



National Alliance on Mental Illness

# Bebe Moore CAMPBELL

**National Minority Mental  
Health Awareness Month**

Toolkit  
July 2025

# What's Inside This Toolkit



**At NAMI, we believe that community is medicine—and conversation is where healing begins.**

This guide was created by NAMI National to support NAMI State Organizations and Affiliates, partners, ambassadors, and mental health champions in honoring Bebe Moore Campbell National Minority Mental Health Awareness Month. These resources are designed to help you uplift voices, spark meaningful dialogue, and build culturally responsive awareness in your community.

We're grateful for your partnership in this collective effort to break stigma, affirm lived experience, and create a world where everyone has access to the support they deserve.

If you have questions about how to use the materials or need support, reach out to the NAMI National Marketing & Communications team at [marcom@nami.org](mailto:marcom@nami.org).

Thank you for being part of this movement. Together, we reclaim wellness—one conversation at a time.

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# Honoring the Trailblazing Legacy of Bebe Moore Campbell



**Bebe Moore Campbell** was a literary trailblazer, who used her words in books to address the profound impact of racism, mental health and the enduring strength of culture, community and connections. She co-founded NAMI Urban Los Angeles and became a national change agent whose groundbreaking work revolutionized the way we approach mental health in underserved communities.

In 2008, inspired by Bebe Moore Campbell's charge to end stigma and provide mental health support for minoritized communities, the U.S. House of Representatives designated July as [Bebe Moore Campbell National Minority Mental Health Awareness Month](#). At NAMI, we recognize the importance of honoring Campbell's incredible legacy and her groundbreaking work in helping shift the mental health culture in underserved communities.

Campbell understood that mental health isn't just about individual healing—it's about community transformation. She knew that when those who have been unseen and unheard share their truths, they create ripples of hope that they reach far beyond themselves. Her vision was radical yet simple: creating spaces where cultural wisdom meets modern understanding, where lived experiences become guideposts for others walking similar paths.

# Breaking Stigma: Hope, Healing, and Recovery—One Conversation at a Time

## Because community is medicine.

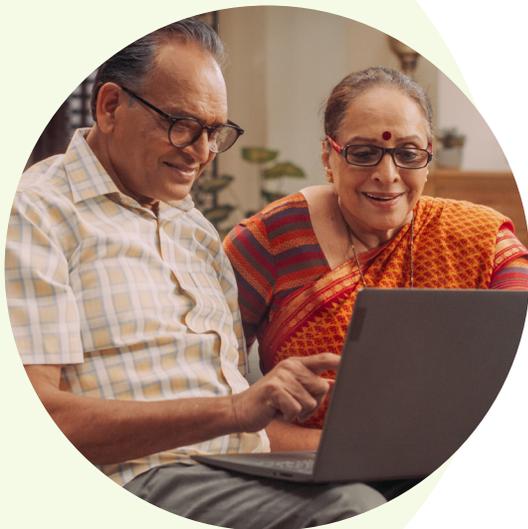
In many marginalized communities, mental health challenges have long been silenced—buried under stigma, isolation, and lack of access. Today, a powerful shift is underway. Brave voices are rising. Stories are being shared. At NAMI, we see it every day: one conversation can spark hope, build trust, and start the healing process.

NAMI's commitment goes beyond raising awareness—we uplift voices, lived experiences, and cultural wisdom of minoritized communities. We believe that community is medicine, and connection is the cure. When people come together, healing is possible.

This July, we honor Bebe Moore Campbell National Minority Mental Health Awareness Month and carry forward her revolutionary vision—that when those often left unseen and unheard share their truths, they spark hope, healing, and transformation. Through NAMI's Sharing Hope Community Conversations, we invite Alliance members, partners, and advocates to join this movement.

Your voice matters. Whether you're sharing your story or making room for someone else to share, you are helping shape a new reality—one where mental health support is accessible, affirming, and rooted in community.

This month and every month, let's break the silence, build connections, and reclaim wellness together. It starts with one conversation.



**Today, a powerful shift is underway. Brave voices are rising.**

**[Help Continue Bebe Moore's Legacy](#)**

# How to Cultivate Mental Health Conversations in Your Community



Join us as we build on Bebe Moore Campbell's pioneering work by amplifying the power of community through NAMI's Sharing Hope program: a three-part conversation series created for racially and ethnically diverse communities to have open and honest discussions on mental health and wellness. Here are a few ways to help spread awareness during Bebe Moore Campbell National Minority Mental Health Awareness Month, and to help start healthy mental health conversations in your community.

## NAMI Sharing Hope:

Designed by and created for people of Black/African ancestry communities around the country to discuss mental health and wellness through the sharing of sacred stories, and a guided dialogue on healing and support.

## NAMI Compartiendo Esperanza:

Designed by and created for people of Black/African ancestry communities around the country to discuss mental health and wellness through the sharing of sacred stories, and a guided dialogue on healing and support.

