

'CARE NOT CUSTODY' CAMPAIGN TOOLKIT

February 2026

**UNITED
FOR
GLOBAL
MENTAL
HEALTH**

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INTRODUCTION

Globally, more people are confined in mental health institutions than in prisons—a stark indicator of how deeply outdated models of care still dominate mental health systems. Around 8.4 million people are admitted to mental hospitals each year, often subject to prolonged, inhumane, and coercive conditions that violate their rights. Despite this, the majority of mental health funding continues to support institutional care.

‘Care not Custody’ is a long-term campaign call to push for lasting, systemic change—supporting the global shift away from confinement and toward rights-based, community-rooted mental health services. Grounded in human dignity and aligned with international guidance, it reinforces the growing call to action: care should heal, not isolate. It’s time to prioritise inclusion, autonomy, and recovery by transforming where and how support is delivered.

In its first phase, under the broader ‘Care not Custody’ concept, the campaign launches with the headline *“I was sentenced to”* — featuring personal statements from people with lived experience that illuminate the realities of confinement, setting the tone for future campaign expressions within this platform.

This executive summary of the toolkit provides campaign materials, including editable assets designed for translation and localisation, to support your launch on social channels. Please follow the included design and compliance guidelines when adapting content.

COMPLIANCE

This campaign is built on real lived experiences, and the messages reflect authentic personal stories. To honour that, **please avoid using stock photography**. Any stock images included in this toolkit are for illustrative mock-up purposes only – **they are not licensed for publication**.

USE OF REAL IMAGERY

We strongly encourage the use of images from people with lived experience who have chosen to participate.

Individuals submitting images should ideally select a campaign message (e.g., “I was sentenced to...”) that they personally relate to.

CONSENT & TRANSPARENCY

It is essential that you:

- Obtain written consent from each participant before using their image.
- Clearly (best in written form) explain where and how the image will be used – especially that it will appear publicly and may be shared globally across social media platforms, alongside the associated message.

LOCAL RESPONSIBILITY AND SUPPORT

Please ensure all necessary internal and local approvals are secured before publishing any campaign materials.

United for Global Mental Health provides this toolkit to support local activation, but does not carry responsibility for how materials are adapted or used. However, if you have questions or require guidance during your localisation process – especially regarding consent, brand use, or sensitive content – we’re here to help. Please reach out to the campaign team.

APPROVED IMAGERY AND ASSIGNED MESSAGES

The individuals featured in this toolkit have given their consent for their images to be used in this campaign. Each person has selected one “I was sentenced to...” message that reflects their own lived experience. These photographs **must only be used in conjunction with the specific message chosen by the individual – and in English only**. Below, you’ll find an overview of the global testimonials and their selected campaign statements.



Benjamin

‘I was sentenced to shackles and abused when I needed a safe space.’



Chiamo

‘I was sentenced to being treated like I didn’t matter.’



Cecelia

‘I was sentenced to a diagnosis I couldn’t question.’



Kimberly

‘I was sentenced to fearing my own mind.’



Regina

‘I was sentenced to loneliness without my consent.’



Terver

‘I was sentenced to a diagnosis I still question.’



Tizaa

‘I was sentenced to seclusion without my consent.’

Click [HERE](#) to download the campaign photography.*

MESSAGE TOOLKIT

MESSAGE TOOLKIT

We divided the campaign messages into five groups, each showing a different kind of abuse that people in institutions often face. This structure helps people remember the issues clearly and see that the problem is systemic (not just individual stories). This makes the communication easier to understand, more memorable, and more useful.

The example messages provided here are optional – they are just guidance. You can also create your own, based on the lived experience of the person you want to feature. Whenever possible, use the phrase “I was sentenced to...” to keep the campaign consistent.

01	INVOLUNTARY ADMISSIONS, TREATMENT & COERCION
02	SECLUSION, RESTRAINT & RELATED ABUSE
03	PHYSICAL, PSYCHOLOGICAL & SEXUAL ABUSE
04	NEGLECT & UNSANITARY LIVING CONDITIONS
05	STIGMA, DISCRIMINATION & COMMUNITY MARGINALISATION

MESSAGE TOOLKIT

01

INVOLUNTARY ADMISSIONS, TREATMENT & COERCION

I was sentenced to drugs I couldn't refuse

I was sentenced to a diagnosis I couldn't question

I was sentenced to silence when I asked for help

I was sentenced to no longer being in control of my own body

I was sentenced to a diagnosis that reduced me to a set of symptoms

02

SECLUSION, RESTRAINT & RELATED ABUSE

I was sentenced to punishment for my pain

I was sentenced to the hands of abusers, not the arms of support

I was sentenced to a cell when I needed space

I was sentenced to screaming in isolation without being heard

I was sentenced to a system of abuse, not support

I was sentenced to isolation when what I needed was community

I was sentenced to abandonment and separation from my family

MESSAGE TOOLKIT

03

PHYSICAL, PSYCHOLOGICAL & SEXUAL ABUSE

I was sentenced to suffer when I hoped for healing
I was sentenced to assault in a place meant for healing
I was sentenced to hands that hit and never helped
I was sentenced to abuse with no witnesses nor justice
I was sentenced to a system of abuse disguised as a system of care
I was sentenced to abuse with no hope for justice

04

NEGLECT & UNSANITARY LIVING CONDITIONS

I was sentenced to life between moldy walls, broken toilets, and forgotten meals
I was sentenced to sleepless nights and restless days
I was sentenced to cold nights and colder stares
I was sentenced to surviving in filth
I was sentenced to being treated like I didn't matter
I was sentenced to losing my identity
I was sentenced to be a cleaner rather than a patient

MESSAGE TOOLKIT

05

STIGMA, DISCRIMINATION & COMMUNITY MARGINALISATION

I was sentenced to being feared and never understood
I was sentenced to losing my job and every future one
I was sentenced to shame for being me
I was sentenced to a world that shut me out
I was sentenced to rejection by my own family
I was sentenced to invisibility when I needed to be seen
I was sentenced to silence instead of being heard
I was sentenced to isolation for feeling lonely
I was sentenced to being feared and misunderstood
I was sentenced to losing my job
I was sentenced to shame for my diagnosis
I was sentenced to isolation instead of belonging

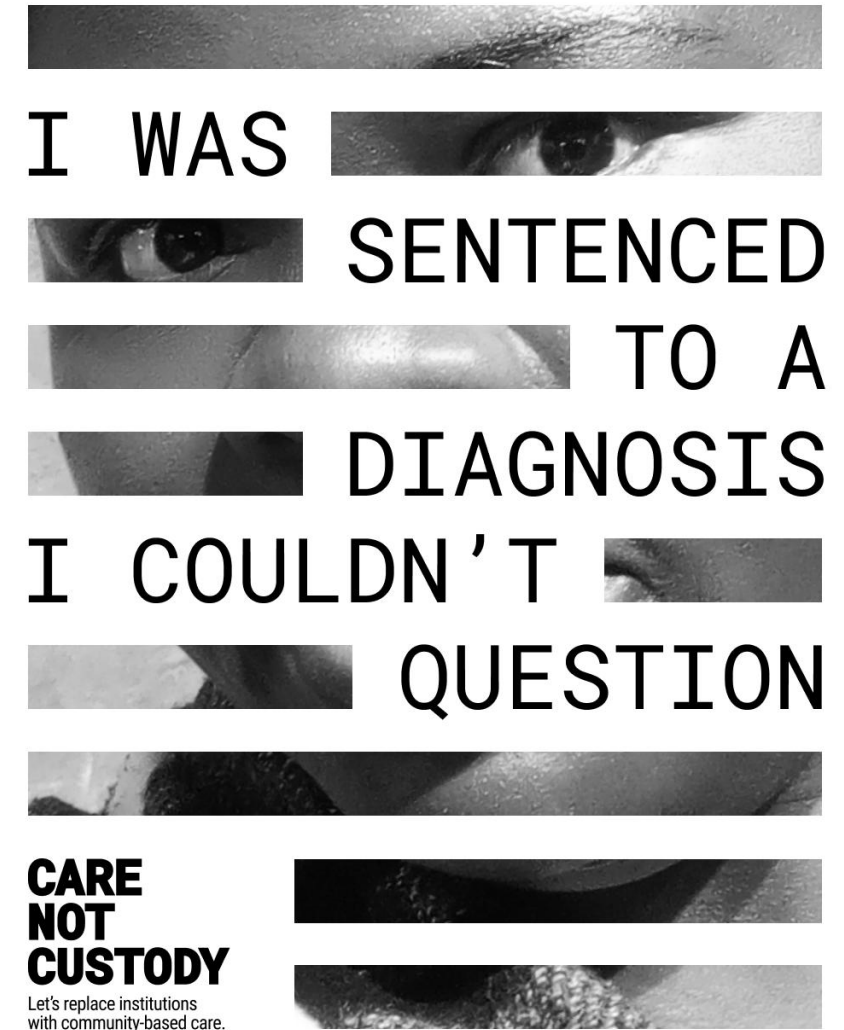
VISUAL TOOLKIT

CAMPAIGN LOOK & FEEL

The campaign's design is inspired by official papers and the spaces of confinement, such as prison bars, locked hospital wards, and small cell windows. The use of a single-width font and a strict grid makes the design feel cold and controlled, showing how institutions often choose order over care.

The main phrase is "I was sentenced to...". It is more than a caption – it feels like a judgment. The way the words are shown – stacked, boxed, or cut short – gives viewers the feeling of restriction.

The design also frames people's eyes inside horizontal bars, symbolizing isolation and limited freedom. Altogether, the system is calm but strong. It asks people to "read between the lines" and think about how institutional care can feel like punishment instead of support.



TYPOGRAPHY

The campaign uses **Roboto Mono** as its font, always in uppercase and regular weight. This is a monospaced font, meaning every letter takes up the same amount of space. It gives the design a look that feels official, strict, and impersonal – similar to medical records or prison documents. The evenly spaced letters create a rhythm that reflects the controlled and dehumanised nature of institutional systems.

Because the font is plain and without decoration, it doesn't distract from the message. Instead, it makes the campaign's emotional statements stand out more clearly and powerfully.

ROBOTO
MONO
REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Click [HERE](#) to download Roboto Mono.

COLOR

The campaign uses a **black-and-white color palette** to highlight the seriousness of the issue. Black stands for confinement, control, and erasure, while white creates contrast and space – giving room for voices that are often ignored.

This palette is used in both the design and the photography, giving the work a raw, documentary style that feels honest rather than polished.

It is also practical: black and white is easy for everyone to use, works well in different regions, and keeps the look consistent across digital and print materials

Black

RGB	0 0 0
HEX	#000000

White

RGB	255 255 255
HEX	#FFFFFF

PHOTOGRAPHY

All campaign photos should be in **black and white**. This choice supports the campaign's serious, institutional tone and matches the overall design style.

When converting images to black and white, make sure there is enough contrast. Adjust brightness, shadows, and levels so the photo is always clear and effective on any platform.

