

# Chalk The Walk, Let's Talk Westchester Toolkit

**WHEN: Chalk the Walk, Let's Talk Westchester runs from April 1 To May 31, 2026.**

- Share chalk art pics **by 5/6** to be considered for display at 5/16 NAMIWalks Westchester event)

**WHAT: Create chalk art images and messages of hope to normalize conversations about mental health and suicide prevention.**

## What You'll Need

- *Advance order supplies* (chalk!) and mental health resource/merchandise giveaways (see below for ideas)
- *Enlist adequate staff and/or volunteers* to manage activities and get creative ideas flowing.

*Sample messages* to use as the basis of your artwork: "Your life matters."; "It's ok to talk." "Big feelings are ok." "You don't have to go it alone." "Storms don't last forever." "Let's talk mental health!"

**HOW (to spread the message and make your Chalk the Walk, Let's Talk event successful & meaningful):**

- Order free mental health resource/merchandise giveaways in advance (see Tip Sheet for more resources), such as from 988 Suicide and Crisis Lifeline (SAMHSA; free): <https://orders.gpo.gov/SAMHSA988/Pubs.aspx>
- Share links/QR codes to Westchester County Suicide Prevention Coalition: <https://www.westchestercountysuicideprevention.org/> and 988 Suicide and Crisis Lifeline: <https://988lifeline.org/>
- Encourage authentic conversations about mental health (see Tip Sheet for more)
- **Promote your event** in your community and share chalk art on social media with hashtag **#chalkthewalkwestchester2026** (see Tip Sheet for ideas)

**WHERE: Chalk the Walk anywhere there's a sidewalk (or place to create chalk art)!**

- Consider *flexible, inclusive* ways to offer "chalk" art activities—on sidewalks, windows, Kraft paper murals, and/or dark construction paper that are accessible to a variety of participants, including tables & seating; both indoor and outdoor locations work!

**WHO: Everyone! Let's normalize talking about mental health and suicide risk for all.**

Use different language for different ages when you're guiding chalk messages (see our Tip Sheet for more sample language and tools):

- *Sample language for younger children:* "If you felt sad, what would make you feel better?"
- *Sample language for older children:* "If you were having a really hard day, what would help?"
- *Sample language for adults:* "When you've felt alone or overwhelmed, what would you hope someone would say?"