



#### Media & Social Media Toolkit

1. Sample content for website, broadcast emails or blog posts (page 1)
2. Sample Facebook, Twitter and LinkedIn posts and hashtags (page 2)
3. Graphics ([full graphics available online at awarenessweek.ipa-online.org/how-to-participate](https://www.awarenessweek.ipa-online.org/how-to-participate))

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#### **Website content:**

Older Adult Mental Health Awareness Week (1-10 October 2021) is an exciting new initiative launched by the International Psychogeriatric Association (IPA). We are proud to collaborate with the IPA in promoting this global awareness campaign to promote “*Better Mental Health for Older People*”.

To learn more, please visit [AwarenessWeek.ipa-online.org](https://www.AwarenessWeek.ipa-online.org)

#### **Broadcast email/ blog post sample text:**

##### TITLE:

#### **Older Adult Mental Health Awareness Week: Working together to raise awareness and reduce stigma**

On behalf of [YOUR ORGANIZATION/ INSTITUTION/], we stand with the International Psychogeriatric Association (IPA) in recognizing 1-10 October as [Older Adult Mental Health Awareness Week](https://www.awarenessweek.ipa-online.org). This exciting new initiative kicks off on 1 October with the UN International Day of Older Persons and will include daily programs, downloadable information, and video messages from supporters across the globe. Wrapping up on 10 October with a World Mental Health Day, Older Adult Mental Health Awareness Week aims to raise awareness around the impact of ageism on health outcomes and reduce stigma of mental health conditions.

##### Ways we can all participate:

- Share this email message [BLOG POST] with colleagues and friends
- Visit the [Older Adult Mental Health Awareness Week – How To Participate](https://www.awarenessweek.ipa-online.org) page to find links to downloadable graphics
- Post/ re-post social media messages in support of Awareness Week
- Contact media professionals and offer to be interviewed as a ‘local expert’ to a global initiative

As [INSERT YOUR ORGANIZATION’S FOCUS HERE] professionals, we encourage everyone help us reach our goal: Better Mental Health for Older People.

To learn more about activities planned for Older Adult Mental Health Awareness Week and opportunities to participate, visit the website here: [AwarenessWeek.ipa-online.org](https://www.AwarenessWeek.ipa-online.org)

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Sample Social Media posts and hashtags

**Sample Facebook message:**

We are proud to support @ipaonline in presenting the inaugural [Older Adult Mental Health Awareness Week](#) 1-10 October. #olderadultmentalhealthawarenessweek aims to raise awareness of both the detrimental health effects of ageism and reduce the stigma around mental health conditions associated with ageing.

Learn more and join us in promoting Better Mental Health for Older People.

#olderadultmentalhealthmatters

#makingadifference



**Sample Twitter message:**

We are proud to support @IPA\_Online in presenting the inaugural Older Adult Mental Health Awareness Week <https://bit.ly/39z9IDC>

1-10 October 2021

Join us to raise awareness and reduce stigma as we promote Better Mental Health for Older People.

#olderadultmentalhealthmatters



**Hashtags and Tagging:**

#olderadultmentalhealthawarenessweek

#OAMHawarenessweek

#olderadultmentalhealthmatters

Twitter: @IPA\_Online

Facebook: @ipaonline