When selecting a photo, connect it with a campaign message the person shown relates to, so the visual feels personal and authentic. All portraits must be taken with the subject's consent, in safe environments that respect their dignity. Whenever possible, use clean backgrounds and natural light to keep a documentary feel, and avoid styling that looks staged or commercial.

Click [HERE](#) to download the approved photography.*



Original image



Desaturated image



Original image



Desaturated image

CAMPAIGN LOGO

The campaign logo represents **our call to end the institutionalisation of people with mental health conditions.** Alongside the line “Let’s replace institutions with community-based care,” it shows the demand to move from punishment to support. The logo is a symbol of solidarity and change.

It is available in black and white so it can be used in different formats, but it must always appear on campaign materials in a consistent size and position.

To keep the logo recognisable worldwide, it should only be used in English. Translating it could weaken its impact. If a local translation is absolutely necessary, partners may create one — but it must keep the original meaning and respect the design.

Click [HERE](#) to download the campaign logo.

**CARE
NOT
CUSTODY**

Let’s replace institutions
with community-based care.

**CARE
NOT
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Let’s replace institutions
with community-based care.

HORIZONTAL GRID

Because this is a social-first campaign, the layout system is based on common digital formats like 1:1, 4:5, 3:4, 9:16, 16:9, and 1.91:1. All designs follow the same structure, with narrow margins, consistent spacing, and horizontal bands. This strict grid reflects the campaign's themes of confinement and control.

The grid is more than just a practical tool – it also carries meaning. It shows the same sense of restriction that the campaign is highlighting, making every layout feel deliberate and controlled. While the system is designed for digital use, it can also adapt to other sizes if needed. The rules in this toolkit should be the base for all creative work to keep the campaign visually consistent.



GRID: 1080x1080 px (1:1)

The 1080x1080 (1:1) canvas is constructed with 75px margins on all sides and divided into eight horizontal rows separated by 50px gutters.

Recommended for:

- Instagram
- Facebook
- LinkedIn
- X

Click [HERE](#) to download the campaign grids.



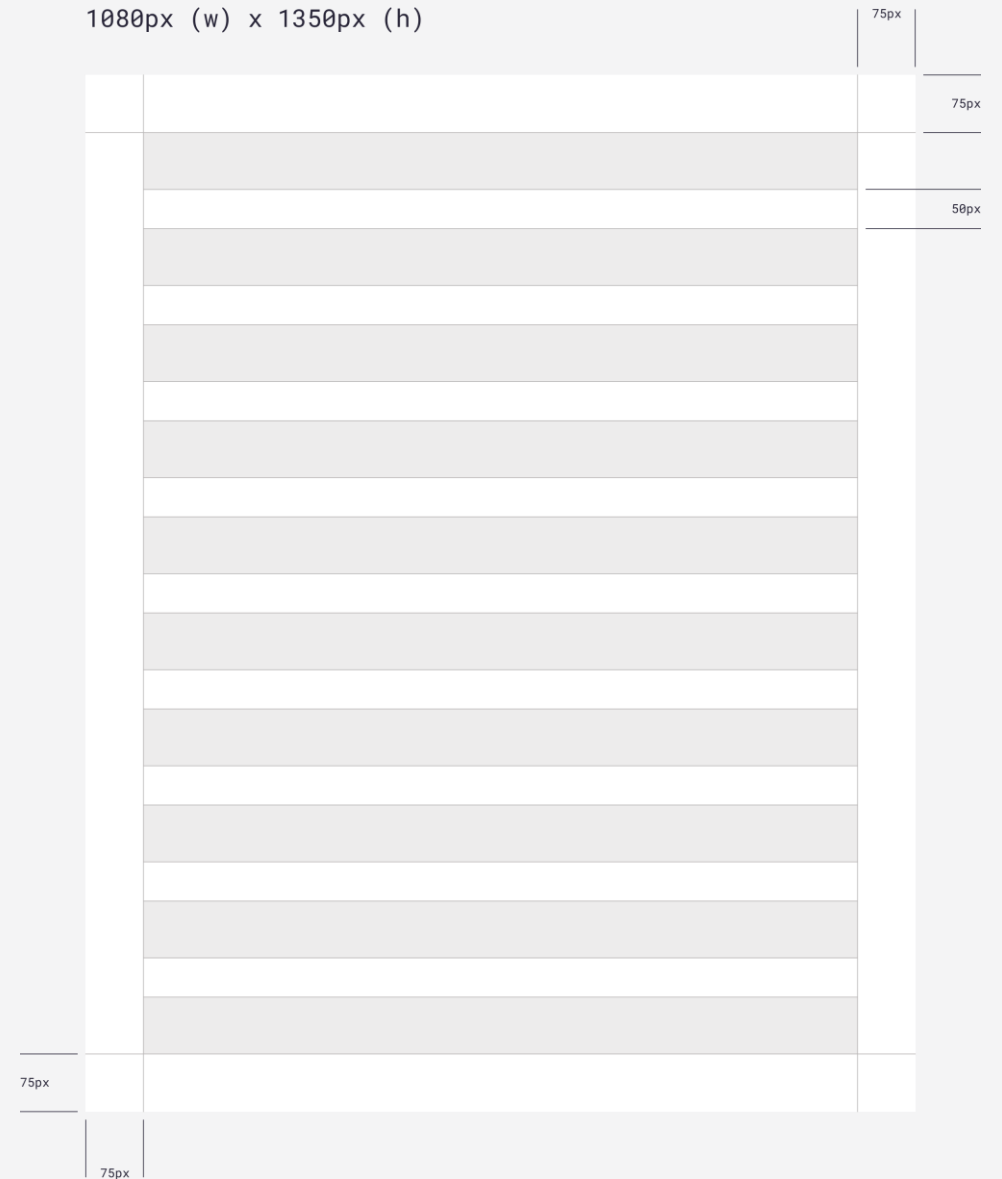
GRID: 1080x1350 px (4:5)

The 1080x1350 (4:5) canvas is constructed with 75px margins on all sides and divided into ten horizontal rows separated by 50px gutters.

Recommended for:

- Instagram
- Facebook

Click [HERE](#) to download the campaign grids.



GRID: 1080x1440 px (3:4)

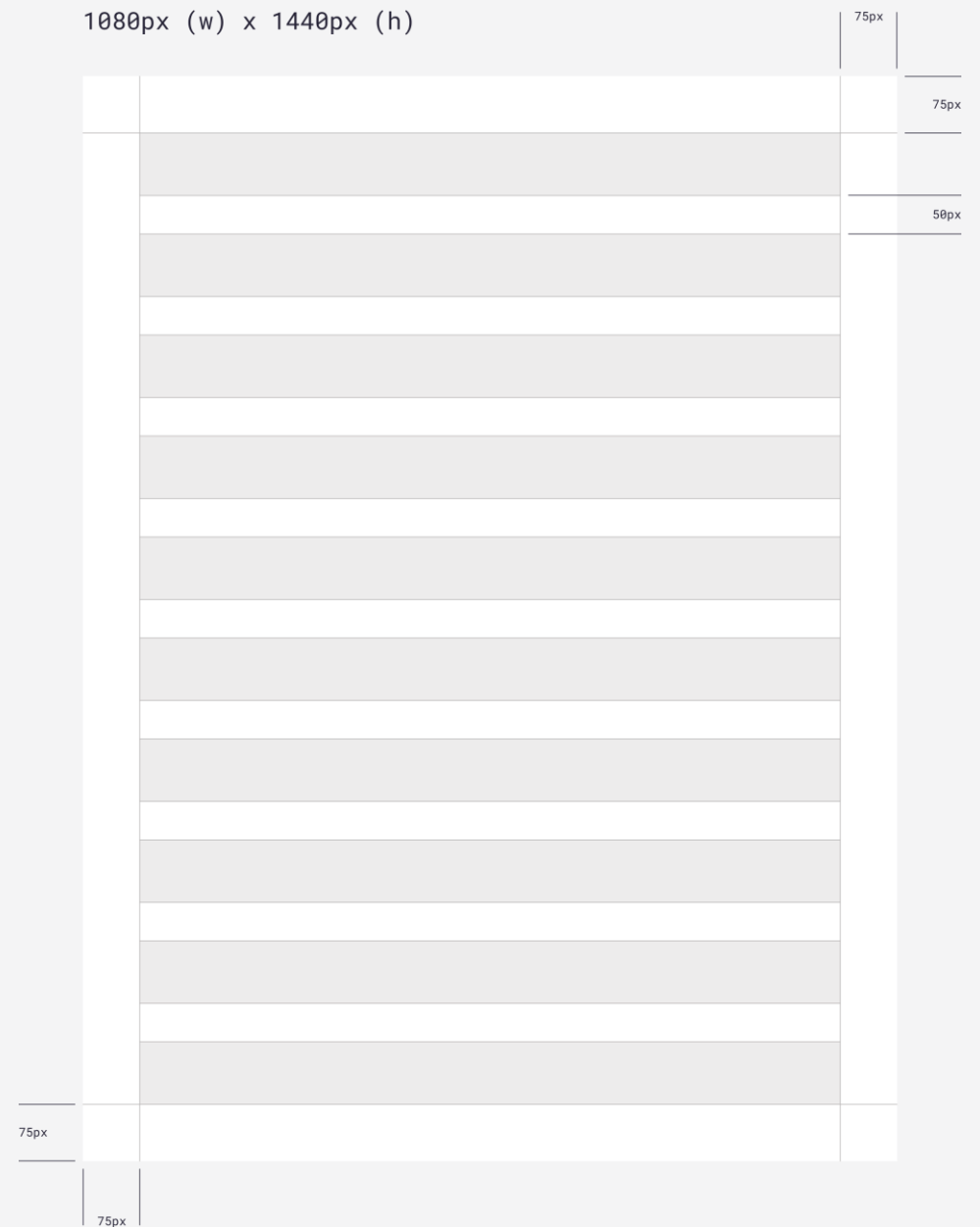
The 1080x1440 (3:4) canvas is constructed with 75px margins on all sides and divided into eight horizontal rows separated by 50px gutters.

Recommended for:

- X

Click [HERE](#) to download the campaign grids.

