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2026 Mental Health Awareness Toolkit

& Social Media Messaging

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Mental health *is* health

Blue Cross Blue Shield of Michigan remains steadfast in its commitment to fostering whole-person health and wellness, with a renewed focus on mental health this May. Recognizing mental health as a foundational element of overall well-being, we understand that stress, anxiety, depression and related concerns can directly influence physical health outcomes. Recent data from the American Psychiatric Association shows that **45% of adults reported heightened anxiety in 2025**, up from **43%** in 2024, **37%** in 2023, and **32%** in 2022. Despite this upward trend, only 1 in 4 adults have consulted a mental health professional within the past year. Statistics are similar in the U.S. adolescent age range of 12 to 17 year olds; SAMSHA stated that, in 2024, over **15%** of American youth were diagnosed with a major, depressive episode, and almost **19%** reported moderate to severe symptoms of anxiety.

The multifaceted challenges of mental health — including substance use disorders and suicide — continue to affect Michigan residents across all ages, cultures and communities. To help address this pressing public health issue, Blue Cross has developed this comprehensive toolkit. It offers lifesaving resources, actionable guidance and ready-to-post social media messaging, working to empower individuals and families to navigate and improve their mental health journeys.

According to an update to the **Michigan Department of Health and Human Services** 2024 Behavioral Risk Factor Survey, approximately **22% of Michigan adults** reported symptoms of anxiety or depression. This equates to **1 in 5 adults in Michigan**.



Additionally, **516,000 adults** in Michigan reported needing mental health treatment but not receiving it. (NAMI Michigan.)

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How to use this toolkit

At Blue Cross, we believe that mental health is health. Please join us this May in promoting Mental Health Awareness Month by sharing messages with your network to encourage conversation about mental health and help eliminate the stigma often associated with seeking help for mental health concerns.

This toolkit offers resources to easily adapt and include in your own social media and other communications. Five weekly messages follow, complete with downloadable graphics that can be used throughout the month.

We've included articles from our social media sites, [MIBBlueDaily](#) and [A Healthier Michigan](#), as well as links to well-being discussions offered through Blue Cross Virtual Well-Being. These free resources are available throughout the year.

Blue Cross Social Media Sites



Blue Cross is proud to offer two websites that provide fresh insights and information from the communications team at Blue Cross and Blue Care Network.

MIBBlueDaily provides timely information from experts at Blue Cross to help you make informed decisions about your physical and mental health, preventive care and making the most of your health insurance benefits.

A Healthier Michigan offers tips and insights about living a healthy lifestyle, including supporting your mental health, eating a nutritious diet and whole-person health.

Here are some of our favorite recent blogs supporting mental health and wellness:

- [How to Maintain Balance Between Mental and Physical Health](#)
- [The Connection Between Primary Care and Mental Wellness](#)
- [Blue Cross Collaborative Care is Your One-Stop Shop for Whole-Person Health](#)
- [Mental Health vs. Mental Illness](#)
- [Why You Should Stop Checking Your Phone First Thing in the Morning](#)

- [What is an Overactive Nervous System?](#)
- [How Food Can Impact Mental Health](#)
- [How Long Do the Stages of Grief Last?](#)
- [Feeling Drained? Your Social Battery May Be Low. Here's How to Manage It](#)
- [How Family Meals Can Reduce Loneliness](#)
- [The Pressure of Social Media on Young Men](#)

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Blue Cross Virtual Well-BeingSM



Connect with us each week to improve your well-being by registering for Blue Cross Virtual Well-Being webinars. All webinars are live at noon Eastern time and available on demand at bluecrossvirtualwellbeing.com.

Blue Cross Virtual Well-Being offers a range of health and well-being discussions with live Q&As. Topics include how to build resiliency, managing your stress level, brain health, the value of connection, physical activity in nature and journaling. Guided meditations are offered each week to support people in their mindfulness practice. All webinars and meditations are available to the public.