## Chai & Chat:

For, by, and about South Asian Communities, Chai & Chat is an opportunity to hold listening circles and to validate and explore participants' mental wellness journeys and discover avenues of support.

## Maniwala:

For, by, and about South Asian Communities, Chai & Chat is an opportunity to hold listening circles and to validate and explore participants' mental wellness journeys and discover avenues of support.

## ► Sign Up!

Sign Up to learn more on how you can bring a NAMI Community Conversation to your community or organization.



# More Ways to Cultivate Community Conversations



## Get Social With #Conversationsthatheal

**#Conversationsthatheal** embraces every voice, every story, and every journey while fostering spaces where vulnerability becomes strength and silence transforms into healing, connection, and community.

To help you get the conversation started, we've created sample captions and graphics for your social media. This month, and beyond, we invite you to share these messages or create your own messages about how you're using conversations to heal, connect, and inspire hope for others.

### Platforms

Weekly/daily activations will be taking place on NAMI's social media channels. Be sure to follow NAMI to tune in, repost, retweet and share: [Facebook](#), [Instagram](#), [LinkedIn](#), [Threads](#), [TikTok](#), [X](#), [YouTube](#).

### Hashtags

#Conversationsthatheal  
#BebeMooreLegacy  
URL: [nami.org/bebemooore](https://nami.org/bebemooore)

JULY IS BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH

**HONORING**  
Bebe Moore  
Campbell



Trailblazer. Storyteller.  
Community Healer.

Her legacy lives on in every conversation, every act of care, and every step we take toward healing.



**BREAKING  
STIGMA  
& BUILDING  
BRIDGES**

One Conversation  
at a Time



JULY IS BEBE MOORE CAMPBELL NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH

“We need a national campaign to destigmatize mental illness, especially one targeted toward African Americans... It's not shameful to have a mental illness. Get treatment. Recovery is possible.”



— BeBe Moore Campbell



[Get Social](#)

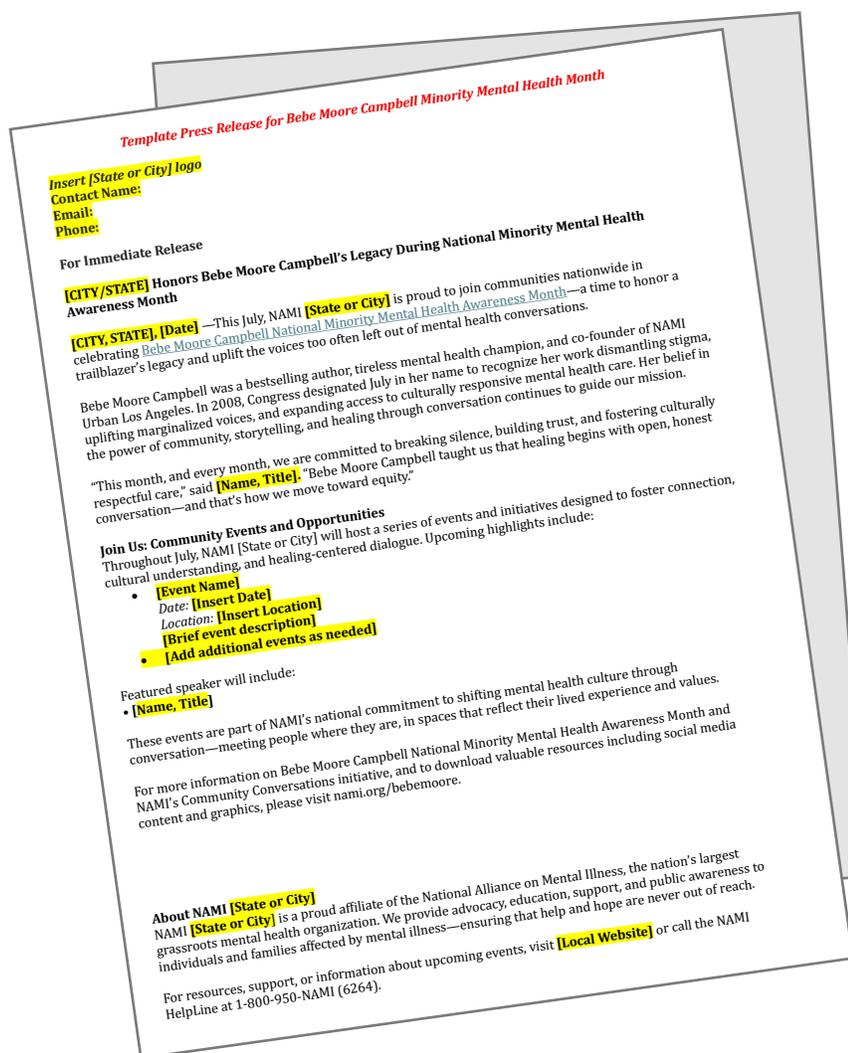
[Download Graphics](#)

# More Ways to Cultivate Community Conversations



## Spread the Word

Use this customizable press release template designed to help your organization promote impactful Bebe Moore Campbell National Minority Mental Health Awareness Month events and activities in your community.



