

Supporting Children's Mental Health

SOCIAL MEDIA TOOLKIT

- StigmaFreeOC Campaign Materials, Posters, and Action Plans
- NEW OC Navigator Resource Guides for Pregnant Persons & Parents of Very Young Children
- NEW Shareable Social Images for Early Childhood Mental Health





I am more than my behavior.

StigmaFreeOC

What is Stigma Free OC?

Stigma Free OC is a county-wide movement which aims to clear the stigma associated with mental illness and addiction. Stigma can make it difficult to see people for who they really are beyond the conditions they are living with. This campaign is dedicated to raising awareness of these illnesses by creating an environment where people are seen and supported in their efforts to achieve wellness and recovery.

Why It Matters

When a person of any age, race, ethnicity, religion or income level is labeled by their illness or condition, they experience judgment and prejudice. This can bring feelings of shame, embarrassment, distress, hopelessness and reluctance to seek or accept help. As a result, people suffer in silence with untreated conditions. Ending stigma supports people in getting the help that they need in a timely manner.

Why Young Children?

When it comes to thinking of or treating mental health needs, young children often get overlooked. But their needs are real and what affects them in their early years can have long-lasting impacts on their future health and happiness. Furthermore, whether they have diagnosed mental health needs or just behavioral issues, an underlying developmental gap may need to be addressed.

Why Moms and Dads?

Children's health, development and mental well-being are largely tied to their parents and caregivers. When parents' mental health is seen a priority and stress is managed, children benefit. Postpartum depression is well-known, but there are more nuanced and complex mental-health issues at play. While mothers may receive the bulk of the attention regarding postpartum stresses, fathers' mental health also plays an important role.

A photograph of a man with short dark hair and a light beard, looking off to the side with a gentle expression. He is holding a baby with light hair against his chest. The baby is wearing a white onesie with pink floral patterns. Overlaid on the top half of the image are large, colorful, abstract scribbles in shades of blue, yellow, and red, resembling a child's drawing. The text 'I am not my postpartum depression.' is written in large, white, sans-serif font across the top half of the image, partially overlapping the man's face and the scribbles.

I am not my postpartum depression.

StigmaFreeOC

Resources to Spread Awareness

I am not my condition

StigmaFreeOC

CHECK OUT NEW RESOURCE GUIDES FROM OC NAVIGATOR!

Pregnancy and parenthood are often full of joy. There are also times these experiences can be challenging, bringing stress and difficult emotions. Check out these resource guides to learn about the many programs in Orange County that can provide support to you and your growing family. OC Navigator resource guides are available in 9 languages: Arabic, Chinese, English, Farsi, Khmer, Korean, Spanish, Tagalog, and Vietnamese. They can be viewed online or printed.

[Explore Resources for Pregnancy and Postpartum Support](#)

[Explore Resources for Parents and Caregivers of Infants and Young Children](#)

SOCIAL MEDIA ACCOUNTS

Partners can repost/retweet from the following accounts in addition to posting directly to their accounts.

- First 5 Orange County: [First 5 OC Facebook](#) | [First 5 OC LinkedIn](#) | [First 5 OC Twitter](#)
- OC Health Care Agency: [OC Health Care Facebook](#) | [OC Health Care Twitter](#)
- Be Well Orange County: [Be Well OC Facebook](#) | [Be Well OC LinkedIn](#) | [Be Well OC Instagram](#)

KEY HASHTAGS

When posting on social media, please include the following hashtags, as space allows:

- #StigmaFreeOC
- #MentalHealthAwarenessMonth
- #StigmaFreeOCPledge

Social Media Messaging

Example messaging and language that can be used on social media to build awareness around Stigma Free OC during May Mental Health Awareness Month, and provide helpful tools and resources to your audiences.

#StigmaFreeOC is a county-wide movement which aims to clear the stigma associated with mental illness and addiction. Join us at [INSERT ORGANIZATION] in raising awareness of these stigmas and promoting an environment of acceptance during #MentalHealthAwarenessMonth.

Learn more at StigmaFreeOC.com.

In a #StigmaFreeOC, we see people as they truly are no matter the condition they're living with.

Join us in recognizing #MentalHealthAwarenessMonth and take the pledge to be stigma free at StigmaFreeOC.com.

