

BEAM BLACK EMOTIONAL AND
MENTAL HEALTH COLLECTIVE

Dear Black Folks Campaign

RECAP

#YouBelongHere



Summary

Our “Dear Black Folks” initiative is an art and affirmation campaign designed to disrupt public space. These loving messages challenge stigmatizing narratives and affirm Black people’s wellbeing. This year’s campaign is accompanied with the framing #YouBelongHere coined by our Director of Training and Programs, Natalie Patterson, to affirm that Black people of all identities are worthy of dignity and belonging. The lead writers for the campaign were our Executive Director Yolo Akili Robinson and Director of Training and Programs Natalie Patterson, who collaborated with the team (Amanda Poole, Uzo Seymour, Donnie Hue Frazier III and Imani Bashir) to complete the affirmations. The project was led by Skye Barclay. All designs were created by Richard Ford III.

The campaign this year is displayed in bus shelters and subway posters in BEAM’s hub cities- Los Angeles, CA and Atlanta, GA as well as in Oakland, CA and New York City (Harlem/ Brooklyn), NY. The campaign runs during Mental Health Liberation Month, a renaming of Minority Mental Health Month mandated by BEAM, that reframes July as a time to reimagine and decolonize mental health care systems.

#YouBelongHere was chosen as the hashtag to affirm that all Black people belong here, in all identities, even in the face of continued discrimination and anti-blackness. As we are in an ongoing mental health crisis, it also serves as a life affirming message.



Affirmations to the Black Community



DEAR BLACK TRANS YOUTH

Your identity is yours to define.