1080px (w) x 1440px (h)



GRID: 1080x1920 px (9:16)

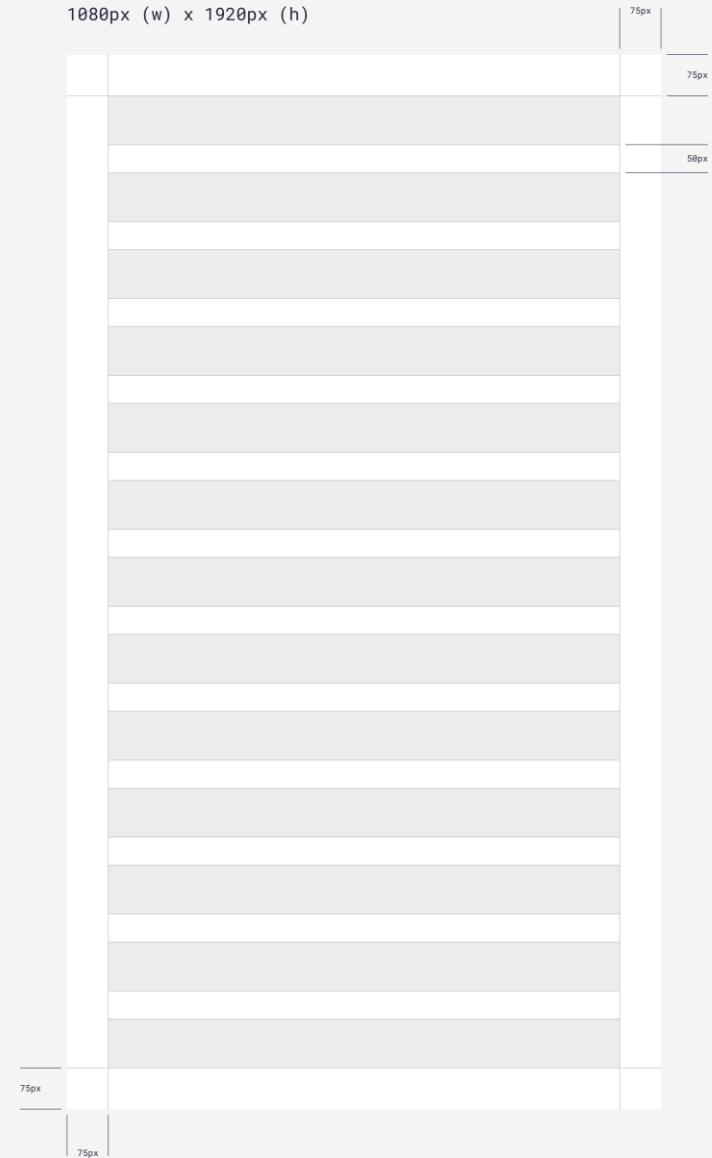
The 1080x1920 (9:16) canvas is constructed with 75px margins on all sides and divided into 13 horizontal rows separated by 50px gutters.

Recommended for:

- Instagram Story
- Facebook (Portrait)
- LinkedIn (Portrait)

Note: When creating assets for Instagram Stories, Reels and TikTok, ensure that both image crop and text placement avoid platform UI zones. If overlap is unavoidable, keep it minimal and never at the expense of legibility.

Click [HERE](#) to download the campaign grids.



GRID: 1920x1080 px (16:9)

The 1920x1080 (16:9) canvas is constructed with 75px margins on all sides and divided into six horizontal rows separated by 60px gutters.

Recommended for:

- X (Landscape)

Click [HERE](#) to download the campaign grids.



ASSET CONSTRUCTION

Every campaign asset is created through a clear and repeatable process based on the core visual identity. This ensures that all designs feel consistent with the campaign's style – strict but still human, controlled but still expressive. From the photos to the font to the logo placement, each element helps tell the story of institutional control versus community-based care.

Follow the steps on the following pages to build assets that are both consistent and adaptable across formats and contexts.



ASSET CONSTRUCTION

01 — Select an artboard size and apply the grid

The campaign is designed as a social-first system. Begin by selecting the appropriate asset dimensions based on the intended use. Sizes include 1:1, 4:5, 3:4, 9:16, 16:9 and 1.91:1. Each of these formats has a corresponding grid system to guide alignment, layout and spacing.

- Choose the artboard size that matches the platform or use case.
- Use the campaign grid, which is built with even horizontal lines and consistent spacing.
- Make sure every design element follows the grid, so the layout stays clear, consistent, and structured.

Click [HERE](#) to download the campaign grids.



ASSET CONSTRUCTION

02 — Insert and position the photograph

Photography plays a critical role in expressing lived experience. Once the grid is applied, insert the chosen black and white photograph and carefully position it within the banded rows.

- Crop and scale the image so that the subject's eyes align within one of the horizontal grid rows — this reinforces the emotional tension and enhances viewer connection.
- Mask the photo within the horizontal bands of the grid. The masking should feel deliberate and clean, avoiding awkward cuts or uneven proportions.
- Ensure layouts stay balanced but still keep the photos looking raw and documentary-like.

Click [HERE](#) to download the campaign photography.*

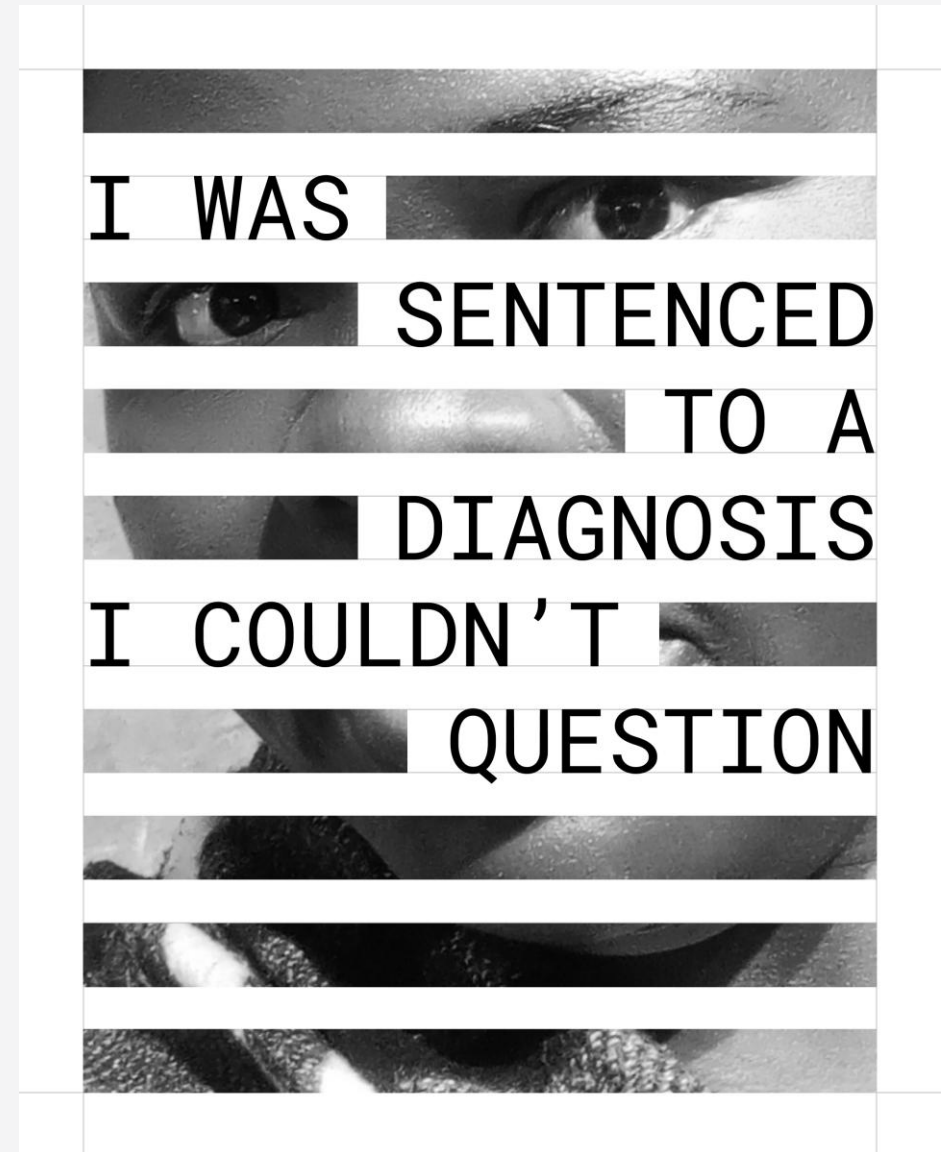


ASSET CONSTRUCTION

03 — Typeset the headline

Headlines are the campaign's most prominent textual element and must be treated with care and intention. They serve as both narrative and visual anchors.

- Use Roboto Mono in ALL CAPS, Regular weight.
- Set the font size to match (or closely approximate) the height of a single grid row.
- Compose headlines across 5–6 rows, depending on the format.
- For square (1:1) and portrait formats (4:5, 3:4, 9:16), leave at least one row empty at the top to allow breathing room—this does not apply to horizontal formats.
- Stack the words in a way that feels visually intentional—use line breaks to guide rhythm and legibility.
- Avoid placing text over the eyes or cropping essential parts of the face; always maintain facial recognisability.
- Add white blocks behind each line of text to ensure clear contrast and readability.



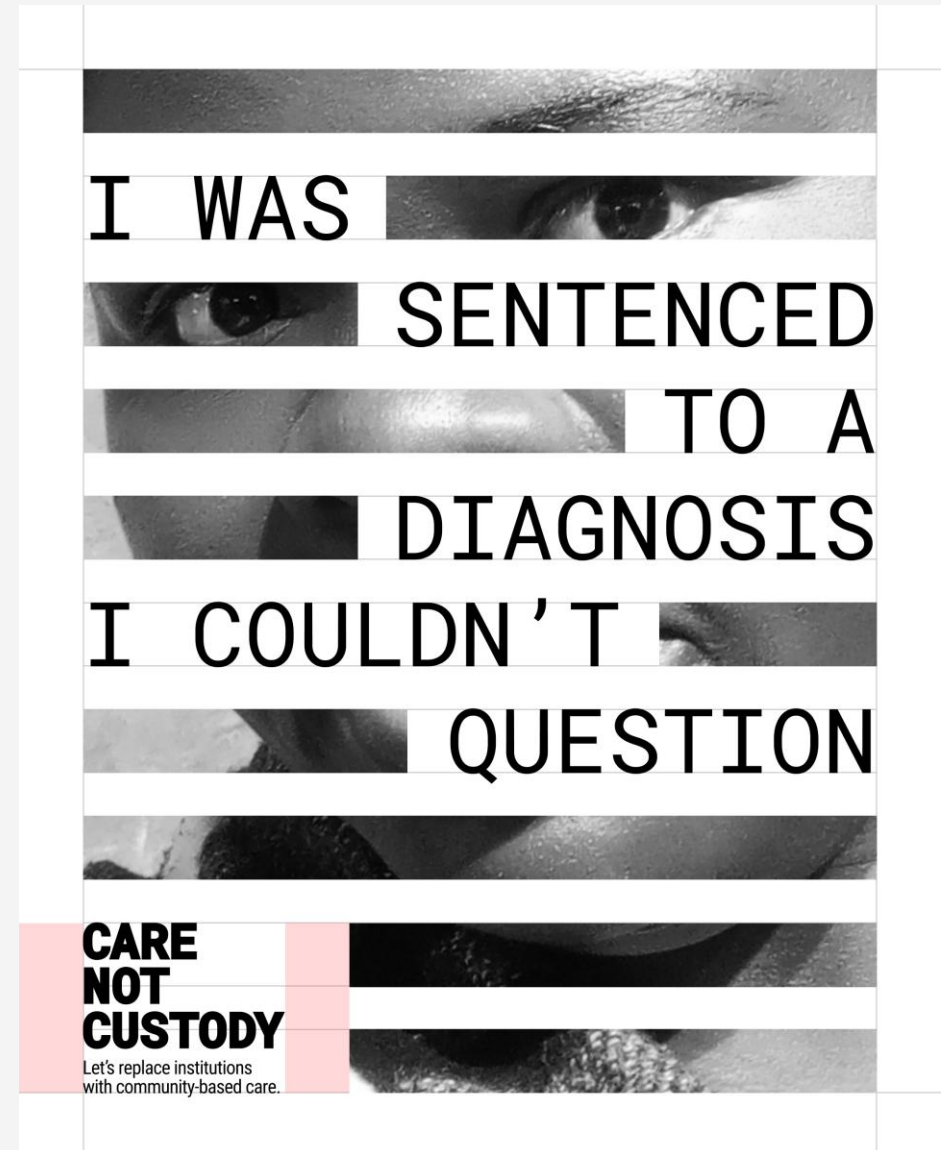
ASSET CONSTRUCTION

04 — Place the campaign logo

The “CARE NOT CUSTODY” campaign logo appears consistently across all assets. It provides instant campaign recognition and structural anchoring.