May is #MentalHealthAwarenessMonth! We are working to open eyes, minds, and hearts to those who may be dealing with issues beyond their control. Let's help them lead a happy, healthy life. #StigmaFreeOC

Learn more at StigmaFreeOC.com.

When a parent's mental health is prioritized, their children benefit as well. Healthy and happy parents are more adept at providing the nurture and care children need. #StigmaFreeOC

Learn more and take the pledge at StigmaFreeOC.com

Shareable Social Images

Four message images have been developed to share throughout Mental Health Awareness Month. The goal is for one image to be shared each week to create consistent messaging amongst organizations. Download PNG versions to the right by clicking on each image.

PDF versions (with informational links) available [here](#).



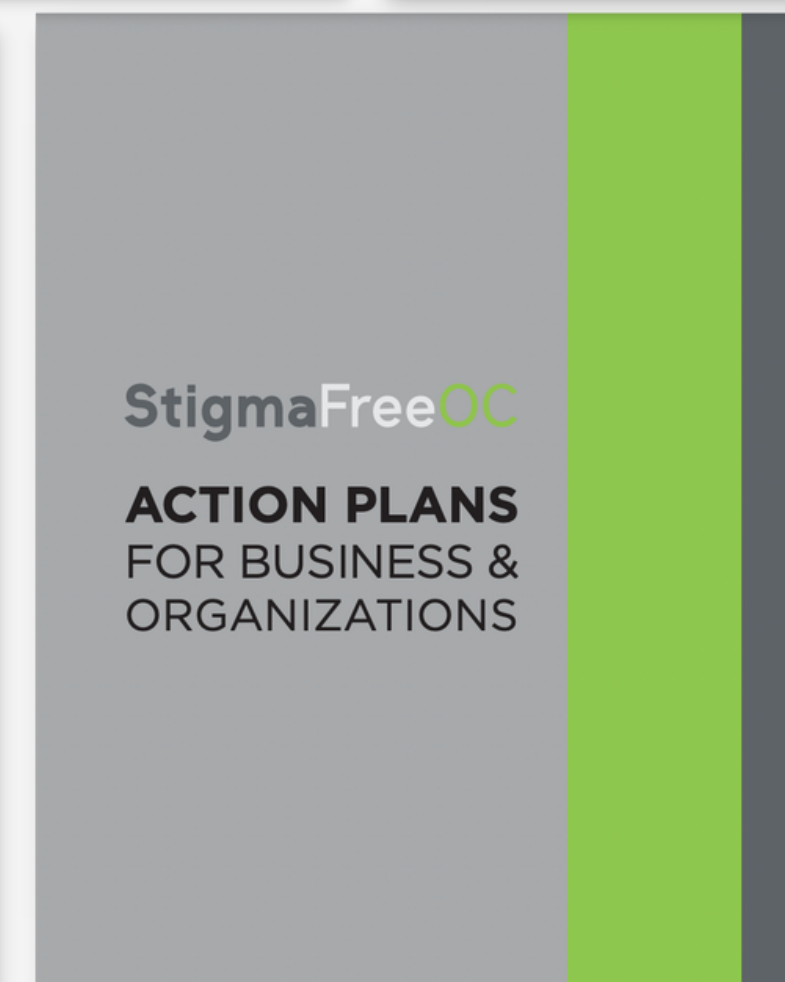
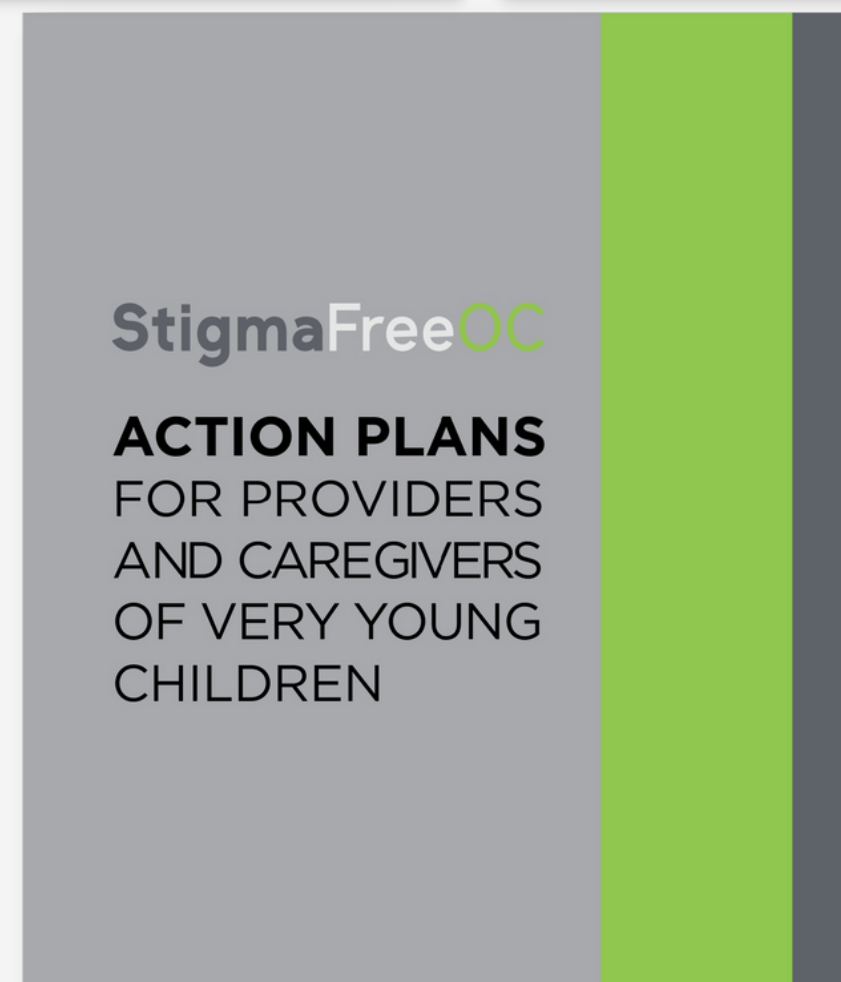
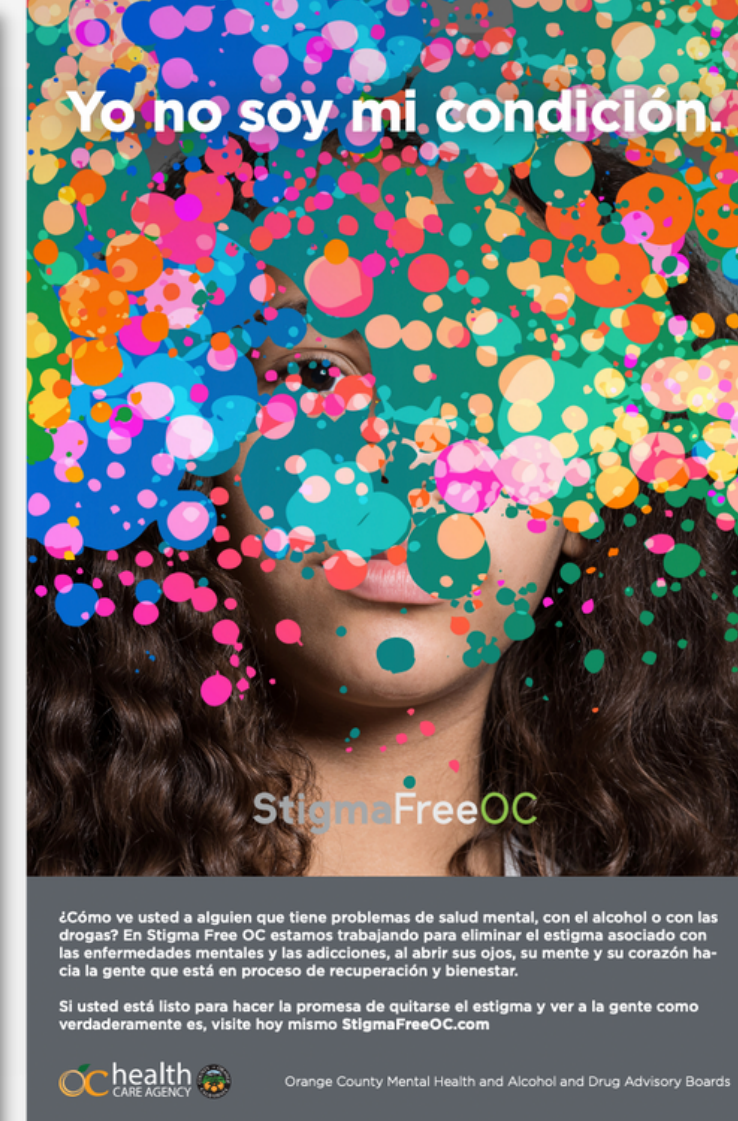
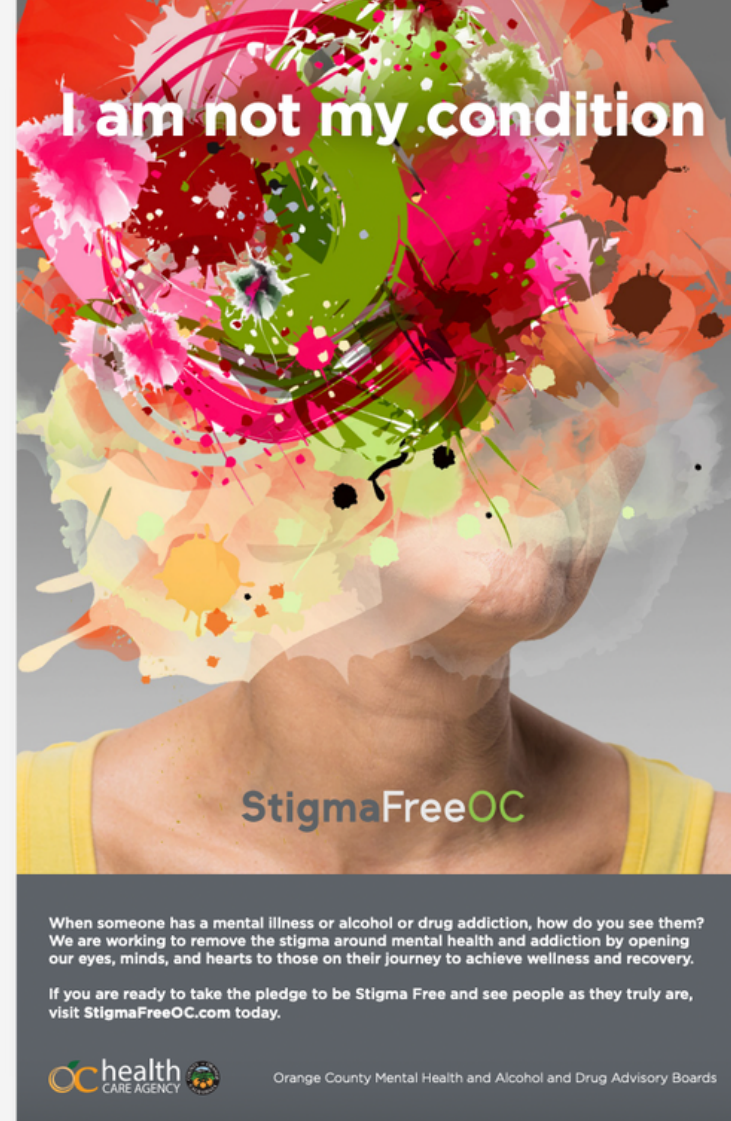
Posters and Action Plans

In addition to social media images in English, Spanish and Vietnamese, there are posters in all three languages that can be printed.

To request printed posters, [order here](#) or request from Rhonda Esera at rhonda.esera@cfcoc.ocgov.com.

Stigma Free OC Action Plans are also available for families and child care providers on ideas, information, and resources to increase empathy, promote compassion, and decrease stigma.

Download the Action Plans from [Stigma Free OC](#).





I am not my
postpartum
depression.

StigmaFreeOC



Soy más que
mi diagnóstico.

StigmaFreeOC



Đừng chỉ đánh giá
hành vi của tôi.

StigmaFreeOC

Spanish and Vietnamese Translations

In addition to English images for social media, there are images with translation in Spanish and Vietnamese. View and download the images from [Stigma Free OC](https://www.stigmefree.org/).



I am not my condition

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Contact Us

For any questions, comments, or help with access issues, please contact us.

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