

# The COVID-19 Mental Health Resource Hub

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## Digital Toolkit for Partners

Thank you!

As the world faces unprecedented fear and uncertainty, the mental health community understands that we are stronger together. That's why we've teamed up with private and non-profit partners to build a free resource hub to help individuals and providers address their mental health needs during the COVID-19 pandemic.

Our first of its kind coalition, led by Psych Hub, includes the nation's leading mental health advocacy groups, national healthcare payors, and the Department of Veterans Affairs:

### Nonprofit Partners:

- American Foundation for Suicide Prevention
- American Psychological Association
- Mental Health America
- National Alliance on Mental Illness

### Government Partners:

- U.S. Department of Veterans Affairs
- Los Angeles County Department of Mental Health

### Healthcare Payor Partners:

- Aetna, a CVS Health company
- Anthem, Inc.
- Beacon Health Options
- Centene Corporation
- Cigna
- Humana
- Optum
- UnitedHealthcare

### Academic Partners:

- Columbia University Department of Psychiatry
- UCLA Division of Population Behavioral Health

As a Psych Hub partner, we're counting on you to help ensure communities across the country gain access to this important resource. Use this promotional toolkit and other Psych Hub resources to:

- Disseminate crucial resources for individuals and providers to help address their mental health needs during the COVID-19 pandemic
- Educate your community about the importance of mental wellness during a global pandemic
- Highlight this collaborative effort of the leading mental health organizations in the nation

- Show your community that the mental health community stands united in our response to the coronavirus pandemic

## Contents

- Social media content
- Promotional graphics
- Newsletter content
- Promotional email

## Schedule

- Launch: Tuesday, April 7
- Instagram Live with Patrick Kennedy: DATE TBD
- COVID-19 & Mental Health Twitter Chat: Thursday, April 16 at 2pm CST, join the conversation using #covid19hubchat

## Social content

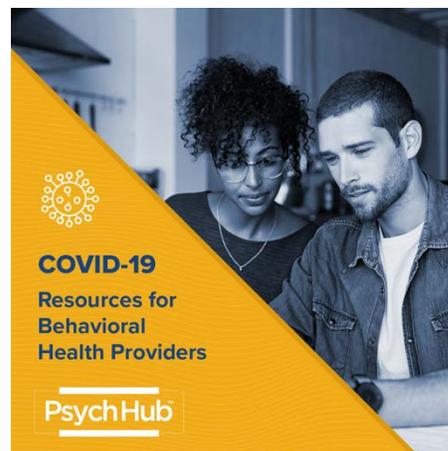
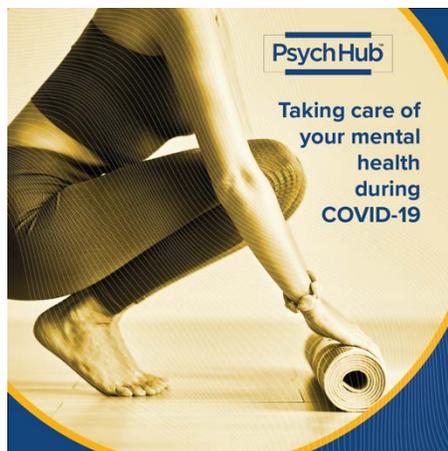
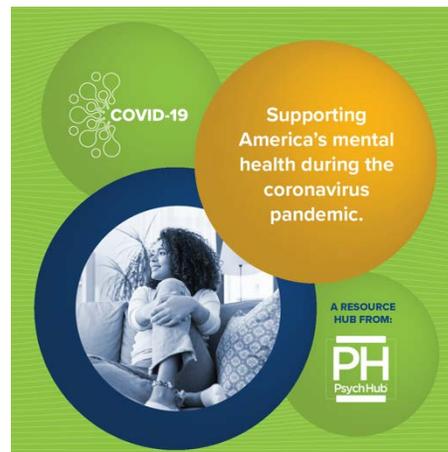
Use the below social media posts on Facebook, LinkedIn, Twitter, or Instagram to help distribute these resources to your community. To make it easy, we've included "click-to-tweet" buttons below each post.

