



Youth Mental Health Awareness Month

February 2026

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Youth Mental Health Awareness Month happens every February. BRBH's Suicide Prevention Council of Roanoke Valley is hosting two contests this year in observation of this important month: one group contest, and one individual contest! We will be giving away a total of \$1,200 in cash prizes.

Fear or lack of understanding about mental illness may lead to stigma and impact someone reaching out for help. We can all help "Break the Stigma" when it comes to mental illness! We are asking the community to promote positive mental health messages and resources to "Break the Stigma" and reduce suicides.

In this guide, you will find a contest for schools/groups with cash prizes, an individual contest for youth, ideas for awareness activities, and resources to share!

Speak up. Educate. Show Compassion.
#YouthMentalHealthMatters

Questions? Call Sheila at 540-982-1427 ext. 2328 or email slythgoe@brbh.org



Suicide Prevention
Council of Roanoke Valley



Blue Ridge
Behavioral
Healthcare
Hope Spoken Here



Group Contest

The group contest is **open to youth-serving organizations** (e.g. schools, faith-based youth groups, youth sports teams, or any that work directly with youth). **Three winning groups will be awarded \$250 each!**

Contest Rules

- Your group must **conduct at least one mental health awareness activity in the month of February**.
- The activity must address the theme: **“Break the Stigma”** with a focus on youth mental health. **#YouthMentalHealthMatters**
- Participating groups must be from **Roanoke City, Roanoke County, Salem City, Craig County, and/or Botetourt County**.
- **Groups must submit a brief report on activities in order to be entered into the prize drawing.** Report forms will be sent to groups after registration and are due by 11:59 P.M. on 3/11/26.



Scan to Register Your Group
Or visit brbh.org/ymham



Individual Youth Contest

Please create and submit a piece of media showcasing why mental health is important to you and ways we can "Break The Stigma." Qualifying types of media include: illustrations, songs, dances, collages, videos, poems, spoken words, sculptures, posters...the sky is the limit! **AI art or creations will not be accepted or considered.**

Contest Rules

- **Entrants must be youth ages 5 – 18.**
- Creations must address the theme: "Break the Stigma" with a focus on youth mental health. **#YouthMentalHealthMatters**
- Participating youth must be from **Roanoke City, Roanoke County, Salem City, Craig County, and/or Botetourt County.**
- Entries are due by **11:59 P.M. on 2/28/26.**



Scan to Submit An Entry
or visit brbh.org/ymham



Sample Awareness Activities

- Announcements with positive quotes, facts, practical self-care tips
- Door decorating contest
- Poster contest with positive messages
- Host Comedy Sketch Show or a Poetry Slam
- Create a Public Service Announcement focused on wellness
- Set Up a Challenge: unplugging from social media for 24 hours; exercise routine; step count; drinking more water, etc.
- Tie activities into Kindness Week (Feb. 15-21): develop a project to help your school, local families, or your community
- Theme Days or Parties: ex: Emoji Day, Wear PJs, Mix It Up Day, Dream Day (dream job or passion), Wear Green (ribbon color for MH Awareness)
- Self-Care Day: Have self-care stations, make positive announcements to start the day, put tips for self-care on your social media and/or messaging, etc.
- Talks or activities focused on mental health and sharing resources
- Encouragement wall for youth and adults to leave positive messages
- Create a small pamphlet with all the information displaying mental health information and the suicide & crisis lifeline
- Meditation/stress management activity
- Letter writing campaign: postcards to youth with notes of encouragement
- Thankful Thursdays: youth send notes to adults
- Pay It Forward activity or volunteer event that everyone can participate in
- Create Wellness Wednesdays with these topics and share out information: Week 1. Awareness/Education; Week 2. Resources; Week 3. Self-care; Week 4. Connection/Speak Up
- Host a Wellness Walk

Be creative and **ask youth to help with planning!**



Local Behavioral Healthcare

Blue Ridge Behavioral Healthcare

www.brbh.org

24-Hour Crisis Line

540-981-9351

Referral and Assessment

540-343-3007

Crisis Stabilization Unit

540-344-6208

23-HR Unit

540-524-9128

Recovery Support Warm Line

Call or Text 540-655-3213 (M-F 9am-5pm)

CONNECT

24/7 Evaluation and Assessment

1-800-284-8898 or 540-981-8181

NAMI Roanoke

info@namiroanokevalley.org

www.namiroanokevalley.org

Botetourt Counseling Center

www.botetourtcounseling.com

540-977-6300

DePaul Community Resources

www.depaulcr.org

888-233-7285

On Our Own of Roanoke Valley, Inc

540-362-0061

ooorv.org

Intercept Health

www.intercepthealth.com

833-867-3337



**Suicide Prevention
Council of Roanoke Valley**

Local Housing and Access

Rescue Mission

www.rescuemission.net

540-343-7227

New Day Center (ages 18-24)

Call or Text 24/7 Hotline 540-588-1616

Roanoke Area Ministries (RAM House)

www.raminc.org

Day Shelter 540-343-3753 (M-F 8am-4pm)

Main Line 540-345-8850

Homeless Assistance Team (HAT)

540-853-1715/ 540-853-1721

Council of Community Services Roanoke

540-985-0131

Commonwealth Catholic Charities

www.cccofva.org

540-342-0411

Presbyterian Community Center

www.pccse.org

540-982-2911

LGBTQ+ Resources

LGBT National Hotline

888-843-4564

PFLAG

pflag.org

Trans Lifeline

877-565-8860

Trevor Lifeline (LGBTQ+ Youth)

1-866-488-7386 (24/7/365)

Text START to 678678

National Resources

Regional Mobile Crisis Response

1-855-887-8278

Emergencies

911

Crisis Text Line

Text TALK to 741741

Veteran's Crisis Line

988 PRESS 1

Text 838255

Disaster Distress Helpline

1-800-985-5990 or text TalkWithUs to 66746

SAMHSA's National Helpline

1-800-662-4357

SARA (Sexual Assault Response & Awareness)

540-345-7273

24/7 Crisis Hotline 540-981-9352

Suicide and Crisis Line

988

Domestic Violence Hotline

1-800-799-7233

Poison Control

800-222-1222

Youth Line

1-877-968-8491/text teen2teen 839863



Local Substance Abuse Resources

Alcoholics Anonymous

www.aaroanoke.org

540-343-6857

Al-Anon Family Groups

www.roanokeafg.org

540-387-5005

Mount Regis Center

www.mtregis.com

540-212-6079

Carilion Clinic Peer Recovery Specialist Program

540-983-4053

Local Family & Child Resources

Family Promise of Greater Roanoke

www.familypromiseroanoke.org

540-444-7374

Family Insight, P.C.

www.familyinsight.net

540-266-7550

Family Preservation Services

www.fpsccorp.com

540-344-9501

Family Service of Roanoke Valley

www.fsrv.org

540-563-5316

Children's Trust

www.roact.org

540-344-3579

TAP Domestic Violence Services

540-283-4813; after hours 540-580-0775

Salvation Army Turning Point

24/7 Victim Hotline

540-345-0400