You are deserving of self-love

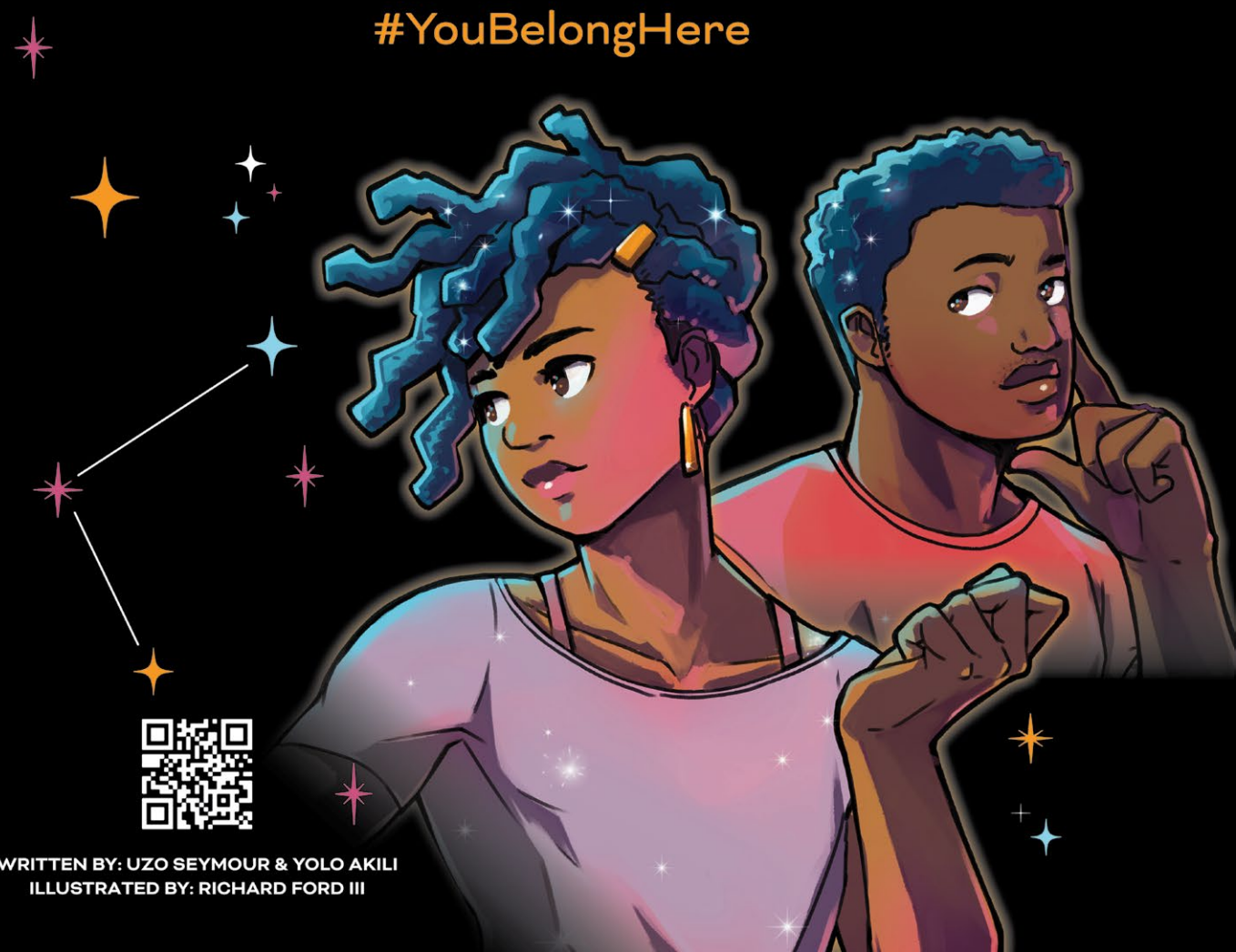
and a constellation of community

that protects you and holds you in dignity.

We are forever proud of you

and your glorious and radiant light.

#YouBelongHere



WRITTEN BY: UZO SEYMOUR & YOLO AKILI
ILLUSTRATED BY: RICHARD FORD III



DEAR BLACK LESBIAN AND QUEER WOMEN,

We see you...

Carrying comets on your shoulders,

and moving moons, like mountains.

Rest.

Bask in your own love.

Celebrate your own shine;

Knowing there is no constellation

complete

without your celestial and sacred presence.

#YouBelongHere



WRITTEN BY: IMANI BASHIR,
AMANDA POOLE & YOLO AKILI
ILLUSTRATED BY: RICHARD FORD III



DEAR BLACK PARENTS,

We see you.

Rearranging the orbits of the planets

to make a place for your children to shine.

Know this: Your contribution is not in vain.

The generational patterns you break

bring strength and sustenance

to us all.

#YouBelongHere



WRITTEN BY: YOLO AKILI
ILLUSTRATED BY: RICHARD FORD III

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Harlem Subway Stations

1,402,600 Impressions



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Brooklyn Subway Stations

4,615,110 Impressions



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Los Angeles Billboards

1,801,112 Impressions



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Atlanta Marta Bus Shelters

2,064,564 Impressions



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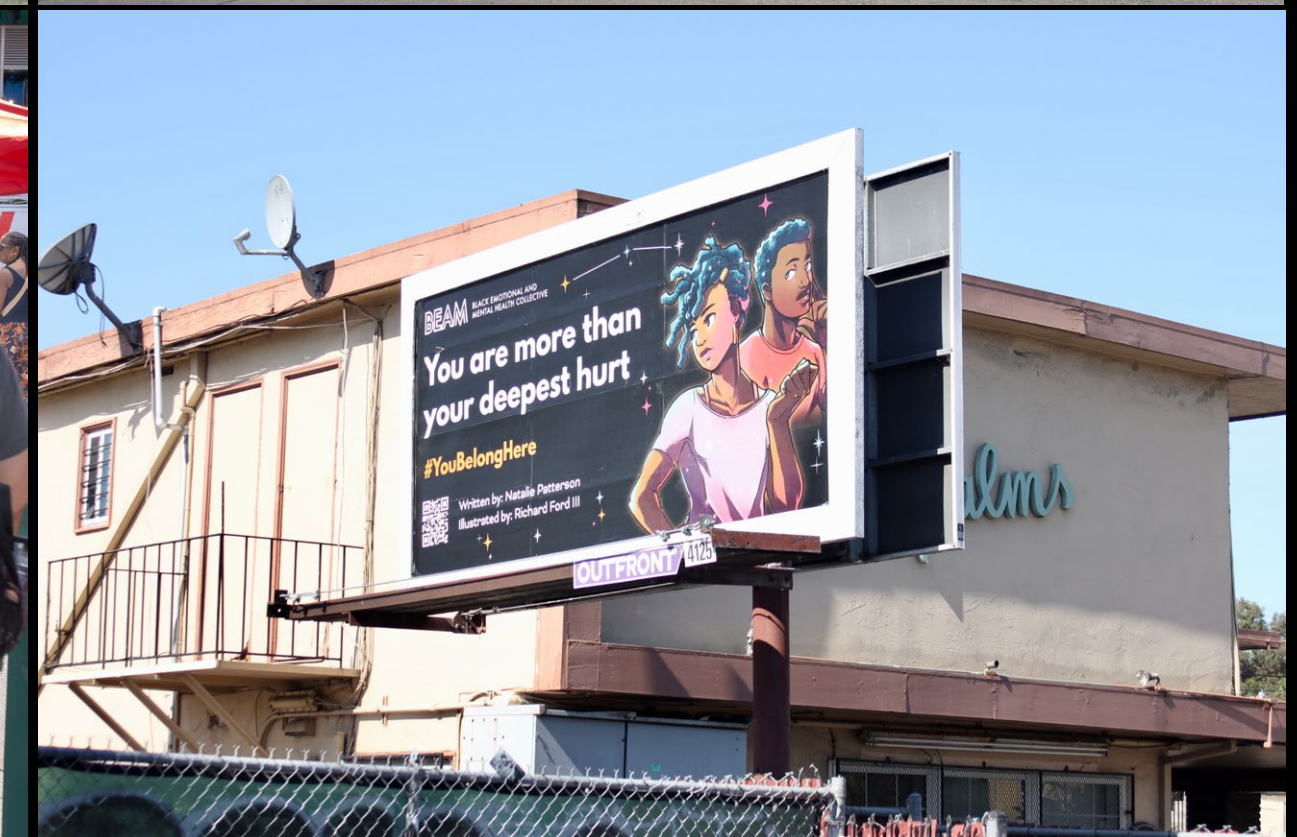
Oakland Billboards

