



**Raising
Mental Health
Awareness**
Support, Education, Advocacy
518-462-2000



**Find Help
Find Hope**
www.naminy.org



The Ribbon Campaign



NAMI New York State Ribbon Campaign
Helping Communities throughout NYS
Find Help, Find Hope



NAMI-NYS Ribbon Campaign

Letting People Know They Are Not Alone

20% of New Yorkers will be diagnosed with a mental illness and 100% of the population will experience mental health issues at different points in their lives. Mental health issues don't just impact the individual, they affect the whole family. Though everyone will face mental health challenges, too many of us are still reluctant to discuss these challenges and seek help.

The NAMI-NYS Ribbon Campaign takes mental health out of the shadows to let people know that NAMI is a place to find help and find hope for both individuals and families.



Starting Critical Conversations

Having the ribbons displayed on streets, public parks and places where people go everyday demonstrates that mental health issues impact everyone and is a part everyday life. This increased awareness reduces the isolation that many people feel when faced with mental health challenges.

Forming Partnerships to Raise Awareness and End Stigma

It takes a community to help raise mental health awareness and demonstrate acceptance and understanding. The NAMI-NYS Ribbon Campaign allows NAMI-NYS and our local affiliates to partner with the local governments, police and fire departments, businesses, colleges and universities and middle and high schools to let our neighbors know they are not alone and we are here to support each other.