-  **Well-Being webinars** are live **Thursdays at noon** for 30 minutes and include a live discussion with a different topic each week to support your well-being journey.
-  **Guided meditations** are live **Wednesdays at noon** ranging from 2 to 20 minutes and include a variety of mindfulness breathwork practices.



**Blue Cross
Virtual Well-BeingSM**

Live well-being webinars and meditations



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Weekly mental health topics for your social media and communications

Five weekly messages are provided for you to help bring awareness to mental health.

- You can copy and paste the messaging, including the hashtags and article links, into your social media platforms.
- Download the related image by double-clicking the image and attaching it to the post.
- Tag [@Blue Cross Blue Shield of Michigan](#) on Facebook, LinkedIn and YouTube, [@BCBSM](#) on Twitter/X, [@bcbsmichigan](#) on Instagram and [bcbsmi](#) on TikTok.

Week 1

Topic: Stigma

May is Mental Health Awareness Month and we're changing the way we talk about mental illness to help eliminate stigma. Words matter. By addressing the stigma of mental illness, focusing on mental health, knowing the signs of mental illness and substance use disorder, and preventing suicide, we can all make a difference and save lives. **#MHAM2026**

Here's a related article from our partners at Blue Cross Blue Shield of Michigan: [How I Use My Words to Promote Mental Well-Being](#)



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📄 Copy and paste this text for your communications.

Week 2

Topic: Stress

Long-lasting and overwhelming stress can affect a person's physical and mental health. Slowing down your breathing can help. Inhale, hold, exhale, hold. Repeat.

Did you know Blue Cross Virtual Well-Being offers free weekly webinars and meditation sessions to reduce stress and support your overall well-being? Visit [bluecrossvirtualwellbeing.com](#) to learn more.

Here's a related article from our partners at Blue Cross Blue Shield of Michigan: [Signs You're Suffering from Physical Symptoms of Stress](#)



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Week 3

Topic: Signs of Mental Health Crisis


If you or someone you love is experiencing mental health-related distress, reach out to the nearest crisis response provider who, in many cases, can offer immediate therapeutic intervention or mobile crisis response.

- Call or text **988** or chat [988lifeline.org](https://www.988lifeline.org) for crisis support, 24/7.
- Contact a crisis response provider in Michigan. For a complete listing, visit [bcbsm.com/crisiscare](https://www.bcbsm.com/crisiscare).
- In a life-threatening emergency, call **911**.

Here's a related article from our partners at Blue Cross Blue Shield of Michigan: [Signs of High Functioning Depression](#)



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Week 4

Topic: Substance Use Disorder

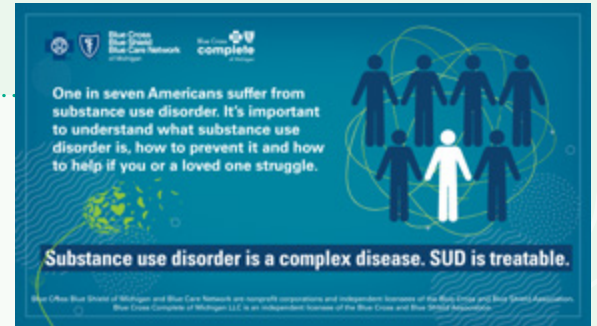
This Mental Health Awareness Month, it's important to understand substance use disorder, how to prevent it and how to help a loved one who's struggling.


Substance use disorder and mental illness often co-occur and can be treated with rehabilitation, medications, talk therapy or support groups. This can be difficult for caretakers or loved ones to navigate, but help is available.

If you or someone you love need help, the nearest crisis response provider, in many cases, can offer immediate therapeutic intervention or mobile crisis response.

- Call or text **988** or chat [988lifeline.org](https://www.988lifeline.org) for crisis support, 24/7.
- Contact a crisis response provider in Michigan. For a complete listing, visit [bcbsm.com/crisiscare](https://www.bcbsm.com/crisiscare).
- In a life-threatening emergency, call **911**.

