

2025

Toolkit

Educator Mental Health Awareness Month

Created by Dr. Shamira Webb, Founder of Educator Mental Health Awareness Month

CEO of Tiny Talks, Big Feelings™

A light-lift guide to spark awareness, connection, and self-compassion

about

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Welcome Letter from Dr. Shamira Webb

A Message from the Founder

Welcome Letter from Dr. Shamira Webb

Educator Mental Health Awareness Month marks a new chapter in how we see, support, and sustain educator well-being. For too long, educator wellness has been treated as an afterthought, optional rather than essential. This initiative publicly acknowledges that those who care for students deserve the same care in return. Awareness is not limited to teachers; it also includes front office staff, school counselors, social workers, and mental health and wellness facilitators who support students, families, and fellow staff members.

This inaugural year is historic not only because it initiates a statewide conversation, but because it invites educators to reclaim their wellness while laying the groundwork for systemic change. This year marks the first step in a three-year strategic plan designed to move us from awareness to advocacy, ultimately leading to action and policy reform.

2025 is about awareness. Recognizing what we've overlooked, naming what's been silent, and giving ourselves and each other permission to be human in this work. Small acts, simple conversations, and visible reminders will pave the way for larger transformation in the years to come.

Whether you lead a classroom, support teachers, or guide a district, your participation matters. You are part of a growing movement to ensure that educator mental health is no longer a once-a-year focus, but a professional standard.

With purpose and gratitude,

Dr. Shamira Webb

Founder, Educator, Mental Health Awareness Month
CEO, Tiny Talks, Big Feelings™

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About the Initiative

A Movement Begins: Redefining Educator Wellness

Educator Mental Health Awareness Month was created not just to raise awareness, but to redefine what proper support for educators looks like. This movement seeks to shift culture, policy, and perception so that educators' mental well-being is seen as both a personal responsibility and a professional priority, not a luxury.

This initiative launches a three-year strategic plan beginning with awareness and evolving into advocacy and action. Each phase builds on the last, creating momentum that extends beyond one month and influences how schools function year-round.

Change starts with awareness, and that awareness begins with us. Each educator models what it means to care for themselves while working toward systems that do the same. By participating this year, you're planting seeds for lasting change in the future of education.

The Three-Year Focus

Year	Strategic Focus	Goal
2025	Awareness	Establish visibility, shared language, and unified participation across schools.
2026	Advocacy	Empower educators and leaders to champion wellness as a professional standard.
2027	Action	Influence policies and practices that prioritize sustainable educator well-being.

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Brand + Visual Identity

Please use only the official brand colors and logo for any visuals.

Show Your Support, Show Your Colors

Official Colors:

- Pastel Blue (#A7C7E7)
- Pastel Yellow (#F9E79F)

Logo: Mandala Awareness Ribbon

Approved Hashtags:

- #educatormentalhealthmonth
- #permissionToBeHuman
- #prioritizeeducatormentalhealth

Quick Uses:

- Add the ribbon to school newsletters or website banners.
- Use ribbon colors in hallway décor or social media posts.
- Add “Educator Mental Health Awareness Month” to your email signature or Zoom background.

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30 Ways to Celebrate Educator Mental Health Awareness Month

November is Educator Mental Health Awareness Month, a statewide effort to recognize and support the people who make learning possible. This year's theme, "Permission to Be Human in Education," reminds us that caring for ourselves is not optional.

These ideas are designed to help educators take small, meaningful steps toward well-being while sparking collective conversations that foster a culture of care in schools.

1. Light the Halls Blue and Yellow

Use pastel blue and yellow to decorate entrances, hallways, or bulletin boards. Even a simple ribbon or banner can raise awareness throughout the building.

2. Permission Wall

Create a space for staff to complete the sentence: "I give myself permission to..."

Suggestions include: rest, ask for help, unplug, or say no.

3. Blue and Yellow Fridays

Invite staff to wear the official colors (and jeans) on Fridays in November. Share photos to show statewide unity.

4. Door Decorating Contest

Host a contest focused on mental health and wellness. Use the theme "Permission to Be Human in Education" or create a school-specific version.

