



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 Get Your Green On campaign aims to raise awareness by creating visible support (by **wearing green on the 3rd Thursday of May**) and fostering safe spaces to talk openly about behavioral health and trauma.

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

- Began in May 2016 – Healthier Delray Beach and students at Atlantic High School wanted to encourage the community to give attention to their mental health and wellness. Everyone was encouraged to wear green and post pictures on social media.
- In 2017, 2018 and 2019:
 - Birth to 22: United for Brighter Futures (an alliance of Palm Beach County community providers) 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 2020 and 2021, the community celebrated the annual Get Your Green On campaigns virtually due to COVID-19. Recognizing the toll the pandemic was taking on resident mental health, the campaign was more important than ever to encourage self-care.
- Now during May every year, Palm Beach County honors behavioral health again, encouraging everyone to care for themselves and the people around them. The month of May includes Mental Health Awareness Proclamations, trainings and awareness events across the county, and the social media campaign on the third Thursday of the month to get everyone wearing green!

Why is mental health awareness and trauma-informed care important?

- 1 in 4 adults and 1 in 5 youth (ages 13 to 18) experience serious mental health concerns.
- 26% of children experience a traumatic event before the age of 4.
- 60% of adults and 50% of youth in need of treatment do not receive help due to limited/no knowledge of their mental health needs, barriers to receiving care, or fear and shame.
- Communities can change these statistics by promoting awareness about behavioral health and offering trauma-informed care.

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

- www.GetYourGreenOn.org
- **May Events Calendar** at <https://pbcbirthto22.com/gygo/events2023.htm>