- Position the logo in the bottom-left corner of the layout.
- Set the logo height to match the height of two rows of the grid being used.
- Always preserve clear space to the right of the logo—this space should equal the column width defined by the artboard’s margin.
- Ensure the logo does not crowd or overlap any copy or key visual elements.

Click [HERE](#) to download campaign logo.

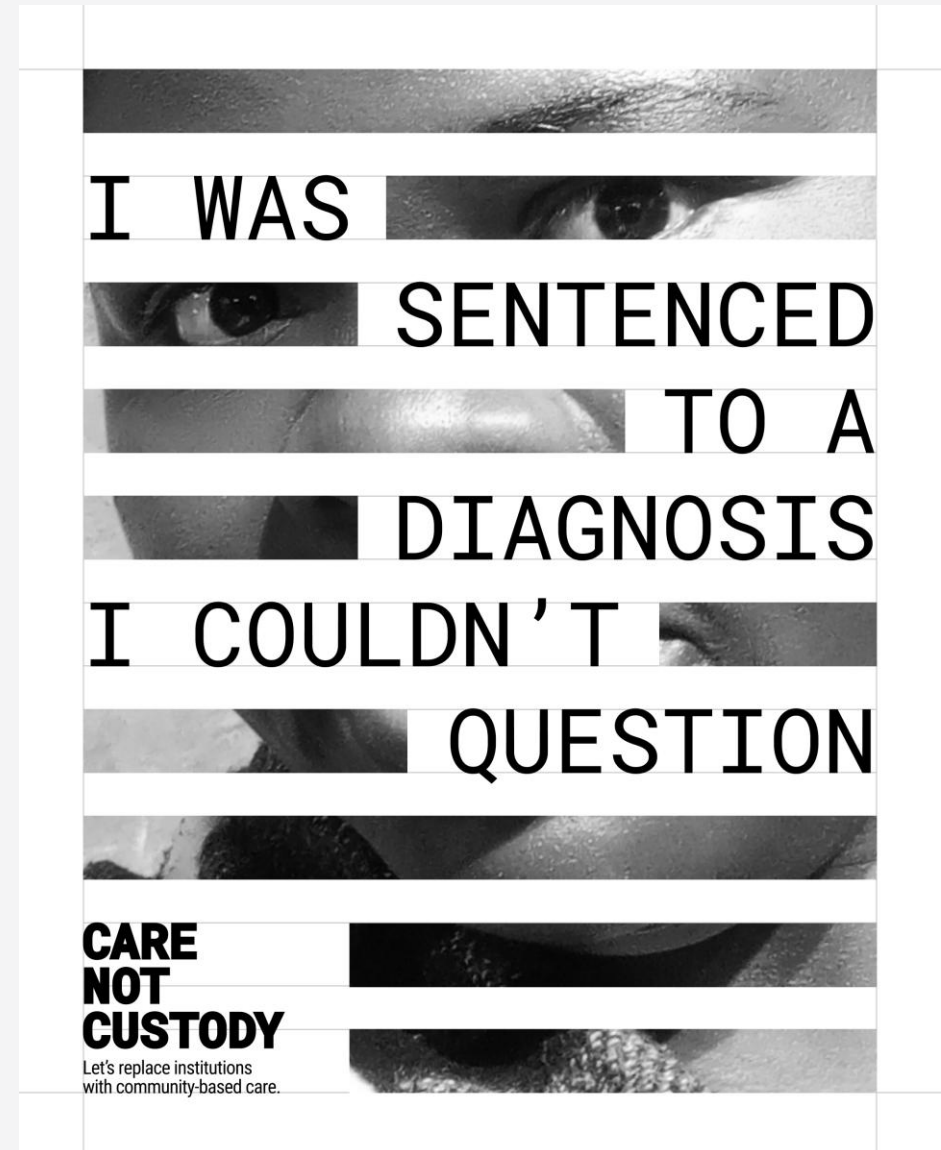


ASSET CONSTRUCTION

05 — Final review & refinement

Once all components are in place, take time to review and adjust the layout for optimal visual balance, clarity and alignment with the campaign's tone.

- Ensure all text is legible, aligned to the grid and aesthetically spaced.
- Re-check that the subject's eyes remain visible and unblocked.
- Verify that white blocks behind text are consistent in size and alignment.
- Confirm that the image masking feels deliberate and harmonious with the copy layout.
- Make any final adjustments necessary to balance impact, accessibility and design quality.



ASSET CONSTRUCTION: LANGUAGE ADAPTATIONS

When making campaign assets in languages other than English, the process stays the same, but some extra considerations are needed to keep the design consistent across different writing systems. Always start by choosing the right artboard size and applying the campaign grid from this toolkit. This keeps the structure aligned with the campaign's visual identity.

For languages that use Roman alphabets (like Spanish, French, Portuguese, German), follow the same rules as English. Keep the bold, all-uppercase style, but make sure the text is still easy to read and fits the grid. Headlines should stay short and strong. If translations are longer, adjust line breaks carefully so the design looks balanced and remains clear.

For languages with non-Roman alphabets (like Hindi, Korean, Thai, Arabic, Hebrew, Japanese, or Chinese), still use the core grid (vertical and horizontal grids are available) and typographic principles. Adapt alignment or column breaks as needed for each script. Always check that the font supports the characters you need.

ASSET CONSTRUCTION: RIGHT-TO-LEFT LANGUAGES

When adapting campaign assets for right-to-left (RTL) languages like Arabic, Hebrew, or Urdu, the process is mostly the same, but the layout must be flipped to match the natural reading direction. This means the headline and logo should be reversed while still keeping the overall design balanced.

Photos, grid sizes, and text scale stay the same in every language. However, check text alignment carefully to be sure that headlines in boxes and masked elements still look balanced within the layout. The goal is to keep the design clear and strong while making it easy for RTL audiences to read and connect with the message



ASSET CONSTRUCTION: VERTICAL LANGUAGES

For languages written top-to-bottom, like Japanese or traditional Chinese, the layout changes from horizontal rows to evenly spaced vertical columns, but the same design rules still apply. The subject's eyes should remain framed in a focus area of the image, though placement can be adjusted depending on the photo.

Headlines are set vertically, with characters stacked from top to bottom inside each column. Arrange the columns so the text reads naturally for that language. Keep all other campaign rules the same – black-and-white photos, strong contrast, white text blocks for readability, and consistent logo placement – so the design stays cohesive while fitting vertical scripts.

Click [HERE](#) to download vertical grids.

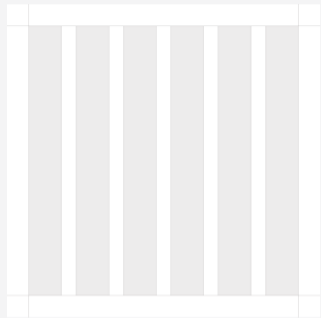


VERTICAL GRID

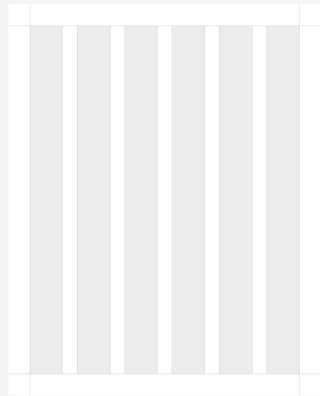
For languages written vertically, the layout changes from horizontal bars to vertical columns. Instead of rows, the evenly spaced columns guide the text and match the natural reading flow. This system still follows the campaign's principles of restraint and control, with tight margins and consistent spacing, while keeping the design clear and intentional.

The number of columns can change depending on how long the copy is, as long as the layout stays balanced and visually consistent. This flexibility keeps the text readable while preserving the overall design harmony.

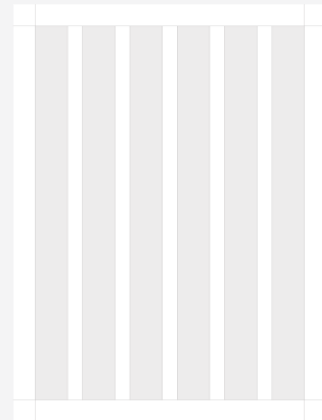
1080x1080 (1:1)



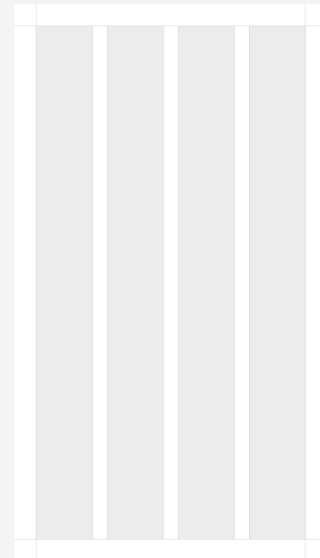
1080x1350 (4:5)



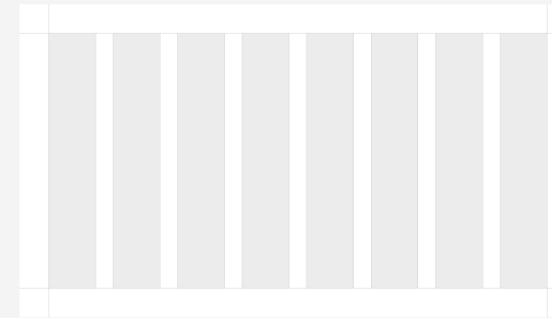
1080x1440 (3:4)



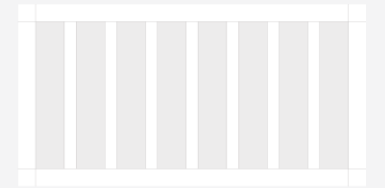
1080x1920 (9:16)



1920x1080 (16:9)



1200x628 (1.91:1)



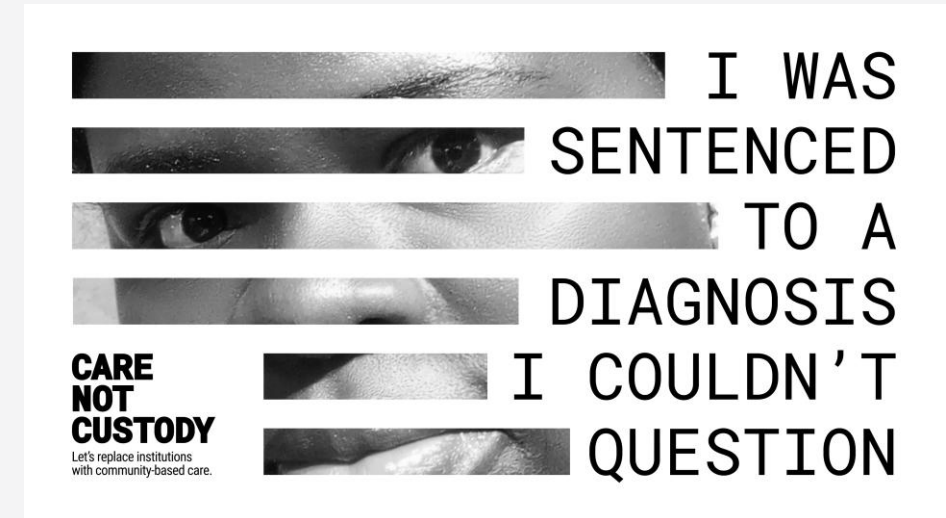
Click [HERE](#) to download the vertical grids.

