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Omega Psi Phi Fraternity, Incorporated, the Huntsman Family Foundation, and Vibrant Emotional Health Unite to Promote Mental Health Awareness with the "Don't Give In My Friend" Movement.

New York, NY – May 6, 2024 – Omega Psi Phi Fraternity, Incorporated, the Huntsman Family Foundation, and Vibrant Emotional Health are thrilled to announce their significant partnership in promoting mental health awareness and support through the impactful "Don't Give In My Friend" movement. This initiative is a testament to the remarkable groundwork laid by Omega Psi Phi's current mental health efforts, which involved the "Brother You're On My Mind" initiative established and driven by the fraternity.

The collaboration aims to conduct a widespread mental health awareness and resource event titled "You Are Not the Only One." Scheduled for Wednesday, May 8, 2024, several events across the country will distribute crucial information about the 988 Suicide & Crisis Lifeline, informational flyers, and over 11,000 wristbands of hope to students at active chapters within Historically Black Colleges and Universities (HBCUs) and undergraduate chapters associated with the fFraternity.

*"This is a testament to our commitment to supporting mental health program efforts within our community," offered **Ricky Lewis, Grand Basileus.** "Through the "Don't Give In My Friend" movement, we send a powerful message of solidarity and hope to students nationwide."*

The 988-activation campaign is the first to impact all HBCU campuses and reach students nationwide. By joining forces, Omega Psi Phi Fraternity, Incorporated, the Huntsman Family Foundation, and Vibrant Emotional Health are not only making a significant impact on HBCU campuses during Mental Health Awareness Month but also setting a precedent for collaborative efforts in addressing critical issues affecting Black society.

"We are proud to partner with Omega Psi Phi and Vibrant Emotional Health in this important initiative," **said Tonja Myles, Community Engagement Advisor at the Huntsman Family Foundation.** "Together, we are working to break down barriers to mental health care and provide essential support to those in need."

"At Vibrant, we recognize the significance of prioritizing Black mental health, especially given the disproportionate impact of societal factors and historical injustices. By joining forces with Omega Psi Phi and the Huntsman Family Foundation, we are working to ensure that Black individuals have access to the support and resources they need to thrive," **said Lesleigh Irish-Underwood, Chief External Affairs Officer + Head of Brand at Vibrant Emotional Health.**

As mental health continues to be a pressing concern, particularly within communities of color, the "Don't Give In My Friend" movement emphasizes the power of unity and collective action in

fostering positive change. This initiative's success is a powerful testament to the strength of collaboration in addressing critical issues and promoting well-being within communities.

Please visit www.oppf.org for more information about the "Don't Give In My Friend" movement and the upcoming mental health awareness event.

About Omega Psi Phi Fraternity, Incorporated:

Omega Psi Phi Fraternity was founded over 110 years ago at Howard University in Washington, D.C., by three undergraduate students and their faculty advisor. They sought to address the racial hostilities of the day and find ways to uplift the Black community.

Today, the Fraternity's membership is upward of 200,000 in more than 700 undergraduate and graduate chapters throughout the United States, Canada, Asia, Europe, Africa, Mexico, and the Caribbean. It was the first black-male Greek-letter organization founded on the campus of a historically black university.

About Huntsman Family Foundation:

The Huntsman Family Foundation is committed to promoting mental health awareness and providing resources to support individuals and families facing mental health challenges. Through partnerships

About Vibrant Emotional Health

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional well-being. For over 50 years, our groundbreaking solutions have delivered high-quality services and support when, where, and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading-edge telephone, text, and web-based technologies, including the 988 Suicide & Crisis Lifeline, Disaster Distress Helpline, Veterans Crisis Line, and NFL Life Line. Through our community wellness programs, individuals and families obtain the support and skills they need to thrive. Our advocacy and education initiatives promote mental well-being as a social responsibility. We help nearly 5 million people live healthier and more vibrant lives yearly. We're advancing access, dignity, and respect for all and revolutionizing the system for good. Visit vibrant.org. Follow Vibrant on [Twitter](#), [Facebook](#), and [Instagram](#).