



#JustAsk

#JustAsk is a multimedia communications campaign empowering young adults to take charge of their mental health. #JustAsk focuses on a simple, 3-tiered approach:

1. Reaching out to trusted friends or family when you need support.
2. Learning more and finding support on Network of Care Massachusetts.
3. Calling Mass 211 for live, in-person help with mental health and related social services needs.

#JustAsk is supported by a series of videos, images, messaging, and a centralized website to find resources promoted throughout the campaign.

You'll find all these resources in this toolkit. Use them to craft your own messages around this important topic.

Why is this important?

Research indicates that young adults (ages 18-24) have been disproportionately affected by the COVID-19 pandemic, with 56% reporting symptoms of anxiety or depression compared to 41% for other adults. Young adults are also more likely than other age groups to report increased substance use and suicidal thoughts during the pandemic (Kaiser Family Foundation, Feb. 2021).

The transition to adulthood has been enormously disrupted by the pandemic, with many young adults missing out on rites of passage such as moving away from home for college, making new friends, and starting new jobs and careers. It's not surprising that these experiences are having a negative impact on their mental health, and we hope to remind them of the many ways they can find support when they need it.

DANNA E. MAUCH, PHD

PRESIDENT & CEO | MASSACHUSETTS ASSOCIATION FOR MENTAL HEALTH

Landing Page

A responsive webpage – mamh.org/justask – features campaign messaging, videos, links to #JustAsk resources, and updates as they're available. Link as necessary when sharing via the web and social media.

Video Assets

#JustAsk videos of various lengths are available on YouTube and linked at mamh.org/justask. Thumbnail images and links are as follows:



Full video (74 seconds): <https://www.youtube.com/watch?v=2mcNPFFHe8c>

30-second version: <https://www.youtube.com/watch?v=eDr-KaDIWN8>

15-second cutdown A: <https://www.youtube.com/watch?v=HhSUWgW2pYA>

15-second cutdown B: https://www.youtube.com/watch?v=w9zQ9x_WnVY

15-second cutdown C: <https://www.youtube.com/watch?v=ycPF7dS99x0>



Sample Social Media Messages

Sample messages for you to use on social media are available below. Couple these messages with still images/graphics for a more dynamic post. If you'd like to share #JustAsk content directly from MAMH, find us on [Twitter](#), [Facebook](#) or [LinkedIn](#).

Twitter/Instagram (7)

This past year has taught us that we all have limits. None of us are superhuman. Sometimes, the strongest thing you can do is #JustAsk when you need support.

mamh.org/justask <https://youtu.be/2mcNPFFHe8c>

Feeling anxious? Sometimes it helps to #JustAsk a trusted friend or family member for support. If you need more help or immediate assistance, there are resources available in #Massachusetts that can help: mamh.org/justask #mentalhealth

<https://youtu.be/2mcNPFFHe8c>

Find the help you need with the Network of Care Massachusetts searchable directory at <http://bit.ly/justaskNoC>. #JustAsk if you're unsure about what you're feeling or how to take the first step. #mentalhealth

Talking to a friend can help, but sometimes your own network isn't enough. Mass 211 can connect you with someone to talk to – and can direct you to resources for



other challenges you're facing, like finding housing and food. #JustAsk
[mamh.org/justask https://youtu.be/2mcNPFFHe8c](https://youtu.be/2mcNPFFHe8c)

Are you prioritizing your #mentalhealth? Recognizing when things don't feel right is a strength. #JustAsk if you need support. Confidential resources are available in #Massachusetts right now. Visit [mamh.org/justask](https://youtu.be/2mcNPFFHe8c) for help.

It's okay to need help with your #mentalhealth. #JustAsk for support when you need it. Find a friend or family member – or visit [mamh.org/justask](https://youtu.be/2mcNPFFHe8c) for other resources. <https://youtu.be/2mcNPFFHe8c> @mentalhealth_ma

Asking for help makes us strong. Talk to a friend or family member if you've been feeling tired or depressed lately. We can get through the #mentalhealth challenges of COVID together -- #JustAsk. [mamh.org/justask](https://youtu.be/2mcNPFFHe8c)

Facebook/LinkedIn (3)

As Massachusetts begins to recover, we recognize that individuals and families are still dealing with the stress of pandemic challenges. Seeking support shouldn't be an added stress. Network of Care Massachusetts offers free, confidential information and tools to help with depression, anxiety, and coping with COVID-19, plus a directory of resources near you. Mass 211 is a call or text away to connect you to live support and information about how to find services such as housing or food. Together we can get through this. #JustAsk [mamh.org/justask https://youtu.be/2mcNPFFHe8c](https://youtu.be/2mcNPFFHe8c)

If you feel anxious or tired and you're not sure why, sometimes it helps to #JustAsk a trusted friend or family member for support. If your own social network isn't enough, there are confidential resources and a directory of services available on Network of Care Massachusetts. And if you need help immediately, you can call Mass 2-1-1 for support 24/7. [mamh.org/justask https://youtu.be/2mcNPFFHe8c](https://youtu.be/2mcNPFFHe8c)

It's important that we pay attention to our mental health and #JustAsk for help when we need it. The COVID-19 pandemic introduced a lot of new challenges for many of us. Effects of the past year – the challenges we collectively faced – won't disappear overnight. We can get through changes in our #mentalhealth together. There are resources to help at [mamh.org/justask https://youtu.be/2mcNPFFHe8c](https://youtu.be/2mcNPFFHe8c)

Sample Newsletter Script (2)

#JustAsk for help if you're not feeling like yourself. A friend or trusted family member can help you manage stress, anxiety and depression. If your own social network isn't enough, Network of Care Massachusetts provides articles and a searchable directory of local



resources across the Commonwealth. Immediate help is always accessible via Mass 211 – whether it be someone to talk to or help finding services like housing and food assistance. More information, including a communications toolkit with social media messages, videos, images and more can be found at mamh.org/justask.