COLOR VARIATIONS

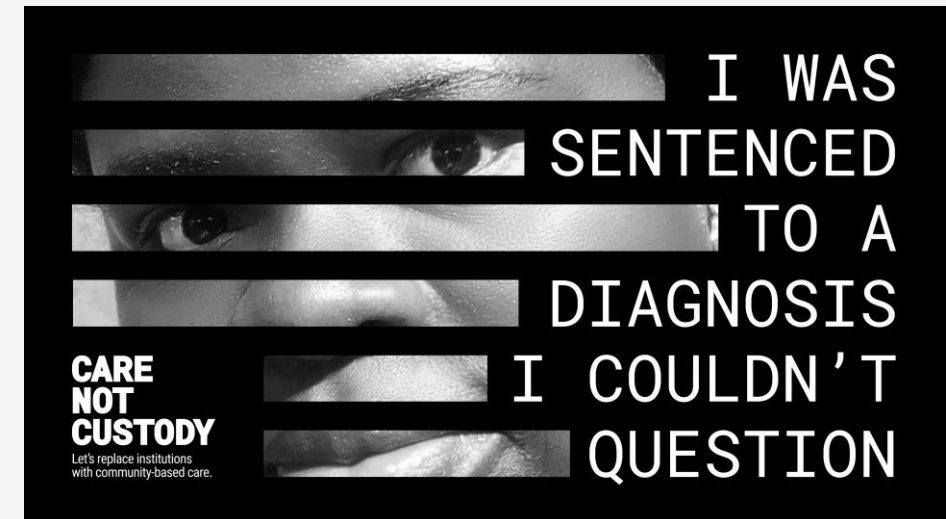
Campaign assets can use either a black or white background. Both keep the design clear, strong, and consistent with the campaign's minimal style.

Choose black or white depending on which makes the text easier to read, balances the tone, or works best with the photo. When showing multiple assets together (like in a carousel or grid), you can mix black and white to add variety while still keeping everything consistent.

White background



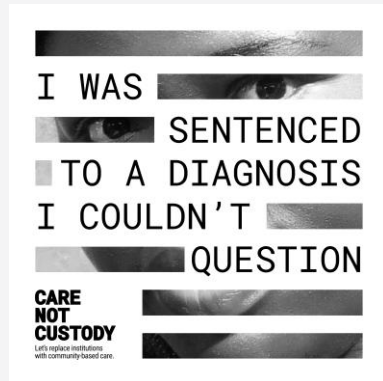
Black background



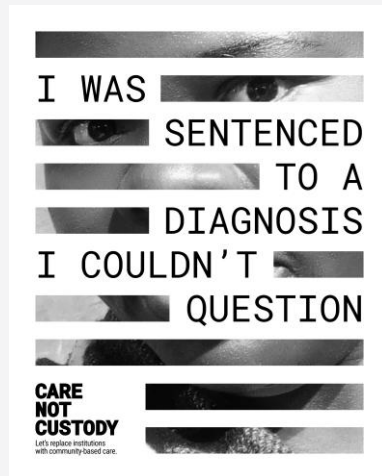
APPROVED ASSETS

APPROVED ASSETS: CECILIA

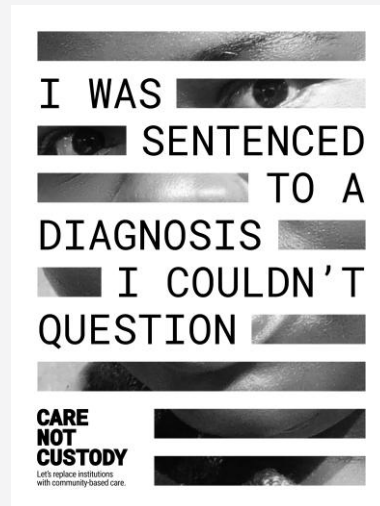
1080x1080 (1:1)



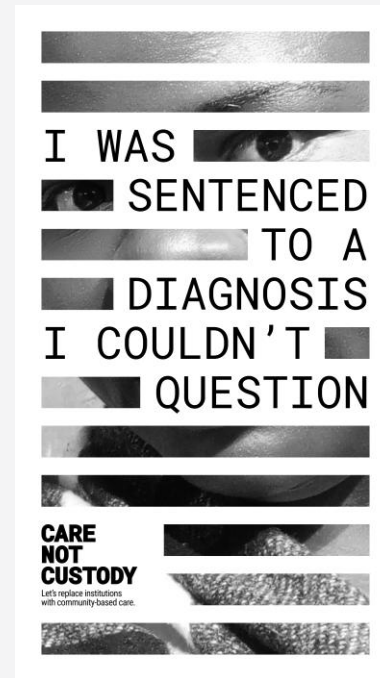
1080x1350 (4:5)



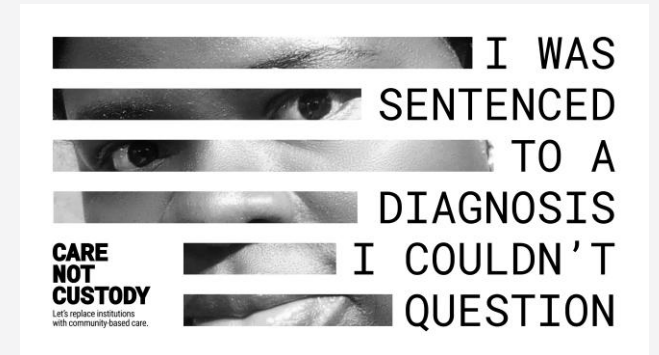
1080x1440 (3:4)



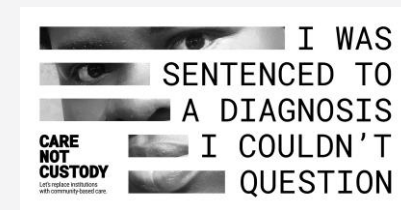
1080x1920 (9:16)



1920x1080 (16:9)



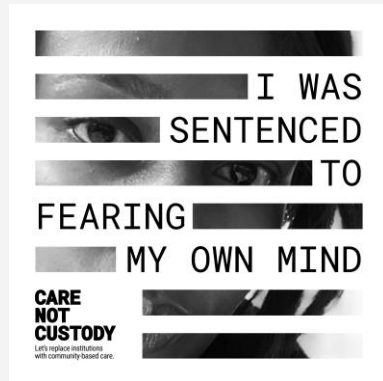
1200x628 (1.91:1)



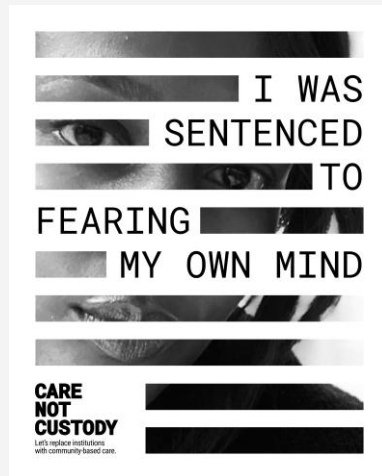
Click [HERE](#) to download Cecilia's assets and design files.

APPROVED ASSETS: KIMBERLY

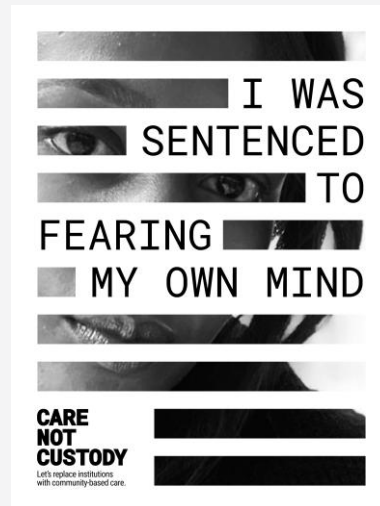
1080x1080 (1:1)



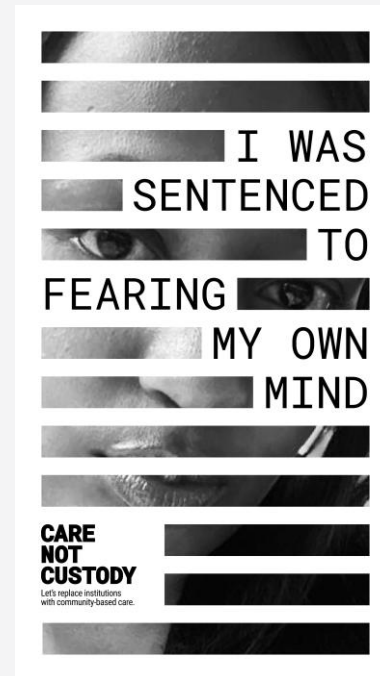
1080x1350 (4:5)



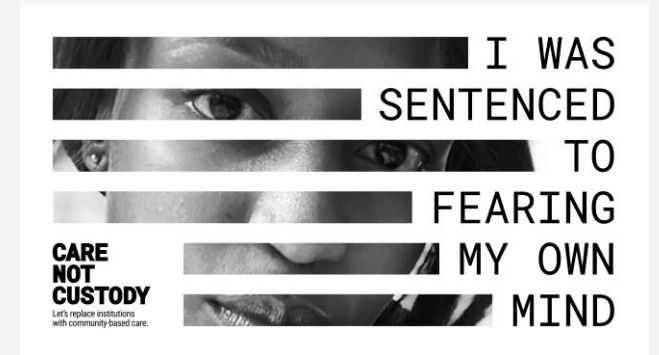
1080x1440 (3:4)



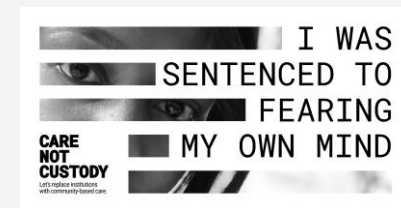
1080x1920 (9:16)



1920x1080 (16:9)



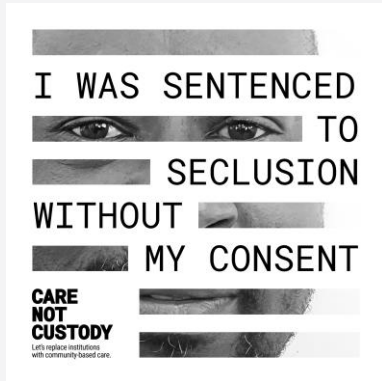
1200x628 (1.91:1)



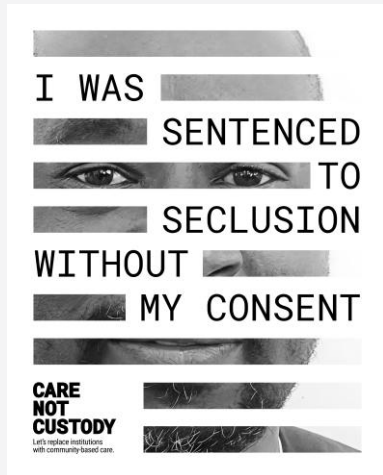
Click [HERE](#) to download Kimberly's assets and design files.

