

Communications toolkit

# 2021 BIPOC Mental Health Awareness Month



# BIPOC Mental Health Awareness Month

Over the past year COVID-19, community protests and increased social awareness have highlighted the impact of racism on the mental health of Black, Indigenous People, and People of Color (BIPOC). On April 8, 2021 Rochelle Wolensky, director of the Centers for Disease Control and Prevention, said that racism, “*directly affects the well-being of millions of Americans. As a result, it affects the health of our entire nation.*”

The BIPOC Mental Health Awareness Month Toolkit provides your organization with tools and resources to help promote mental health for everyone in your organization.

- **Email template** – Customize this communication for your organization and link or add campaign communications.
- **Monthly campaign**
  - **Momentum newsletter** – The July newsletter includes a column on BIPOC Mental Health Awareness Month.
  - **Poster** – Promote BIPOC Mental Health Awareness Month. Print and hang in busy areas near printers, in break rooms and cafeterias in your facilities or post on internal portals.
  - **Digital sign** – Promote empathy. Publish the signage on monitors, TV screens, intranet and other staff portals.
- **Webinars**
  - **Live webinar** – Wednesday, July 14 at 2:00 pm ET – [Cultivating civility in your work environment](#)
  - **Pre-recorded webinar** – [How to have constructive and respectful relationships during challenging times](#)
- **Tip sheets** – Choose from a variety of resources and post them on internal portals or attach them to an email
  - Racism and mental health
  - BIPOC and LGBTQ Resource Guide
  - Unconscious bias
  - 5 ways to build your empathy
  - Adapting after trauma and stress
  - Dealing with anger and frustration
  - Taking time for yourself



In July, we invite you to visit [Magellanhealthcare.com/BIPOC-MH](https://Magellanhealthcare.com/BIPOC-MH) to learn more about Magellan events and other resources that will be available to the public for BIPOC Mental Health Awareness Month and to like and share our contributions on social media.

Please contact your Magellan Healthcare Account Executive with questions.