1. The #mentalhealth community wants to make sure you have the tools you need to address your mental health concerns during the coronavirus pandemic. Check out the official #COVID19 Mental Health Resource Hub now  <https://psychhub.com/covid-19/>  
[Use this tweet](#)
2. The mental health community knows we're #strongertogether—that's why we've united to build a resource hub to help individuals and providers address their mental health needs during the #COVID19 pandemic. Learn more: <https://psychhub.com/covid-19/>  
[Use this tweet](#)
3. Have you seen the #COVID19 Mental Health Resource Hub yet? Check out this awesome library of digital mental health resources to help you and your family during the global pandemic. <https://psychhub.com/covid-19/>  
[Use this tweet](#)
4. Behavioral health providers are on the front lines of this nation's battle with the coronavirus—the #COVID19 Mental Health Resource Hub is here to make sure they have all the tools they need. <https://psychhub.com/covid-19/>  
[Use this tweet](#)

5. The nation's leading mental health organizations, healthcare payors, and @DeptVetAffairs have united to share the #COVID19 Mental Health Resource Hub. Access these free resources now: <https://psychhub.com/covid-19/>  
[Use this tweet](#)

## Graphics

Use these promotional graphics as you spread the word about the COVID-19 Mental Health Resource Hub. Download the graphics [here!](#)



## Newsletter content

### *The COVID-19 Mental Health Resource Hub*

As the world faces unprecedented fear and uncertainty, the mental health community understands that we are stronger together. That's why Psych Hub has teamed up with a first-of-its-kind coalition of leading mental health nonprofits, healthcare payors, and the U.S. Department of Veterans Affairs to build a free resource hub that will help individuals and providers address their mental health needs during the COVID-19 pandemic. The coalition includes:

#### **Nonprofit Partners:**

- American Foundation for Suicide Prevention
- American Psychological Association
- Mental Health America
- National Alliance on Mental Illness

#### **Government Partners:**

- U.S. Department of Veterans Affairs
- Los Angeles County Department of Mental Health

- Aetna, a CVS Health company
- Anthem, Inc.
- Beacon Health Options
- Centene Corporation
- Cigna
- Humana
- Optum
- UnitedHealthcare

#### **Academic Partners:**

- Columbia University Department of Psychiatry
- UCLA Division of Population Behavioral Health

#### **Healthcare Payor Partners:**

The [COVID-19 Mental Health Resource Hub](#) has all the tools you'll need to support your community's mental health throughout the crisis and encourage appropriate coping mechanisms. Visit <https://psychhub.com/covid-19/> for a variety of resources, including:

- Free written and visual assets from partner organizations;
- More than 20 Psych Hub videos designed to support mental wellness during a global pandemic; and
- Tools for sharing these resources within your network.

## Promotional email

Below is an email you can send out encouraging your network to utilize the resource hub. Feel free to personalize it with your organization's voice.

Hi [[listserv](#), [network contacts](#), [friends](#)],

Recommended social distancing protocols mean more people than ever are feeling anxious, depressed, or isolated. It's no surprise, sadly, that [suicide hotlines are fielding more calls](#) now than before the pandemic. Amid all this fear and uncertainty, please remember that you are not alone. The mental health community is uniting to show we'll get through this, together!

The [COVID-19 Mental Health Resource Hub](#) – a collaborative effort of the nation's leading mental health advocacy groups, largest insurance companies, and the U.S. Department of Veterans Affairs – is a free collection of videos and other digital assets developed to help individuals and providers address their mental health needs during the COVID-19 pandemic.

This important collection of resources has all the tools you'll need to support your community's mental health throughout the crisis and encourage appropriate coping mechanisms. Visit <https://psychhub.com/covid-19/> for a variety of resources, including:

- Free written and visual assets from partner organizations;
- More than 20 Psych Hub videos specially designed to support mental wellness during a global pandemic; and,
- Tools for sharing these resources within your network.

We hope you'll join us in sharing this information with your network – [click here](#) to send a tweet about the COVID-19 Mental Health Resource Hub.

We're much stronger than we know, especially when we stand together.

Stay well,

[[NAME OF ORGANIZATION](#)]