Here's a related article from our partners at Blue Cross Blue Shield of Michigan: [Does Alcohol Cause Anxiety?](#)



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Week 5

Topic: Suicide Prevention

Suicide is a preventable public health emergency in Michigan and throughout the nation. This includes our youth. In 2025, according to NAMI Michigan, 1 in 9 Michigan adolescents ages 12 to 17 reported serious thoughts of suicide. By addressing mental health stigma, recognizing warning signs and knowing how to communicate with someone considering self-harm, we're doing our part to prevent suicide.

If you or someone you love are experiencing mental health-related distress, reach out to the nearest crisis response provider who, in many cases, can offer immediate therapeutic intervention or mobile crisis response.

- Call or text **988** or chat 988lifeline.org for crisis support, 24/7.
- Contact a crisis response provider in Michigan. For a complete listing, visit bcbsm.com/crisiscare.
- In a life-threatening emergency, call **911**.

Here's a related article from our partners at Blue Cross Blue Shield of Michigan: [How to Talk to Children and Teens About Suicide](#)



↓ Double-click image to download.

📄 Copy and paste this text for your communications.



Please join us in advocating for mental health.

Mental health conditions affect nearly **1.8 million people** in Michigan. (NAMI Michigan 2025) To raise awareness of these conditions, Blue Cross Blue Shield of Michigan buildings will be lit green during the month of May in observance of **Mental Health Awareness Month**. We encourage our community partners to light their buildings green to bring attention to mental health in Michigan.

Here's how you can participate:

- Wear green in support of raising awareness around mental health and destigmatizing the language surrounding it.
- Light your building green by using light bulbs or filters.
- Wear green and post a picture using the hashtag "**#MHAM2026**"

Tag us on social media at:

Twitter/X: [@bcbsm](#)

LinkedIn: [Blue Cross Blue Shield of Michigan](#)

Facebook: [Blue Cross Blue Shield of Michigan](#)

YouTube: [@Blue Cross Blue Shield of Michigan](#)

Instagram: [@BCBSMichigan](#)

TikTok: [@bcbsmi](#)



LinkedIn



#MHAM2026

#988Lifeline

#MentalHealthMatters

#Together4MH

#MHAM

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Mental Health Resources

National Resources

Reliable, evidence-based information and services

[Mental Health America](#)

[Mental Health | CDC](#)

[National Alliance on Mental Illness \(NAMI\)](#)

[National Institute of Mental Health \(NIMH\)](#)

[SAMHSA – Substance Abuse and Mental Health Services Administration](#)

Statewide and Community Resources

Agencies throughout Michigan for support and referrals to providers and programs that address your individual needs

[Barb Smith Suicide Resource and Response Network](#)

[Easterseals Disability & Community Services](#)

[Great Lakes Bay Region Mental Health Partnership](#)

[Gryphon Place | Crisis and Conflict | Southwest Michigan](#)

[Kevin's Song](#)

[Mental Health | MDHHS](#)

[Mental Health Association in Michigan](#)

[Michigan 211](#)

[National Alliance on Mental Illness – Michigan](#)


[New Hope Center for Grief Support](#)

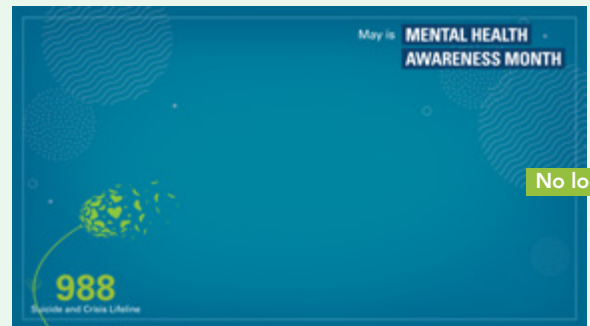
[VetLife® Veteran Nonprofit Organization](#)

[Ways to Get Help](#)



Blue Cross logos

 Click on these images to download the Teams/Zoom virtual backgrounds.



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