APPROVED ASSETS: TIZAA

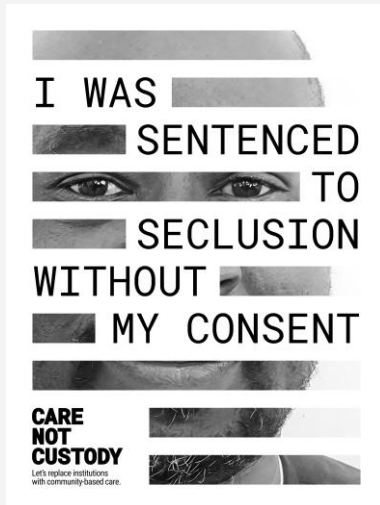
1080x1080 (1:1)



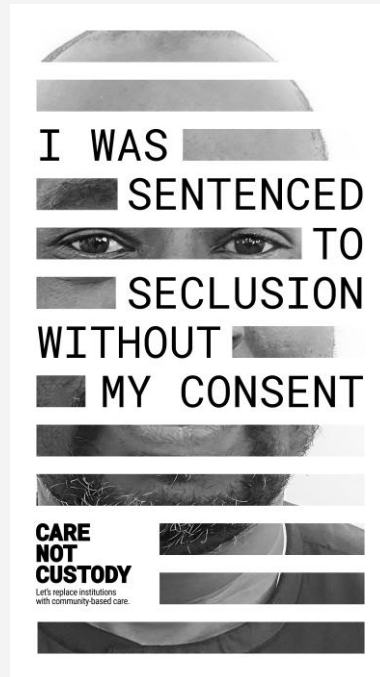
1080x1350 (4:5)



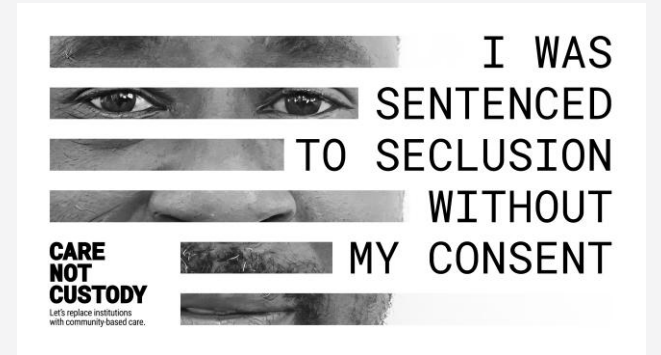
1080x1440 (3:4)



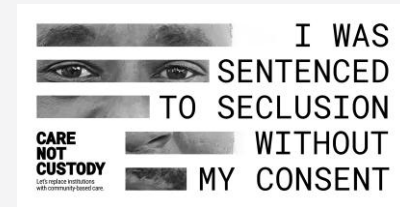
1080x1920 (9:16)



1920x1080 (16:9)



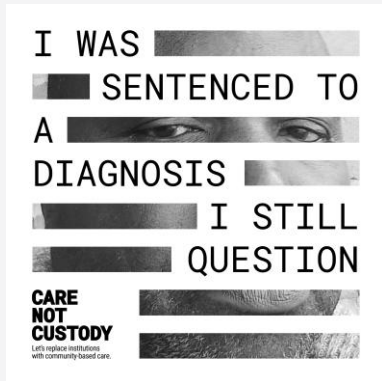
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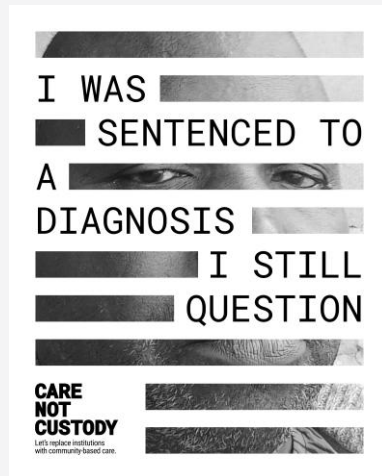
Click [HERE](#) to download Tizza's assets and design files.

APPROVED ASSETS: TERVER

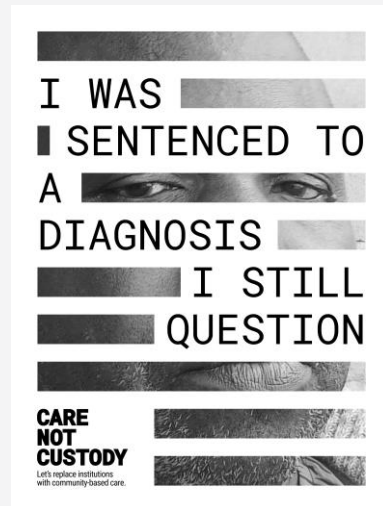
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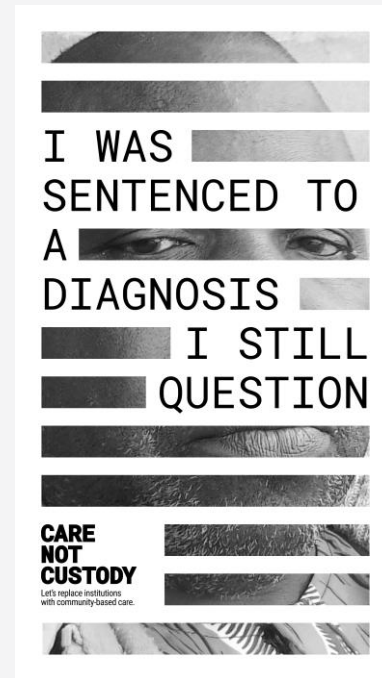
1080x1350 (4:5)



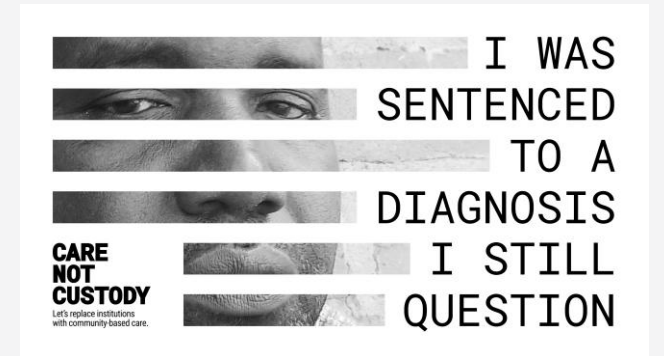
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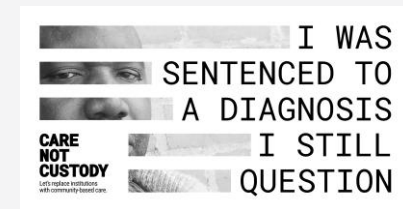
1080x1920 (9:16)



1920x1080 (16:9)



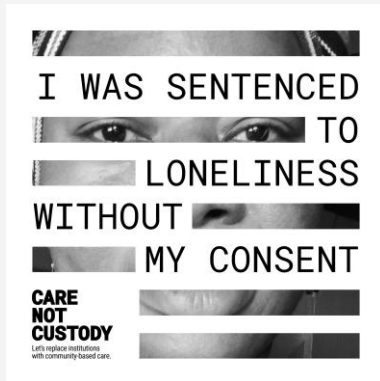
1200x628 (1.91:1)



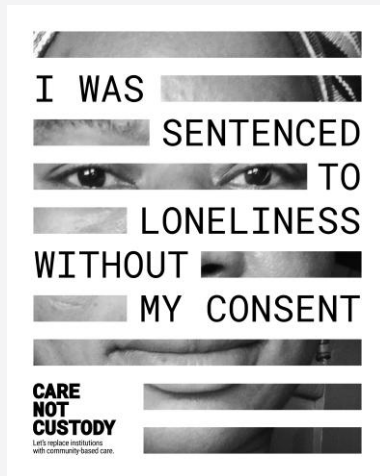
Click [HERE](#) to download Terver's assets and design files.

APPROVED ASSETS: REGINA

1080x1080 (1:1)



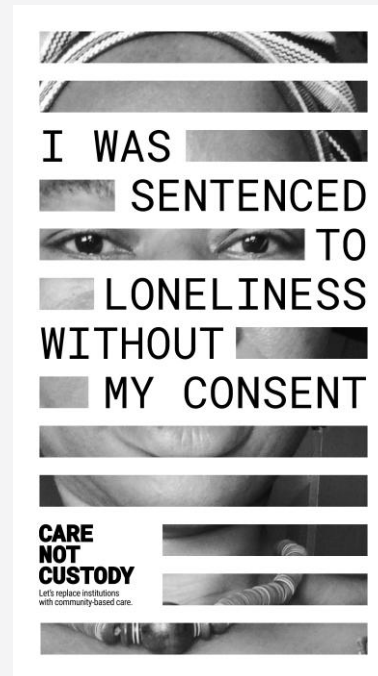
1080x1350 (4:5)



1080x1440 (3:4)



1080x1920 (9:16)



1920x1080 (16:9)



1200x628 (1.91:1)



Click [HERE](#) to download Regina's assets and design files.

