

Athlete Mental Health Week

2024 Toolkit





About

**Athlete Mental Health Week is
May 4 to May 11, 2024**

The goal of this week is to raise awareness, destigmatize, and provide quality mental health resources to athletes nationwide. We want to include all athletes, including student, professional, Olympic, and Paralympic athletes as we amplify their voices and institute meaningful change around mental health.



Social Media

Help spread the word! On this page you will find various social media graphics for you to use on your social channels with suggested captions to use starting **May 4**. Feel free to use your own words!

1

We are officially kicking off Athlete Mental Health Week alongside @AthletesforHope and @HilinskisHope! We are working together to break the stigma around mental health, amplify athlete voices, and support each other's mental well-being. #AMHW

2

Let's unite with @AthletesForHope and @HilinskisHope for Athlete Mental Health Week and prioritize our mental well-being together. From students to Olympians, mental health matters for every athlete. #AMHW

3

From May 4-11, @AthletesForHope and @HilinskisHope unite for Athlete Mental Health Week. Together, we're amplifying voices, breaking the stigma, and providing vital resources for athletes' mental well-being. #AMHW

4

Athletes, your mental health is just as important as your physical fitness. Let's shine a light on mental wellness during @AthletesForHope and @HilinskisHope's Athlete Mental Health Week. #AMHW

5

As athletes, we face unique challenges on and off the field. Let's come together during @AthletesForHope and @HilinskisHope's Athlete Mental Health Week to share our stories, support each other, and prioritize mental wellness. #AMHW



[Download Image](#)



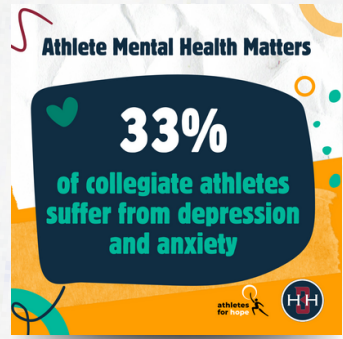
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Activations

- **Mental Health Walk** - May 4 in DeSoto, TX with “Check On Your Strong Friends Foundation” in memory of Arlana Miller
- **Advocacy Training** - May 6th at 6pm EST
 - JOIN US for an Athlete Advocacy Training!
 - May 6, 2024 06:00 PM Eastern Time (US and Canada)
 - After registering, you will receive a confirmation email containing information about joining.

[REGISTER HERE](#)

Share Your Activations With Us

If you've created an action plan for activities, please share it with us by tagging (@athletesforhope and @hilinskis hope) or sending an email to spotts@athletesforhope.org.

Here are a few examples of action plans from Hilinski's Hope's Student Athlete Mental Health Week: [example 1](#), [example 2](#).

Helpful Resources/Educational Tools

- [Hilinski's Hope Resource Page](#)
- [UNIT3D Podcast](#)
- [QPR Suicide Prevention Training](#)
- [AFH Whole Being Athlete Resource Hub](#)

Tell Us About Your Week!

Have pictures, videos, or stories about Athlete Mental Health Week? We'd love to see them. We are excited to see the support for Athlete Mental Health Week and Athletes for Hope and Hilinski's Hope will take the time to reflect on everyone's involvement, the images shared on social media, and the stories from coaches, athletes, and parents having breakthroughs in their mental health journey

Please send your pictures, video or stories to marketing@athletesforhope.org for a chance to be featured!

Talking Points: Athlete Mental Health



With young adults, especially college athletes, the statistics are startling: 33% of all college students experience significant symptoms of depression, anxiety or other mental health conditions. Among that group, 30% seek help. But of college athletes with mental health conditions, only 10% do. Among professional athletes, data shows that up to 35% of elite athletes suffer from a mental health crisis which may manifest as stress, eating disorders, burnout, or depression and anxiety. ([Athletes for Hope](#))

Research has shown that student-athletes experience up to 20% higher rates of depression and suicidal ideation than non-athletes (Vickers, 2015).

