

# 2026 Children's Mental Health Action Month Toolkit

*\*\*This toolkit, developed by [Innovations Institute](#) in partnership with the [Federation of Families](#), contains suggested content, tips for engaging your followers, and graphics. Please tailor the content to fit your Children's Mental Health Action (CMHA) activities.*

## 1. Social Media/Newsletter Content

### Late April Launch/Alert Your Followers Post

*Best for: Engaging local organizations and inviting them to share their specific contributions.*

#### **Headline: Awareness is the Starting Line. Action is the Goal.**

This May, we are moving beyond talking about children's mental health to taking measurable steps that support our youth. Whether you are mobilizing for a day, a week, or the entire month, **May is for Action**. We invite you to use this toolkit to highlight the incredible work happening across our community throughout the season.

**At [Organization Name], our Action for May is:** 👉 [Space for Organization to insert their specific action, e.g., "Launching a new Peer Support hotline" or "Hosting a legislative breakfast on care coordination."]

What is your organization doing to move the needle this month? Whether it's a policy shift, a new program launch, or a community event, every action counts.

#MentalHealthAction #ChildrensMentalHealth #AwarenessToAction #CMHAM2026  
#[State/Tribe/Territory]

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- **The "Fill-in-the-Blank" Tip:** Be as specific as possible. Specific actions generate much higher engagement than general statements.
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## Week 1: The Launch – Setting the Stage

*Goal: Introduce Children’s Mental Health Action Month and explain what action looks like locally.*

**Post Copy:** *Awareness is where knowledge grows. Action is where change occurs.*

This May, [State/Tribe/Territory Name] is proud to join the national movement for **Children’s Mental Health Action Month**. This month is an opportunity to highlight not only why children’s mental health matters, but what we are doing to strengthen support for children, youth, and families in our communities. **Our primary goal this month is:** 🖐️ [Insert specific goal, e.g., "To connect 500 more families to Peer Support" or "Improving follow-up after families ask for help."]

Stay tuned as we share the work, partnerships, and progress behind that effort.  
**#AwarenessToAction.**

#CMHAM2026 #MentalHealthAction #SystemsOfCare #ChildrensMentalHealth

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## Week 2: The Collaboration – Highlighting Partners

*Goal: Show the "System" in System of Care by highlighting cross-agency work.*

**Post Copy:** Supporting children’s mental health takes coordinated effort across services, systems, and community partners. Schools, health care providers, behavioral health agencies, child-serving systems, families, and community organizations each play an important role. This week, we are highlighting the power of collaboration. When partners work together, families are more likely to experience support that is connected, responsive, and easier to navigate. That’s why we are working across [List partners, e.g., Medicaid, Child Welfare, and Education or use more general language like our community/tribe/state] to streamline support for our youth and families.

**Action Spotlight:** This week, our team is [Insert Action, e.g., "Building stronger referral pathways across systems and programs" or "Launching a new inter-agency data sharing initiative."]

When we align our resources, we strengthen our impact.

#CollaborativeCare #YouthMentalHealth #AwarenessToAction #CMHAM2026

## Week 3: Quality & Impact – Making it Count

*Goal: Highlight your commitment to strong practice, continuous improvement, and results that matter for children, youth, and families.*

**Post Copy:** Action also means paying attention to quality. It is not enough to offer services. We need to make sure children, youth, and families are receiving support that is thoughtful, effective, and responsive to what they need. 📊

This week for **Children’s Mental Health Action Month**, we are highlighting our commitment to **Quality and Impact**. In [State/Tribe/Territory Name], we are working to strengthen services, learn from families, and use data and feedback to improve how support is delivered.

By focusing on **Continuous Quality Improvement (CQI)**, we can make better decisions, strengthen practice, and stay responsive to the needs of children, youth, and families.

**How we are prioritizing quality this month:** 👉 [Insert Action, e.g., "Reviewing family feedback and making improvements," "Looking at whether families are getting connected to help quickly," or "Using outcomes and follow-up data to strengthen services."]