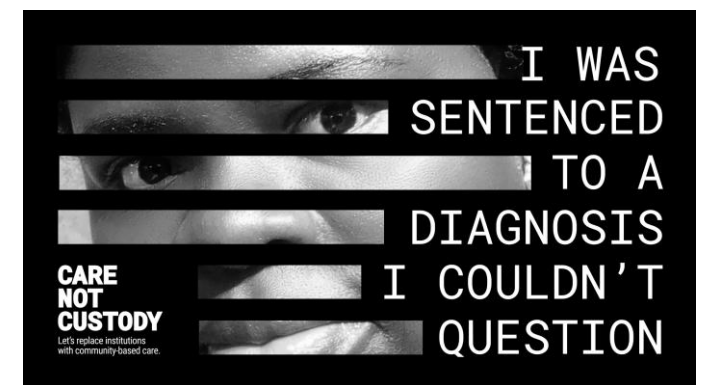
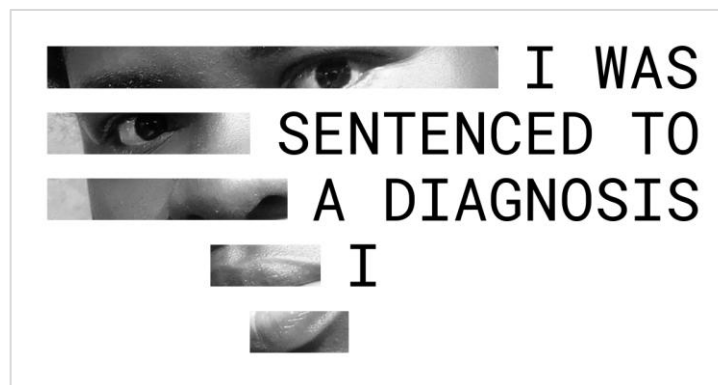
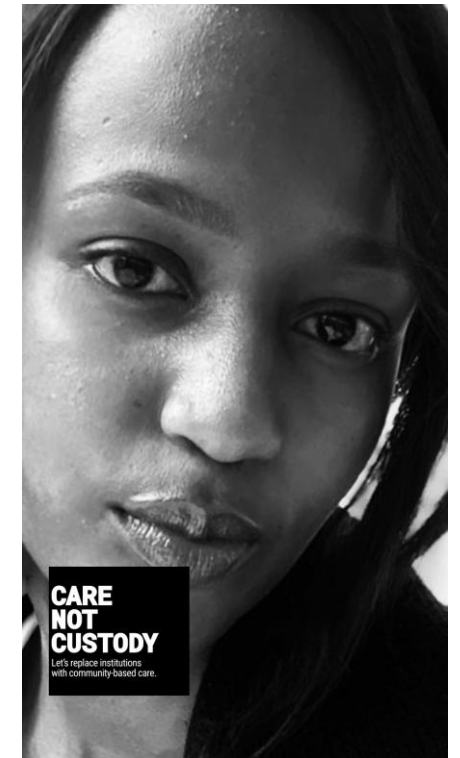
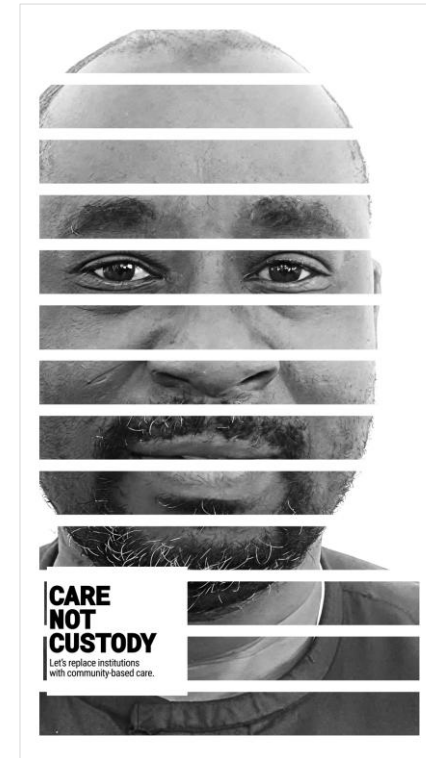
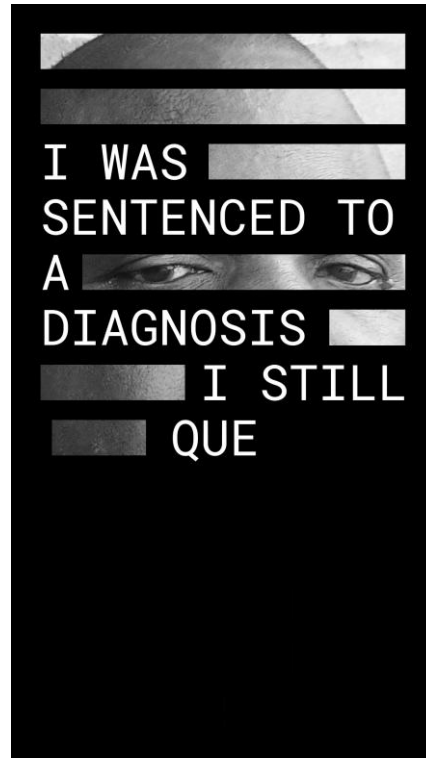
ANIMATIONS

APPROVED ANIMATIONS

This toolkit provides a selection of animated assets, primarily in 9:16 to be used in story format. Example animations of one person with lived experience (Cecilia) in all other aspect ratios are provided for reference. On the next page the construction of animations is outlined.

See a few example animations on this slide. More can be found on the link below including the working files.

Click [HERE](#) to download animated assets.



ASSET ANIMATION CONSTRUCTION

1. Opening (Empty Canvas)

- Start with a blank white screen.
- Horizontal lines stretch out one by one, left to right, revealing fragments of a black and white photo underneath.
- As the lines expand, pieces of the sentence also appear (“I WAS SENTENCE...”)

2. Full text reveal & logo entry

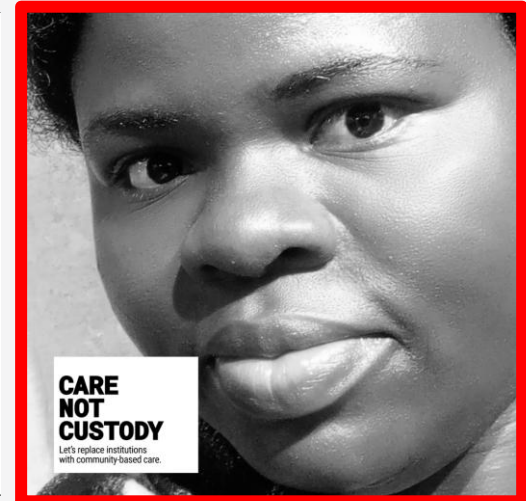
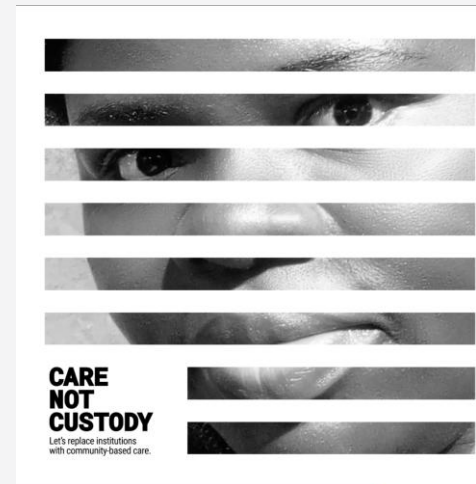
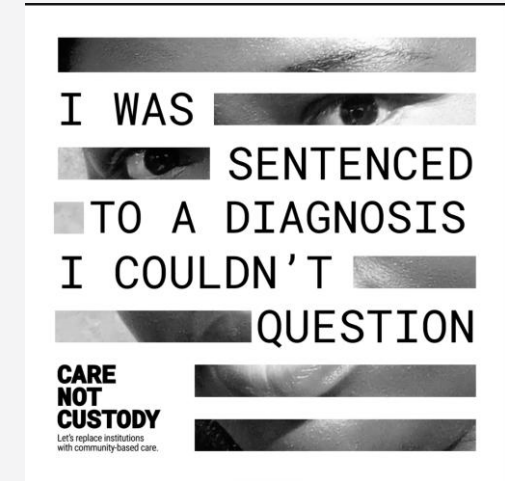
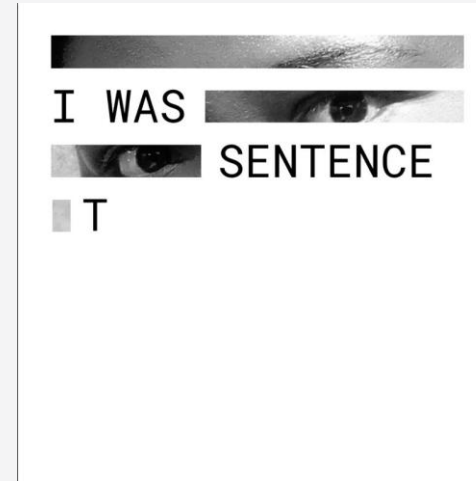
- Once all the necessary lines are revealed, the full text is readable: “I WAS SENTENCED TO A DIAGNOSIS I COULDN’T QUESTION.”
- Hold this moment for readability (approx. 2–3 seconds).
- The “CARE NOT CUSTODY” logo enters, sliding smoothly from left to right into place at the bottom left.

3. Transition to photo

- The text begins sliding out horizontally (left and right) as if being pushed away.
- With the text gone, only the striped cell fragments of the photo and the logo remain, giving a clearer view of the face.
- This creates anticipation for the reveal of the full portrait.

4. Full Image reveal

- The striped cells expand vertically, merging together until the full photo fills the frame.
- The logo remains in the bottom left, sitting inside a solid white or black box for clarity and brand emphasis.



Click [HERE](#) to download the working files* for the animated assets.

SOCIAL CAPTIONS

SOCIAL CAPTIONS

In this section, you will find a collection of social media copy grouped into three themes.

We provide two versions of each posting copy/caption for you to select from. You are welcome to translate these into your local language or craft your own posting copy/caption.

The master copies presented here are designed for use across various social platforms. On the following pages, you will see social copies/captions for the three themes, each adapted to suit the tone of different social channels.

Theme 1 – Partner Activation

Objective: Encourage partners to download & use the UGMH toolkit.

1. Change begins when we act together. This campaign toolkit arms partners worldwide to take action to end institutionalisation and build mental health systems rooted in dignity and rights. Download it now and make it your own. [[Download link](#)]
2. Too many people remain shut away in institutions, out of sight, out of mind. Our global toolkit equips advocates to drive change toward community-based care systems, both locally and nationally. Stand with us. Every voice counts. [[Download link](#)]

Theme 2 – Government Pressure

Objective: Drive report downloads.

1. When people are locked away in institutions, the world looks away. Our report ‘Out of Sight, Out of Mind’ shows the cost of this neglect. It’s time to end institutionalisation and bring mental health into the light. [[OUT OF SIGHT, OUT OF MIND](#)]
2. 66% of all government funding for mental health still goes toward mental hospitals, despite the often poor and inhuman conditions. ‘Out of Sight, Out of Mind’ shares lived experiences to reveal why governments must end institutionalisation. Download the report and support their call. [[OUT OF SIGHT, OUT OF MIND](#)]

Theme 3 – Advocate Recruitment

Objective: Invite people to join the DI Advocacy Action Group. (*sign up link is tbd at this stage*)

1. No movement grows alone. The DI Advocacy Action Group is uniting voices worldwide to end institutionalisation and demand rights-based mental health care. Join us and help rewrite the future. [Join link, TBD]
2. No one should be made to feel like a prisoner on account of their mental health. Join the DI Advocacy Action Group to end institutionalisation and push for community-based, rights-driven care. [Join link, TBD]



SOCIAL CAPTIONS LINKEDIN

These social posts follow the three main themes but are designed specifically for LinkedIn.