 [Download Sample Press Release](#)

# Community Flyer



## Download and Share This Community Flyer

Download this flyer to discover how you can get involved in Bebe Moore Campbell National Minority Mental Health Awareness Month, including participating in or hosting NAMI's Sharing Hope Community Conversations—a powerful way to break stigma and foster healing.

**HONORING  
BEBE MOORE  
CAMPBELL**

**Hope, Healing, and Recovery—  
One Conversation at a Time**

Every July, we honor Bebe Moore Campbell National Minority Mental Health Awareness Month and carry forward her revolutionary vision—that when those often left unseen and unheard share their truths, they spark hope, healing, and transformation.

**Through NAMI's Sharing Hope Community Conversations, we invite you join this movement.**

**Start a Conversation That Matters**  
Sign up to learn how you can join or host a NAMI Community Conversation — a safe, powerful space to talk about mental health, share stories, and spark healing.

**Sharing Hope**  
For Black/African Ancestry communities. A sacred space for honest dialogue, cultural connection, and collective healing.

**Compartiendo Esperanza**  
For Hispanic/Latine communities. Conversations that blend cultural traditions, shared stories, and trusted mental health support.

**Chai & Chat**  
For South Asian communities. Listening circles that validate lived experience, mental wellness journeys, and new paths to care.

**Maniwala**  
For Filipino/Filipinx/Philippine communities. Community-based conversations exploring stress, healing, and the strength of speaking up.

- **Sign up** to bring a NAMI Community Conversation to your organization.
- **Share your story** — or make space for someone else to share theirs.
- **Spread the word** during Minority Mental Health Awareness Month.

**Bebe Moore Campbell** was a literary trailblazer, who used her words in books to address the profound impact of racism, to address the profound impact of racism, to address the profound strength of mental health and the enduring strength of culture, community and connections. She co-founded NAMI Urban Los Angeles and became a national change agent whose groundbreaking work revolutionized the way we approach mental health in underserved communities.

**NAMI**  
National Alliance on Mental Illness



[Download Flyer](#)

# More NAMI Resources



**NAMI Support Groups:** NAMI support groups are peer-led and offer participants an opportunity to share their experiences and gain support from other attendees.

**Crisis Can't Wait Campaign:** Join this campaign, powered by NAMI's Community Health Equity Alliance, to help create a shared urgency in reducing mental health crises in Black/African ancestry communities around the country.

**NAMI HelpLines:** If you or someone you know needs mental health support, NAMI HelpLines are here to help. Connect with a NAMI HelpLine volunteer or Teen & Young Adult HelpLine volunteer today.

- The **NAMI HelpLine** is a free, nationwide peer-support service providing information, resource referrals, and support to people living with a mental health condition, their family members and caregivers, mental health providers, and the public.

*Call 1-800-950-NAMI (6264), text "Help-Line" to 62640, or find resources at [nami.org/help](http://nami.org/help). Available Monday Through Friday, 10 a.m. – 10 p.m., ET.*

- The **NAMI Teen & Young Adult HelpLine** offers a direct connection with another young person who shares similar experiences and is prepared to offer information, resources, and support.

*Call 1-800-950-NAMI (6264), text "Friend" to 62640, or find resources at [nami.org/talktous](http://nami.org/talktous). Available Monday Through Friday, 10 a.m. – 10 p.m., ET.*



# NAMI Brand and Logo Guidelines



As always, we ask that you follow NAMI's brand guidelines.

The NAMI Identity Guide and NAMI logos can be found at [nami.org/identity](https://nami.org/identity). We encourage you to use and share these in your campaigns.

## Logo



Primarily, the logo is shown in NAMI Blue.



The logo should be white over dark backgrounds.



The NAMI logo can also be used in black.

## Fonts

### Franklin Gothic

Sans serif font for headlines and attention-grabbing information.

### Museo Slab

Serif font for sub-headlines and secondary information.

### Proxima Nova

Sans serif font for body copy and tertiary information.

## Colors



NAMI Blue  
CMYK: 100/82/0/2  
RGB: 0/83/159  
Hex: 00539f



NAMI Teal  
CMYK: 0/100/0/0  
RGB: 257/36/133  
Hex: 0c99a8



NAMI Green  
CMYK: 0/100/0/0  
RGB: 257/36/133  
Hex: 94d500

## Questions?

If you have any questions about the materials in this guide or how to use them, please reach out to the NAMI National Marketing & Communications Department at [marcom@nami.org](mailto:marcom@nami.org).