When we improve quality, we improve the experience and outcomes for families. ❤️

#QualityMatters #MentalHealthAction #ChildrensMentalHealth #CMHAM2026  
#SystemsOfCare #[YourStateAbbreviation]

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## Week 4: The Impact – Voices of the Community

*Goal: Use the "Action" to show real-world results or invite final feedback.*

**Post Copy:** As Children’s Mental Health Action Month ends, we are reflecting on what matters most: the children, youth, families, and communities at the heart of this work.

The work of improving children’s mental health happens across meetings, programs, schools, clinics, and communities, and its purpose is simple: helping children, youth, and families get the support they need to thrive at home, in school, and in their communities.

This week, we are celebrating the families, youth, and providers who lead the way in [State/Tribe/Territory Name] and contribute to impactful decision making.

**A Look Back at Our Month of Action:** In the last four weeks, we have [Insert a "Win," e.g., "Distributed 200 mental health toolkits" or "Expanded access to family support."]

The month is ending, but the action doesn't stop here. Thank you for helping us move the needle for our kids! ❤️

**[Link to a Final "Thank You" or Newsletter Sign-up]**

#AwarenessToAction #YouthVoice #MentalHealthMatters #CMHAM2026

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## Week 5 (Bonus/Final Day): The "Keep Going" Teaser

*Goal: Ensure the momentum carries into June.*

**Post Copy:** Children's mental health action does not end with the month of May.

This month gave us a chance to highlight the partnerships, improvement efforts, and community leadership that support children, youth, and families. That work continues in June and throughout the year.

Keep following [Organization Name] for updates on our [Insert upcoming project, e.g., "Fall Podcast Launch" or "New Workforce Training Series."].

**Let's keep moving #AwarenessToAction together.**

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## 2. Social Media Posting Strategy: Maximize Your "Action"

### 1. The "Golden Window" for Engagement

While every community is different, these general windows tend to see the highest traffic for professional and advocacy content:

- **LinkedIn (Professional/Policy Focus):** Tuesday, Wednesday, and Thursday between **9:00 AM – 11:00 AM**. This is when state leaders and Medicaid agencies are checking their feeds before midday meetings.

- **Instagram/Facebook (Family/Community Focus):** Monday through Friday, **8:00 AM – 9:00 AM** (the "morning scroll") or **7:00 PM – 9:00 PM** (after the kids are in bed).
- **The "Weekend Exception":** Avoid posting your heavy "Financing" or "Policy" updates on Saturday or Sunday. Save those for midweek when professional engagement is highest.

## 2. Platform-Specific Tips

- **LinkedIn:** Tag your partners (like [Innovations Institute](#) or [National Federation of Families](#)) in the first comment rather than the post body to keep the reach high.
- **Instagram:** Use the "**Link in Bio**" tool. Since Instagram doesn't allow clickable links in captions, remind users to click the link in your profile to find the toolkit or survey.
- **Facebook:** Shared posts are great, but **original posts** perform better. Encourage your partners to "copy and paste" the toolkit text and upload the graphic themselves rather than just hitting the "Share" button.

## 3. Engagement "Action" Items

- **The 2-Hour Rule:** Try to respond to any comments or questions within the first two hours of posting. This tells the platform's algorithm that your post is generating a "conversation," which pushes it to more people's feeds.
- **Use the Stories:** Share the static post to your **Instagram or Facebook Stories** with a "New Post" sticker to catch the users who only watch stories and don't scroll the main feed.

### 3. CMHA Month Graphics

*\*We have provided lots of images to choose from for LinkedIn and Facebook/Instagram (starting on page 8). Right click to download the images of your choice.*



Insert your logo in your chosen graphic(s) in the space provided as shown in this example:



LinkedIn Graphics


**Children's Mental Health Action Month**



Moving beyond **awareness** to **action** in support of our youth.

#CMHAM2026


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Facebook/Instagram

<p><b>Children's Mental Health Action Month</b></p>  <p>Moving beyond <b>awareness</b> to <b>action</b> in support of our youth.</p> <p>#CMHAM2026</p>	<p><b>Children's Mental Health Action Month</b></p>  <p>Moving beyond <b>awareness</b> to <b>action</b> in support of our youth.</p> <p>#CMHAM2026</p>
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