



# Youth Mental Health Awareness Month February 2026

## Table of Contents

**2**  
Contests

**4**  
Ideas for  
Awareness  
Activities

**5**  
Resources

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](mailto:slythgoe@brbh.org)



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# 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](https://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! **All 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](https://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!**



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# Resource Sheet

## Local Behavioral Healthcare

**Blue Ridge Behavioral Healthcare**

[www.brbh.org](http://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](mailto:info@namiroanokevalley.org)

[www.namiroanokevalley.org](http://www.namiroanokevalley.org)

### Botetourt Counseling Center

[www.botetourt counseling.com](http://www.botetourt counseling.com)

540-977-6300

### DePaul Community Resources

[www.depaulcr.org](http://www.depaulcr.org)

888-233-7285

### On Our Own of Roanoke Valley, Inc

540-362-0061

[oorv.org](http://oorv.org)

### Intercept Health

[www.intercepthealth.com](http://www.intercepthealth.com)

833-867-3337



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## Local Housing and Access

### Rescue Mission

[www.rescuemission.net](http://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](http://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](http://www.cccofva.org)

540-342-0411

### Presbyterian Community Center

[www.pccse.org](http://www.pccse.org)

540-982-2911

## LGBTQ+ Resources

### LGBT National Hotline

888-843-4564

### PFLAG

[pflag.org](http://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



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## Local Substance Abuse Resources

**Alcoholics Anonymous**  
[www.aaroanoke.org](http://www.aaroanoke.org)  
540-343-6857

**Al-Anon Family Groups**  
[www.roanokeafg.org](http://www.roanokeafg.org)  
540-387-5005

**Mount Regis Center**  
[www.mtregis.com](http://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](http://www.familypromiseroanoke.org)  
540-444-7374

**Family Insight, P.C.**  
[www.familyinsight.net](http://www.familyinsight.net)  
540-266-7550

**Family Preservation Services**  
[www.fpscorp.com](http://www.fpscorp.com)  
540-344-9501

**Family Service of Roanoke Valley**  
[www.fsrv.org](http://www.fsrv.org)  
540-563-5316

**Children's Trust**  
[www.roact.org](http://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