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2025 Mental Health Awareness Toolkit

& Social Media Messaging

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Introduction

Blue Cross Blue Shield of Michigan is continuing its mission to improve whole-person health and wellness this May by focusing on mental health. Mental health is a pillar of overall well-being as stress, anxiety, depression and other signs of concern can directly affect physical health outcomes. The American Psychiatric Association showed **43% of adults felt more anxious** in 2024 than they did in the previous year, with 37% reporting feeling anxious in 2023 and 32% in 2022. Despite the increasing anxiety, only one in four adults say they've spoken with a mental health professional in the past year.

The complex issues surrounding mental health, including substance use disorders and suicide, are affecting Michigan residents of all ages and backgrounds. Blue Cross Blue Shield of Michigan has created this toolkit, complete with lifesaving resources and detailed information, as a resource to address this public health crisis and connect individuals to trained mental health professionals.

You are NOT ALONE



- According to the National Alliance for Mental Illness, **1 in 5 U.S. adults experience mental illness each year.**



- In February 2021, **39.9% of adults in Michigan** reported symptoms of **anxiety or depression**. Additionally, **27%** reported being **unable to receive** the needed counseling or therapy.



Social Media Messaging for Your Audience

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 link, into your social media platforms.
- Download the related image by double-clicking the image and attach it to the post.
- Tag **@Blue Cross Blue Shield of Michigan** on Facebook and LinkedIn, **@BCBSM** on Twitter and **@bcbsmichigan** on Instagram.

Week 1: May 1-7

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.

#MHAM2025

Learn how to talk with a friend or loved one about mental health from our partners at Blue Cross Blue Shield of Michigan.

<https://www.bcbsm.mibluedaily.com/stories/mental-health/why-the-stigma-surrounding-mental-health-matters>



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Week 2: May 8-14

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.

To read about breaking stress-induced habits, take a look at this related article by Dr. Kristyn Gregory, D.O., medical director of Behavioral Health at Blue Cross Blue Shield of Michigan.

<https://www.bcbsm.mibluedaily.com/stories/health-and-wellness/breaking-stress-induced-habits>



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Week 3: May 15-21 Topic: Signs of Mental Illness

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 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**.

Learn more about how new crisis services provide support for urgent behavioral health concerns, from our friends at Blue Cross Blue Shield of Michigan's MIBlueDaily blog.

<https://www.bcbsm.mibluedaily.com/stories/mental-health/new-crisis-services-provide-support-for-urgent-behavioral-health-concerns>



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Week 4: May 22-28 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.

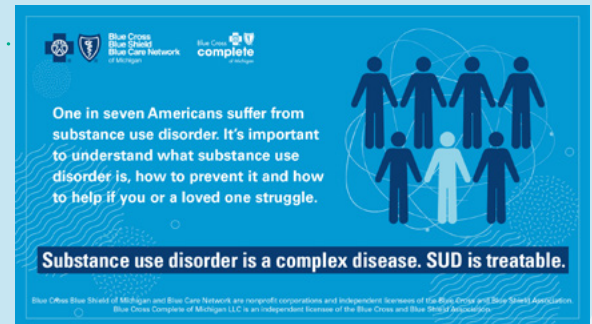
Substance use disorder and mental illness often co-occur and can be treated with rehabilitation, medications, talk therapy or support groups. This can be difficult for caretakers or loved ones to navigate, but help is available.

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 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**.

Seeking help for a substance use disorder can lead to significant life-changing results for your health. Learn how to find a substance use disorder treatment facility in your area on Blue Cross Blue Shield of Michigan's MIBlueDaily blog.

<https://www.bcbsm.mibluedaily.com/stories/mental-health/how-to-find-a-good-substance-use-disorder-treatment-facility>



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Week 5: May 29-31

Topic: Suicide Prevention

Suicide is a preventable public health emergency in Michigan and throughout the nation. 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 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 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**.

Know the warning signs and how to communicate when someone mention self-harm and suicide. Take a look at this article from Blue Cross Blue Shield of Michigan's MIBlueDaily blog.

<https://www.bcbsm.mibluedaily.com/stories/mental-health/how-to-talk-about-suicide>

KNOW SUICIDE WARNING SIGNS

- Withdrawing from people and activities
- A sense of hopelessness
- Saying goodbyes with a sense of finality
- Obsession with death
- Dramatic changes in mood or behavior
- Giving away possessions
- Stockpiling drugs or securing a weapon
- Increasing alcohol or drug use

Take action

- If there is an immediate crisis, call the **Suicide and Crisis Lifeline** at 988 or 1-800-273-8255.

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By addressing the stigma of mental illness, focusing on mental wellness, knowing the signs of mental illness and substance use, and preventing suicide, we all make a difference during Mental Health Awareness month and throughout the year.

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Blue Cross Virtual Well-BeingSM

Join **Blue Cross Virtual Well-Being** weekly to learn about a new well-being topic or to participate in a guided meditation. All webinars are also available on demand.

Blue Cross Virtual Well-Being webinars are 30-minute, science-based well-being discussions. Webinars are live at noon Eastern time, open to the public and available on demand the next business day. Each webinar includes downloadable content and live Q&A.



-  **Employer webinars** are live **Tuesdays**. The webinars focus on helping employers improve workforce well-being. Employers also have access to off-the-shelf well-being challenges they can implement at their workplace.
-  **Member webinars** are live **Thursdays**. These weekly webinars spotlight science-based topics and include recommendations on lifestyle changes to improve overall well-being. Participants can post questions for discussion during live sessions.
-  **Guided meditations** are live **Wednesdays**. The meditations range from 2 to 20 minutes and include various types of guided meditations.

Blue Cross Virtual Well-Being supports people on their well-being journey, which includes mental health.



Blue Cross
Virtual Well-BeingSM

Live well-being webinars and meditations



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Light Your Building and Wear Green

Mental health conditions affect nearly **1.5 million people** in Michigan. To raise awareness of these conditions, Blue Cross Blue Shield of Michigan buildings will be lit green in observance of **Mental Health Awareness Month**. We encourage our community partners to light their buildings green to bring attention to the state of mental health in Michigan.

Will you join us in advocating for mental health this month?

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 **"#MHAM2025"**



Tag us on social media at:

Twitter/X: @bcbsm

Facebook: Blue Cross Blue Shield of Michigan

Instagram: @BCBSMichigan

LinkedIn: Blue Cross Blue Shield of Michigan



LinkedIn

#MHAM2025

#Together4MH

#988Lifeline

#MentalHealthMatters

#MHAM

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Resources and Helpful Links

[A Healthier Michigan](#)

[MIBlueDaily](#)

[BCBSM Health Program Grants
for Michigan Communities](#)

[Blue Cross Virtual Well-being Webinars](#)

[CDC Center for Disease Control Mental Health*](#)

[Easterseals MORC*](#)

[Find Help - Michigan 2-1-1*](#)

[MDHHS Mental Health*](#)

[MHA Mental Health America*](#)

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

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

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

[VETLIFE*](#)

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