

## Building Mental Wellness | Social Media Toolkit

Latino youth are at higher risk of mental health challenges compared to White youth during and after the pandemic, reporting high rates of loneliness and poor or decreased mental health. As UnidosUS continues its advocacy and programmatic efforts to increase access to mental health care, community-based organizations and frontline providers play a critical role in implementing preventive efforts that help curb this mental health crisis. The first five years of life is a crucial period for [setting the foundation to nurture and sustain positive mental health](#) across the lifespan. UnidosUS has developed these social media assets, in English and Spanish, for frontline providers and community-based organizations who might not have the resources or information needed to encourage mental health and emotional wellness in children from an early age.



Join UnidosUS in promoting mental wellbeing among Latino children with our “Building Mental Wellness” series. Share these social media resources to your accounts or with other service providers to equip parents, caregivers, and community leaders with tools for nurturing social emotional wellness in Latino children.

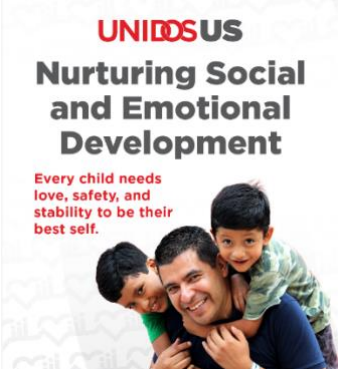

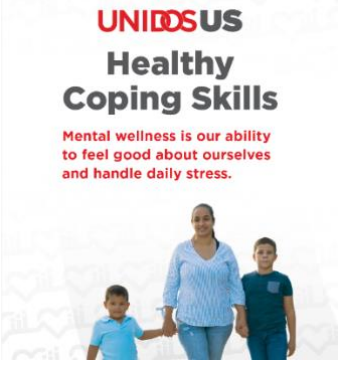
### **This toolkit contains:**

- “Building Mental Wellness” digital graphics you can [download here](#) in English and Spanish. You can also click on the individual graphics below to download specific assets.
- Sample social media post caption in English and Spanish to promote Mental Wellness.

### **Tags:**

- Tag @WeAreUnidosUS on Instagram, Facebook, LinkedIn, Threads and X (formerly Twitter). Please use #UnidosUS when you post across social media platforms.
- If you’re a UnidosUS Affiliate, please use #AffiliatesUnidos when character limits allow.
- You can use #MentalHealth, and similar hashtags to help amplify your mental health awareness content.

BUILDING MENTAL WELLNESS POSTS	
Graphic	Sample Caption
<p><b>UNIDOSUS</b> <b>Building Strong Relationships</b></p>  <p>Click on Graphic to download</p>	<p>Building strong relationships with your child shapes their emotional development and future health. During the first five years, a child’s brain grows the fastest. Here’s how you can help foster healthy relationships: respond calmly, listen actively and make time for play!</p> <p>#UnidosUS</p> <p>Additional optional hashtags: #ParentingTips #HealthyGrowth #FamilyWellness</p>
<p><b>UNIDOSUS</b> <b>Construyendo relaciones fuertes</b></p>  <p>Haz clic en la imagen para descargar</p>	<p>¿Sabías que el cerebro crece más rápido durante los primeros 5 años de vida? Tener una buena relación con tu hijo ayuda a su desarrollo emocional y su salud. Aquí te damos algunos consejos para enseñarles como tener relaciones saludables: responde con calma, escucha con atención y juega con tu hijo.</p> <p>#UnidosUS</p>

 <p><b>UNIDOSUS</b> <b>Nurturing Social and Emotional Development</b> Every child needs love, safety, and stability to be their best self.</p> <p>Click on Graphic to download</p>	<p>Children learn by observing us, which is why we become such important role models from the start. Showing empathy, love and providing safety and stability helps them grow into their best selves!</p> <p>#UnidosUS</p>
 <p><b>UNIDOSUS</b> <b>Fomentando el desarrollo social y emocional</b> Todo niño necesita amor, seguridad y estabilidad para ser su mejor versión.</p> <p>Haz clic en la imagen para descargar</p>	<p>Los niños aprenden cómo comportarse observando los ejemplos que dan sus padres. Por eso al mostrar empatía, amor y brindar seguridad y estabilidad, los ayudamos a convertirse en la mejor versión de sí mismos.</p> <p>#UnidosUS</p>
 <p><b>UNIDOSUS</b> <b>Healthy Coping Skills</b> Mental wellness is our ability to feel good about ourselves and handle daily stress.</p> <p>Click on Graphic to download</p>	<p>Did you know? Teaching children about mental wellness early on equips them with the tools to manage their emotions. As parents, we can demonstrate healthy ways to cope with daily stress, so they feel confident to handle their own feelings.</p> <p>#UnidosUS</p>

## UNIDOSUS Habilidades saludables para manejar la presión

El bienestar mental  
es sentirte bien  
contigo mismo y  
poder manejar el  
estrés del día  
a día.



Haz clic en la imagen para descargar

¿Sabías que enseñar a los niños sobre el bienestar mental desde pequeños les ayuda a manejar sus emociones? Como padres, podemos mostrarles maneras saludables de manejar el estrés diario, para que se sientan seguros al enfrentar sus propios sentimientos.

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## UNIDOSUS Parents and Self-Care



Click on Graphic to download

Parents, we know how stressful life can get, but taking care of your mental health is just as important as caring for your family. When you're okay, you're able to give your best to your loved ones. Don't forget to take a moment for yourself—you deserve it!

#UnidosUS

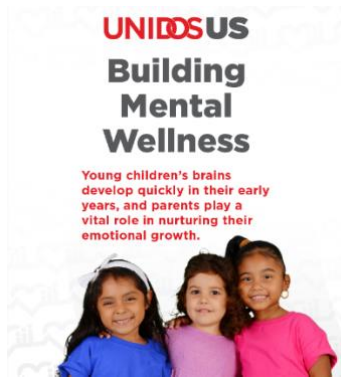
## UNIDOSUS Padres y autocuidado



Haz clic en la imagen para descargar

Padres, sabemos lo estresante que puede ser la vida, pero cuidar tu salud mental es tan importante como cuidar a tu familia. Cuando tú estás bien, puedes dar lo mejor de ti a tus seres queridos. ¡Tómate un momento para ti—te lo mereces!

#UnidosUS



Click on Graphic to download

During the first five years, a child's brain develops rapidly. Discover how you can strengthen and enrich family relationships with powerful actions like responding calmly, listening actively and enjoying time together!

#UnidosUS



Haz clic en la imagen para descargar

Durante los primeros cinco años, el cerebro de un niño se desarrolla a gran velocidad. ¡Descubre cómo puedes fortalecer y enriquecer las relaciones familiares con acciones poderosas como responder con calma, escuchar activamente y disfrutar del tiempo juntos!

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