya Angelou

**"There is a crack in everything, that's how the light gets in."** — Leonard Cohen

**"You, yourself, as much as anybody in the entire universe, deserve your love and affection."** — Buddha

**"Don't judge each day by the harvest you reap but by the seeds that you plant."** – Robert Louis Stevenson

**"Happiness can be found even in the darkest of times if one only remembers to turn on the light."** — Albus Dumbledore

### **Want to get involved?**

Please complete the **Business Participation Form**.

