Get Your Green On Campaign Talking Points

Why the Get Your Green On campaign?

- The campaign is in honor of national Mental Health Awareness Month (May).
- Palm Beach County also honors trauma-informed care as part of the campaign.
- Green is the national color for mental health awareness
- The annual Get Your Green On campaign aims to raise awareness by creating visible support by wearing green on May 20 and fostering safe spaces to talk openly about mental health and trauma.

What is the story behind the Get Your Green On campaign?

- The Get Your Green On campaign began in May 2016 when Healthier Delray Beach and students at Atlantic Community High School wanted to encourage the community to give attention to their mental health and wellness. The collaborative encouraged individuals to wear green and post pictures on social media as a way to show their support and commitment to their mental health and wellness.
- In 2017, 2018, 2019, 2020:
    - Birth to 22: United for Brighter Futures (an alliance of Palm Beach County community providers and champions) partnered with Healthier Delray Beach to take the campaign countywide.
    - More than 100 providers, government agencies, schools, media outlets and businesses participated each year and over 6000 individuals wore green and posted pictures.
    - The Palm Beach County Board of County Commissioners, 15 additional cities, and multiple agency Boards of Directors adopted Mental Health Awareness and Trauma-Informed Care Proclamations in the month of May.
- In 2021, the community celebrates the sixth annual Get Your Green On campaign. The month of May will include Mental Health Awareness proclamations, trainings and awareness activities across the county, and a month long social media campaign. – Wear green on May 20 and share on social media with the hashtags #GetYourGreenOn and #GYGO2021.

Why is mental health awareness and trauma-informed care important more so now than ever?

- The COVID-19 pandemic continues to impact the health, economic and growing mental health crisis experienced by many individuals and families in our community creating trauma in real time. (Reported higher rates of anxiety and depression: CDC)
- Prior to the COVID-19 pandemic mental health statistics:
    - One in four adults and One in five youth (ages 13 to 18) experience serious mental health concerns.
    - 26% of children experience a traumatic event before the age of four.
    - 60% of adults and 50% of youth in need of treatment did not receive help due to limited/no knowledge of their mental health needs, barriers to receiving care, or fear and shame.
- To help our community with their current and existing mental health struggles and challenges we can work together to create mental health and wellness, we can promote awareness about behavioral health resources and support efforts to create a system of trauma-informed care.

Where to find more information about the campaign, how to get involved, resources, and a GYGO engagement toolkit?

- Visit the Get Your Green On website, www.getyourgreenon.org.