A study conducted by the NCAA found that 30% of surveyed athletes felt extremely overwhelmed, with nearly 25% feeling mentally exhausted (Lindberg, 2021).

The National College Health Assessment stated about 31% of male and 48% of female NCAA student-athletes reported having depression or anxiety symptoms each year the test was issued in 2008 and 2012 (Moreland, 2018).

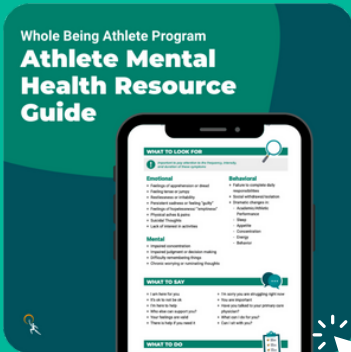
Among US college athletes, suicide is now the second leading cause of death after accidents – and rates have doubled from 7.6% to 15.3% over the past 20 years, according to a study published April 4, 2024 in the British Journal of Sports Medicine.

Whole Being Athlete Program

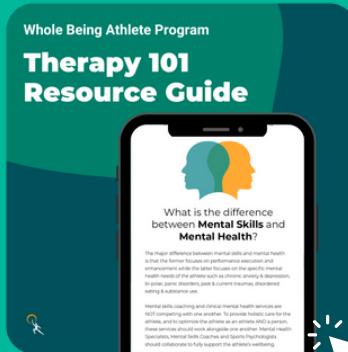
Established in May 2021 due to the growing demand from our athlete network, the **Whole Being Athlete Program** unites and empowers athletes of all levels and backgrounds to work together and reduce the stigma of mental health in and out of sports. Learn more about the program [here](#).

Whole Being Athlete Resource Hub

Athlete Mental Health Resource Guide



Therapy 101 Resource Guide



Feel Good Tips & Tricks

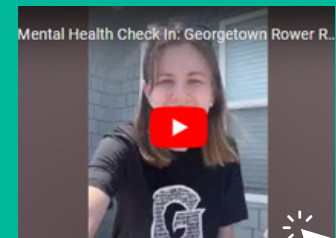


5 Senses Mindfulness Technique: Pro Runner Jazmine Fray

AFH's Mental Health Champions Club



Whole Being Athlete Ambassador Discussion Series



Mental Health Check In: Georgetown Rower Ruth Axton



Athletes for Hope x Mental Health Month | Mindful Body Scan

Founded by Muhammad Ali, Andre Agassi, Mia Hamm and nine other elite athletes in 2006, Athletes for Hope (AFH) is a national nonprofit organization that educates, encourages, and empowers athletes to find their passions and use their time to positively engage with their communities. In 2024, AFH launched the Athlete Leadership Council featuring Stephen Curry, Katie Ledecky and Nathan Chen in order to carry on AFH Founders' legacies to the next generation. For more than 17 years, AFH has educated more than 12,000 professional, Olympic, Paralympic and collegiate athletes through its Causeway workshop series, and helped athletes volunteer with hundreds of underserved schools and impactful community organizations through core programs that focus on helping underserved children develop strong mental health and leadership skills while staying active, changing the public stigma around mental health and brightening the lives of children in hospitals. Through their dedication and passion for doing good, AFH athletes have positively impacted the lives of millions around the world.



Athletes for Hope

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Hilinski's Hope Foundation is a non-profit organization formed to promote awareness and education of mental health and wellness for student athletes. The Foundation's mission is to educate, advocate, and eliminate the stigma associated with mental illness, while funding programs that provide student-athletes with the tools and resources that support their mental health and wellness. The Hilinski's Hope Foundation (H3H) was founded in 2018 by Mark and Kym Hilinski to honor the life of their son Tyler. H3H helps colleges and universities save lives, eliminate stigma, and scale mental wellness programs for student-athletes. H3H does this by sharing Tyler's story, connecting students with mental health resources, and assisting universities to institutionalize best practices. H3H envisions a world where mental health is supported in parity with physical health and equally prioritized by universities as connected to athletic performance.



Hilinski's Hope

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