Do you know a young adult who may be struggling with their mental health? The coronavirus pandemic took a toll on our collective resiliency, and now we're seeing the effects of that. Massachusetts Association for Mental Health is urging young adults to #JustAsk for help when they need it – from a trusted friend or family member, or by taking advantage of free, confidential resources available in the Commonwealth – like Network of Care Massachusetts or Mass 211. Help is available if you need it. We can get through this together. For more information, visit mamh.org/justask.

Sample Blog Post/Narrative (1)

Young adults are feeling the effects of the pandemic. For many, the transition to adulthood was disrupted by the pandemic, with changes to rites of passage such as moving away from home for college, making new friends, and starting new jobs and careers.

As a result, research indicates that young adults (ages 18-24) have been disproportionately affected – **56% report symptoms of anxiety or depression, compared to 41% for other adults**. Young adults are also more likely than other age groups to report increased substance use and suicidal thoughts during the pandemic.

A new multimedia campaign, launched by MAMH during May is Mental Health Month, empowers young adults to take charge of their mental health with a simple suggestion – #JustAsk.

The #JustAsk campaign highlights our own social networks as a resource, encouraging individuals to reach out to trusted friends and family members for support. Free resources – like articles, support groups and a searchable directory of service providers – can be found on [Network of Care Massachusetts](#).

Other resources provided by the Commonwealth are available for young adults who need more support. For example, **Mass 211** can connect a caller with critical health and human services or someone to talk to.

[Organization] is proud to join the effort to encourage young adults to find help when they need it. #JustAsk when you need support.



Branding: Still Images

#JustAsk branded still images are available for use on various web and social platforms, some of which are available here (with hosted URLs). **A complete suite of sizes is also available via a shared Google Drive folder.** For any other image inquiries, please contact MAMH.

Twitter (post)



Image URLs (left to right, clockwise)

https://www.mamh.org/assets/images/JustAsk_Twitter_tweet_b03.png

https://www.mamh.org/assets/images/JustAsk_Twitter_tweet_b01.png

https://www.mamh.org/assets/images/JustAsk_Twitter_tweet_b02.png

Facebook (post)



Image URLs (top left to right, clockwise)

https://www.mamh.org/assets/images/JustAsk_Facebook_post_b06.png

https://www.mamh.org/assets/images/JustAsk_Facebook_post_f02.png

https://www.mamh.org/assets/images/JustAsk_Facebook_post_b07.png

Instagram (landscape)



Image URLs (top left to right, clockwise)

https://www.mamh.org/assets/images/JustAsk_Instagram_post_hori_b02.png

https://www.mamh.org/assets/images/JustAsk_Instagram_post_hori_f01.png

https://www.mamh.org/assets/images/JustAsk_Instagram_post_hori_f02.png

https://www.mamh.org/assets/images/JustAsk_Instagram_post_hori_b06.png



Instagram (square)

Image URLs (top left to right, clockwise)

https://www.mamh.org/assets/images/JustAsk_Instagram_post_square_f04.png

https://www.mamh.org/assets/images/JustAsk_Instagram_post_square_b01.png

https://www.mamh.org/assets/images/JustAsk_Instagram_post_square_f03.png



Image URLs (top left to right, clockwise)

https://www.mamh.org/assets/images/JustAsk_LinkedIn_post_b04.png

https://www.mamh.org/assets/images/JustAsk_LinkedIn_post_f01.png

Branding: Fonts

If you'd like to create your own #JustAsk feature/content, feel free to use the Open Sans font family. It's a Google Font – designed by [Steve Matteson](#). Open Sans is free and [available for download here](#). The color codes for the primary blue used in the #JustAsk campaign are as follows:

RGB: 0 (R), 86 (G), 126 (B)

HEX: #00567D

CMYK: 97 (C), 65 (M), 31 (Y), 12 (K)

#JustAsk

Contact Information

Massachusetts Association for Mental Health (MAMH) is available for media inquiries and other requests about the #JustAsk campaign, mental and behavioral health needs of young adults, the importance of accessible behavioral health resources, the impact of the COVID-19 pandemic on mental health, related policy and legislative priorities, and much more.

A press release detailing the campaign (with quotes) is also available, along with logos for MAMH, Network of Care Massachusetts, and Mass 211.

Direct inquiries to:

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(617) 742-7452 ex. 112
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For updates on this campaign, mental and behavioral health news, legislation and more,
[join the MAMH mailing list.](#)