Optional Door Theme Ideas:

- Permission to Be Human – Celebrate authenticity and imperfection as strengths.
- Recharge Station – Highlight how educators refuel their mental, physical, or emotional energy.
- You Can't Pour from an Empty Cup – Show how self-care enables care for others.
- Mind Full or Mindful? – Illustrate the value of slowing down and staying present.
 - Mental Health Matters Here – A clear, powerful affirmation.

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5. Take 5 Challenge

Encourage everyone to take five minutes a day to pause, stretch, breathe, or reset.

6. Affirmation Stations

Place baskets of affirmation cards in restrooms or staff areas. Encourage staff to take one when they need a boost.

7. Wellness Banner

Hang a banner titled “*Why My Mental Health Matters.*” Allow staff to add sticky notes with affirmations, reflections, or expressions of gratitude.

8. Morning Mindfulness Moment

Start a weekly morning with a one-minute gratitude or breathing prompt over the announcements.

9. Kindness Chain

Add a paper chain link each time someone shows kindness. Watch it grow throughout the month.

10. Staff Lounge Refresh or Serenity Room

Add calming touches to the lounge, such as plants, soft lighting, or positive messages, to make it a restful space. -or- create a serenity room for staff to have moments of quiet and mindfulness during the day.

11. Gratitude Notes

Provide thank-you cards for staff to write and display, or collect them in a shared space.

12. Self-Care Snack Cart

Roll a snack cart through the building, offering treats and kind notes once during the month.

13. Permission Slips for Adults

Distribute symbolic “permission slips” encouraging rest and reflection.

Note: Align with school schedules and policies.

14. Mindful Monday Emails

Send a short motivational quote or wellness message each Monday.

15. How We Recharge

Create a display of how staff relax and recharge. Include photos or captions from home life or hobbies.

16. Social Media Spotlights

Feature staff members sharing self-care strategies or reflections on mental wellness.

17. Student Thank-You Notes

Have students write appreciation notes to educators and deliver them during the final week.

18. Wellness Bingo

Create a bingo card with self-care actions. Offer a small prize drawing for completed cards.

19. Table Talk Tents

Place tent cards in common areas with wellness quotes or reflection prompts to encourage a sense of well-being.

20. Gratitude Gathering

Host a brief gathering with coffee or treats. Invite staff to reflect or share a takeaway from the month.

21. Student Voices: Daily Reset Reminders

Let students read short wellness tips during announcements, such as:

“Teachers, take a deep breath with us before the day begins.”

22. Dear Teachers, Here’s Our Advice...

Ask students to offer wellness advice to staff. Display it on a bulletin board.

23. Educator Shout-Out Board

Create a digital or physical space to recognize staff who model empathy or balance.

24. Wellness Playlist

Collect songs from staff that help them relax or feel uplifted. Share the playlist.

25. Hydration Station Challenge

Encourage staff to track water intake. Recognize participation with fun titles or prizes.

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26. Take What You Need Wall

Create tear-off tabs with words like hope, calm, strength, and joy. Staff can take what resonates each day.

27. Staff Wellness Library

Build a shared library with wellness and mental health resources. Encourage donations and sharing.

28. Mindful Minutes

Open meetings or planning sessions with a brief reflection or breathing exercise.

29. Thankful Thursday Thread

Start a weekly thread or post where staff share something they're grateful for.

30. Chalk the Walk for Educators

Invite students to write positive chalk messages for staff outside the school.

Bonus Tip: Keep It Visible

Visibility builds validation. The more this month is observed, the more it becomes an integral part of school culture. Every banner, ribbon, and reflection reminds educators and students that mental health is a matter of importance.

Email/ Newsletter/ Social Media Post/ Morning Announcements

These short messages can be used in school-wide emails, morning announcements, social media posts, or newsletters to promote **Educator Mental Health Awareness Month** in a simple, encouraging way. Each blurb is written to build awareness and appreciation.

Tip: Consider allowing students to read some of the positive messages. Student voices have such a huge impact.

Feel free to **personalize** any message for your school or district. For example:

At ABC Academy, we're recognizing Educator Mental Health Awareness Month by reminding our staff that their wellness matters, too.

