



VIRGINIA MENTAL HEALTH ACCESS PROGRAM (VMAP)

## Mental Health Month Communications Toolkit

VMAP has created a communications toolkit for its providers, partners, and stakeholders to use throughout the month of May for Mental Health Awareness Month (MHAM) to support awareness of pediatric mental health and the work of VMAP.

This toolkit includes sample social media posts, images, and a sample announcement for your website or newsletter.

Download the suggested graphics for each social media channel at:

[vmap.org/resources/mental-health-month-toolkit](https://vmap.org/resources/mental-health-month-toolkit)

### Facebook/LinkedIn

According to the National Survey of Children's Health, more than 1 in 5 (22.1%) U.S. children have 1 or more mental, emotional, developmental, or behavioral problems. @VMAPVA is working to ensure that more children have access to providers who are better able to screen, diagnose, manage, and treat mental health. [www.VMAP.org](http://www.VMAP.org)

*Suggested to use Graphic 1*

Mental health is an important part of overall health for children. For many adults who have mental disorders, symptoms were present—but often not recognized or addressed—in childhood and adolescence. VMAP is here to support primary care providers and their pediatric patients who are struggling with their mental health. <https://vmap.org/about-us/>

*Suggested to use Graphic 2*

It can be challenging for many families to get mental health care for their children, especially with the mental health provider shortage in Virginia and nationwide. @VMAPVA provides regional consultation with child and adolescent psychiatrists and other licensed behavioral health providers for primary care providers treating children and adolescents in Virginia, so providers can get support for their patients in the moment. <https://vmap.org/call-vmap/>

*Suggested to use Graphic 3*

Many parents go to their child's pediatrician or PCP when a child is struggling with their #MentalHealth. @VMAPVA provides education and training to these PCPs, so they are better equipped and prepared when their patients come in with mental health concerns or needs. #MentalHealthMonth <https://vmap.org/education/>

*Suggested to use Graphic 4*

@VMAPVA is here to support kids, families, and primary care providers treating children and adolescents so we can all make a true difference for our children's mental health. <https://bit.ly/38Erkhe>

*Suggestion: No graphic, just use link to preview VMAP video.*

## Twitter

According to @childhealthdata, more than 1 in 5 US children have 1 or more mental, emotional, developmental, or behavioral problem. @VMAPVA ensures more children have access to #providers who are better able to screen, diagnose, manage & treat #MentalMealth. [www.VMAP.org](http://www.VMAP.org)

*Suggested to use Graphic 1*

#MentalHealth is an important part of overall health for children. For many adults who have mental disorders, symptoms were present (often not recognized) in childhood and adolescence. @VMAPVA is here to support PCPs & their pediatric patients who are struggling with their mental health. <https://vmap.org/about-us/>

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It can be a challenge for families to get #MentalHealth care for their children, especially with the nationwide mental health provider shortage. @VMAPVA provides a consult line w/ behavioral health providers for PCPs treating pediatric patients in Va. <https://vmap.org/call-vmap/>

*Suggested to use Graphic 3*

Many parents go to their child's pediatrician or primary care provider when a child is struggling with their #MentalHealth. @VMAPVA provides education and training to these PCPs, so they are better equipped and prepared when their patients come in with mental health concerns or needs. #MentalHealthMonth <https://vmap.org/education/>

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@VMAPVA is here to support kids, families, and PCPs treating children and adolescents so we can all make a true difference for our children's #MentalHealth. #MentalHealthMonth <https://bit.ly/38Erkhe>

*Suggestion: No graphic, just use link to preview VMAP video.*

## Newsletter Message

Your organization can use the below blurb as inclusion on your website, email communications to partners, and more.

### May is Mental Health Awareness Month!

Did you know more than 1 in 5 US children have 1 or more mental, emotional, developmental, or behavioral problem? COVID-19 has only exacerbated this problem.

The Virginia Mental Health Access Program (VMAP) is offering a solution to this problem in Virginia. VMAP is a statewide initiative that helps health care providers take better care of children and adolescents with mental health conditions through provider education and increasing access to child psychiatrists, psychologists, social workers, and care navigators.

This program gives primary care providers the training and tools they need to serve children and young adults with mental health needs. This includes year-round education opportunities and access to on-call child and adolescent psychiatrists 40 hours a week.

VMAP ensures that more children have access to providers who are better able to screen, diagnose, manage and treat mental health. Learn more about this important program this Mental Health Awareness Month at [www.VMAP.org](http://www.VMAP.org).