Theme 1 – Partner Activation

Objective: Encourage partners to download & use the UGMH toolkit.

1. Millions of people with mental health conditions are still shut away in institutions, cut off from families and communities. Our campaign toolkit drives to change that, whether you're shaping policy, leading advocacy, or raising awareness. **Download the toolkit and start pushing for change today.** [[Download link](#)]
2. When care happens behind locked doors, dignity is lost. Our toolkit helps partners worldwide push for services built around people, not institutions. **Download it today and help lead the change.** [[Download link](#)]

Theme 2 – Government Pressure

Objective: Drive report downloads.

1. Two-thirds of all mental health budgets are still spent on institutions, even with evidence of poor care and inhuman conditions. Our report Out of Sight, Out of Mind shows why governments must invest in community-based care instead. **Read the report and see why change can't wait.** [[OUT OF SIGHT, OUT OF MIND](#)]
2. Institutions keep people out of sight and separated from society. Our latest report reveals their lived experiences and lays out why governments must act urgently. **Download it here.** [[OUT OF SIGHT, OUT OF MIND](#)]

Theme 3 – Advocate Recruitment

Objective: Invite people to join the DI Advocacy Action Group. (*sign up link is tbd at this stage*)

1. The DI Advocacy Action Group connects advocates, caregivers, and people with lived experience who want to transform institutions into community-based support. Together we can build systems rooted in rights. **Join the movement today.** [Join link, TBD]
2. Too many are still treated like prisoners for their mental health. By joining the DI Advocacy Action Group, you can help push for real alternatives, services that heal and include. **Sign up here.** [Join link, TBD]



SOCIAL CAPTIONS X (TWITTER)

These social posts follow the three main themes but are designed specifically for X (Twitter).

Theme 1 – Partner Activation

Objective: Encourage partners to download & use the UGMH toolkit.

1. Institutions isolate. Communities heal. Our toolkit helps advocates demand dignity-first mental health care. **Download it today.** [[Download link](#)]
2. Too many are hidden away in institutions because of their mental health. The toolkit helps you fight for community care instead. **Get it now.** [[Download link](#)]

Theme 2 – Government Pressure

Objective: Drive report downloads.

1. 66% of mental health funding still supports institutions. Our report shows why this has to change. **Read it here.** [[OUT OF SIGHT, OUT OF MIND](#)]
2. Out of Sight, Out of Mind uncovers how institutions fail people and what governments must do differently. **Download the report.** [[OUT OF SIGHT, OUT OF MIND](#)]

Theme 3 – Advocate Recruitment

Objective: Invite people to join the DI Advocacy Action Group. (*sign up link is tbd at this stage*)

1. No one should feel like a prisoner for their mental health. Join the DI Advocacy Action Group and demand better. **Add your voice today.** [Join link, TBD]
2. Change doesn't happen alone. Add your voice to the global movement for rights-based mental health care. **Join now.** [Join link, TBD]



SOCIAL CAPTIONS TIK TOK

These social posts follow the three main themes but are designed specifically for TIK TOK.

Theme 1 – Partner Activation

Objective: Encourage partners to download & use the UGMH toolkit.

1. Imagine needing mental health support... and being locked away instead. That’s the reality for too many people. Our toolkit helps you fight for care that heals and keeps people part of the community. **Download it today & use your voice.** [[Download link](#)]
2. Big change starts small. A download. A conversation. A new idea in your community. **Get the toolkit & take the first step toward better care in mental health, away from institutions.** [[Download link](#)]

Theme 2 – Government Pressure

Objective: Drive report downloads.

1. Most mental health budgets still fund institutions even though they harm more than they heal. We need care that heals in communities, not behind closed doors. **Read the report & see why change can’t wait.** [[OUT OF SIGHT, OUT OF MIND](#)]
2. Behind closed doors, too many people suffering of mental health conditions are forgotten. Our new report “Out of sight, Out of mind” shares their voices and shows why governments must act NOW. **Download it today.** [[OUT OF SIGHT, OUT OF MIND](#)]

Theme 3 – Advocate Recruitment

Objective: Invite people to join the DI Advocacy Action Group. (*sign up link is tbd at this stage*)

1. Movements start with people who say “enough.” The DI Advocacy Action Group brings voices together to fight for dignity in mental health care. **Join us today.** [Join link, TBD]
2. If you believe mental health care should heal, not confine... this group is for you. Together we’re building a movement for rights-based care. **Sign up & join the fight.** [Join link, TBD]

SOCIAL CAPTIONS FACEBOOK



These social posts follow the three main themes but are designed specifically for Facebook.

Theme 1 – Partner Activation

Objective: Encourage partners to download & use the UGMH toolkit.

1. Imagine being taken away from your family because of your mental health. It happens every day. Our toolkit helps communities fight for services that keep people connected, supported, and treated with dignity. **Download it now and help us change the system together.** [[Download link](#)]
2. Real change doesn't just start with governments – it starts with us. Together, we can replace institutions with community care that respects dignity and rights. **Download the toolkit and join a global movement for change.** [[Download link](#)]

Theme 2 – Government Pressure

Objective: Drive report downloads.

1. Most mental health funding still goes to large institutions, even though they often harm more than they help. **Read our new report and see why resources must shift to community care.** [[OUT OF SIGHT, OUT OF MIND](#)]
2. When people are shut away, their voices disappear. Out of Sight, Out of Mind shares their stories and makes the case for urgent action to end institutionalisation. **Download it today.** [[OUT OF SIGHT, OUT OF MIND](#)]

Theme 3 – Advocate Recruitment

Objective: Invite people to join the DI Advocacy Action Group. (*sign up link is tbd at this stage*)

1. No one should feel like a prisoner because of their mental health. The DI Advocacy Action Group is bringing people together to fight for care that heals and includes. **Join us now.** [Join link, TBD]
2. Change becomes possible when we stand together. The DI Advocacy Action Group is uniting people worldwide to end institutionalisation once and for all. **Join us now and help build a future of dignity and inclusion.** [Join link, TBD]

SOCIAL CAPTIONS (INSTAGRAM)



These social posts follow the three main themes but are designed specifically for Instagram.

Theme 1 – Partner Activation

Objective: Encourage partners to download & use the UGMH toolkit.

1. Healing doesn't happen behind locked doors. It happens in families, in communities, with dignity. **Download this advocacy campaign toolkit & help create that future.** [[link in bio](#)]
2. Too many people are still hidden away in institutions. **Get this advocacy campaign toolkit and use it to start change where you live.** [[link in bio](#)]

Theme 2 – Government Pressure

Objective: Drive report downloads.

1. Most mental health budget still funds institutions, even though they harm more than they heal. **Read this new report & see why governments must invest in people instead.** [[link in bio](#)]
2. Out of sight shouldn't mean out of mind. **Download this new report and hear the voices of people once forgotten in institutions.** [[link in bio](#)]

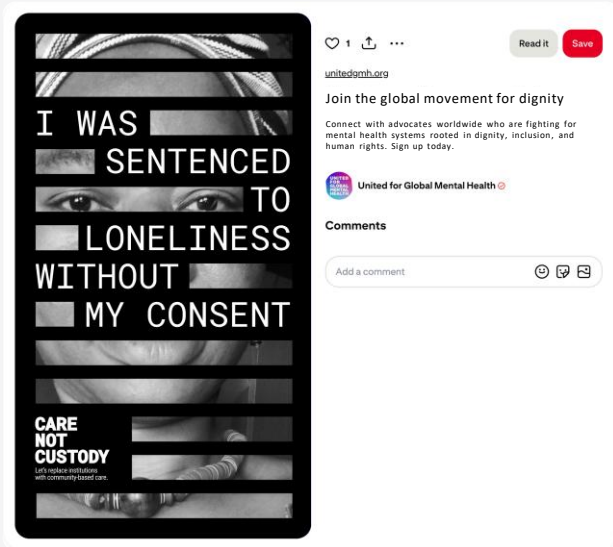
Theme 3 – Advocate Recruitment

Objective: Invite people to join the DI Advocacy Action Group. (*sign up link is tbd at this stage*)

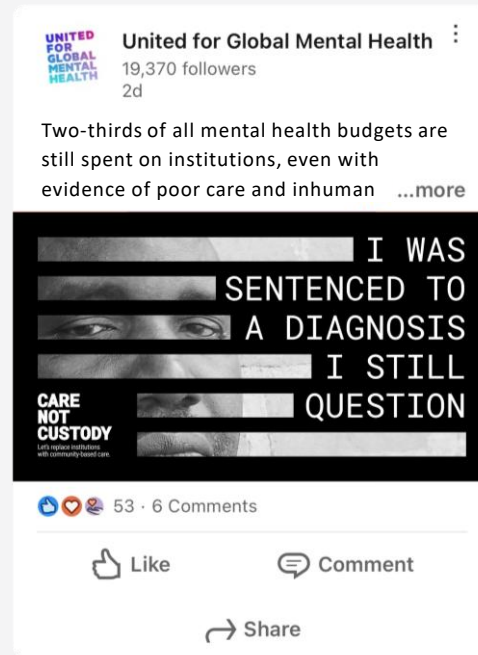
1. No one should be treated like a prisoner for their mental health. **Join the DI Advocacy Action Group and add your voice for dignity in mental health care.** [[link in bio](#), TBC]
2. Together we can replace confinement with community. **Join the DI Advocacy Action Group movement for rights-based care today.** [[link in bio](#), TBC]

SOCIAL POSTS EXAMPLES

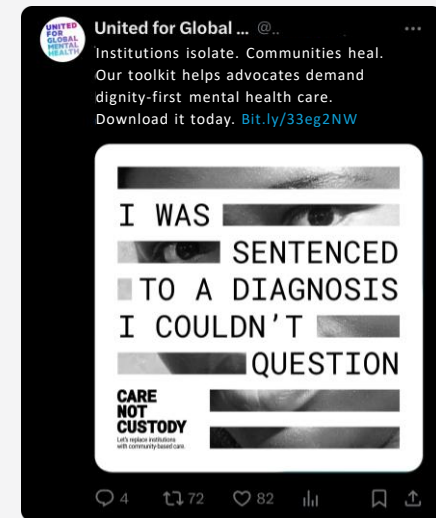
SOCIAL POSTS EXAMPLES



9:16
Pinterest



16:9
LinkedIn Post



1:1
X (Twitter) Post

For more information about this toolkit or our work on
deinstitutionalisation, please contact:

Ali Hasnain

Policy & Advocacy Advisor

ali@unitedgmh.org

The logo for United for Global Mental Health is a tilted rectangle with a vibrant gradient background transitioning from blue on the left to pink on the right. The text "UNITED FOR GLOBAL MENTAL HEALTH" is written in white, bold, uppercase letters, stacked in four lines.

**UNITED
FOR
GLOBAL
MENTAL
HEALTH**