Sample Posts & Announcements:

- November is Educator Mental Health Awareness Month! Let's recognize the people behind the profession—educators who give so much every day.
- Educators are human. They care, feel, and keep showing up—even on the hard days. This month, we honor humanity.
- This November, our halls shine blue and yellow as a reminder that wellness matters in every school.
- Educator Mental Health Awareness Month invites us to listen, learn, and support one another. Let's keep the conversation going.
- Awareness starts with one conversation. Check in on a colleague, offer encouragement, or share a kind word today.
- Behind every lesson plan is a person who cares deeply. This month, we celebrate the people behind the work.

Educator Mental Health Awareness Month

- A simple act of kindness can change someone's day. Let's use this month to spread encouragement throughout the school.
- Let's bring visibility to educator mental health and wellness—because awareness is where change begins.
- This month is about recognition and reflection. Let's appreciate the hearts behind our classrooms.
- Pause. Breathe. Reflect. Awareness begins in moments just like this.
- Join us in shining a light on educator mental health. Every voice and act of awareness helps.
- Awareness is more than a month—it's a movement. Together, we can make educator wellness a priority.

Daily or Weekly Messages:

- This month, we recognize the importance of supporting the people who make learning possible—our educators.
- Take a moment to appreciate an educator today. A kind word or a simple 'thank you' goes a long way.
- Educator Mental Health Awareness Month reminds us that maintaining a balance is essential.
- Take five minutes for yourself today. A slight pause can make a big difference.
- Everyone needs care and encouragement—especially those who care for others.
- Awareness starts with small moments. Let's make space for those this week.
- A gentle reminder: your well-being matters. Take time to recharge.
- This week, focus on connection. A simple check-in with a coworker can mean more than you know.
- Our school joins others across the state to honor educator wellness. Together, we're building a culture of care.
- Let's fill our days with encouragement—one positive note, one kind gesture at a time.

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- Awareness isn't about doing more. It's about noticing more. Check in with yourself today.
- To all educators: thank you for showing up with heart. We see you. We appreciate you.
- This month reminds us that everyone in the school community—staff, students, and families—deserves care. Awareness is where change begins.



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Beyond November- This Is Just the Beginning

Educator Mental Health Awareness Month is more than a calendar event. It marks the beginning of a movement. The awareness we build this year is intended to spark both personal reflection and collective action.

Each conversation, display, and small act of care helps normalize what has too often been overlooked: educator mental health is essential, not optional. This month marks the beginning of a dialogue that extends beyond November one, where educators feel empowered to care for themselves and are supported by the systems around them.

This initiative marks the first step in a three-year strategic plan that transitions from awareness to advocacy and, ultimately, to action. Over time, these efforts will foster healthier schools, promote greater balance, and lead to more sustainable practices across education.

Real change happens when awareness becomes habit, when educators take intentional steps toward their well-being, and when leaders commit to making wellness a shared priority. Together, we can build a school culture where care is not only encouraged but expected.

"Educator mental health isn't an add-on; it's the foundation of everything we do."
— Dr. Shamira Webb

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Official Awareness Banner 2025

Available as a download- see website



How to Print Your 2x6 Banner

1. Download the File

- Click the download link provided and save the banner image or PDF to your computer or phone.

2. Choose a Print Location

- You can print at **any local office supply or photo store**, such as:
 - Office Depot / OfficeMax
 - Walgreens
 - CVS
 - Staples
 - FedEx Office

3. Upload the File for Printing

- Go to the store's **photo or print section** on their website.

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- Select **Banner** or **Poster** printing (choose the **2x6 size**).
- Upload your downloaded file.

4. **Ignore the Low-Resolution Warning**

- You may see a message saying the image is “low resolution.” That’s normal for this file size. As long as you are printing at **2x6 feet**, it will print clearly. Do **not** enlarge it beyond that size.

5. **Pick Up and Review**

- Choose in-store pickup or delivery.
- When you pick it up, **review the print** before leaving the store.
- If the quality looks off, most stores will **reprint it for free** or let you cancel before paying.

6. **Pro Tip**

- Walgreens often has **photo coupons** on their homepage or app—search “photo coupon” before ordering to save money.