3,102,448 Impressions

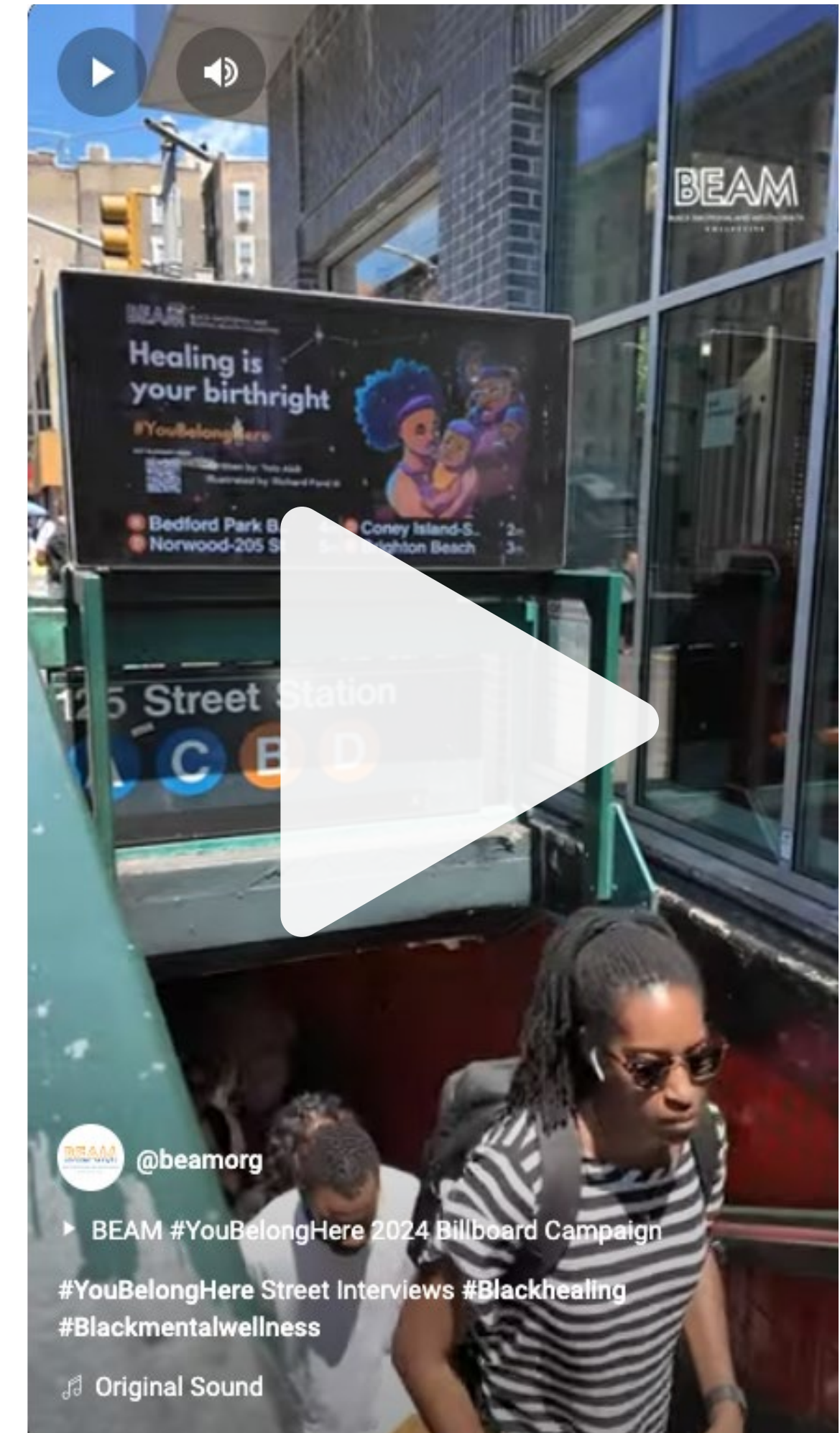
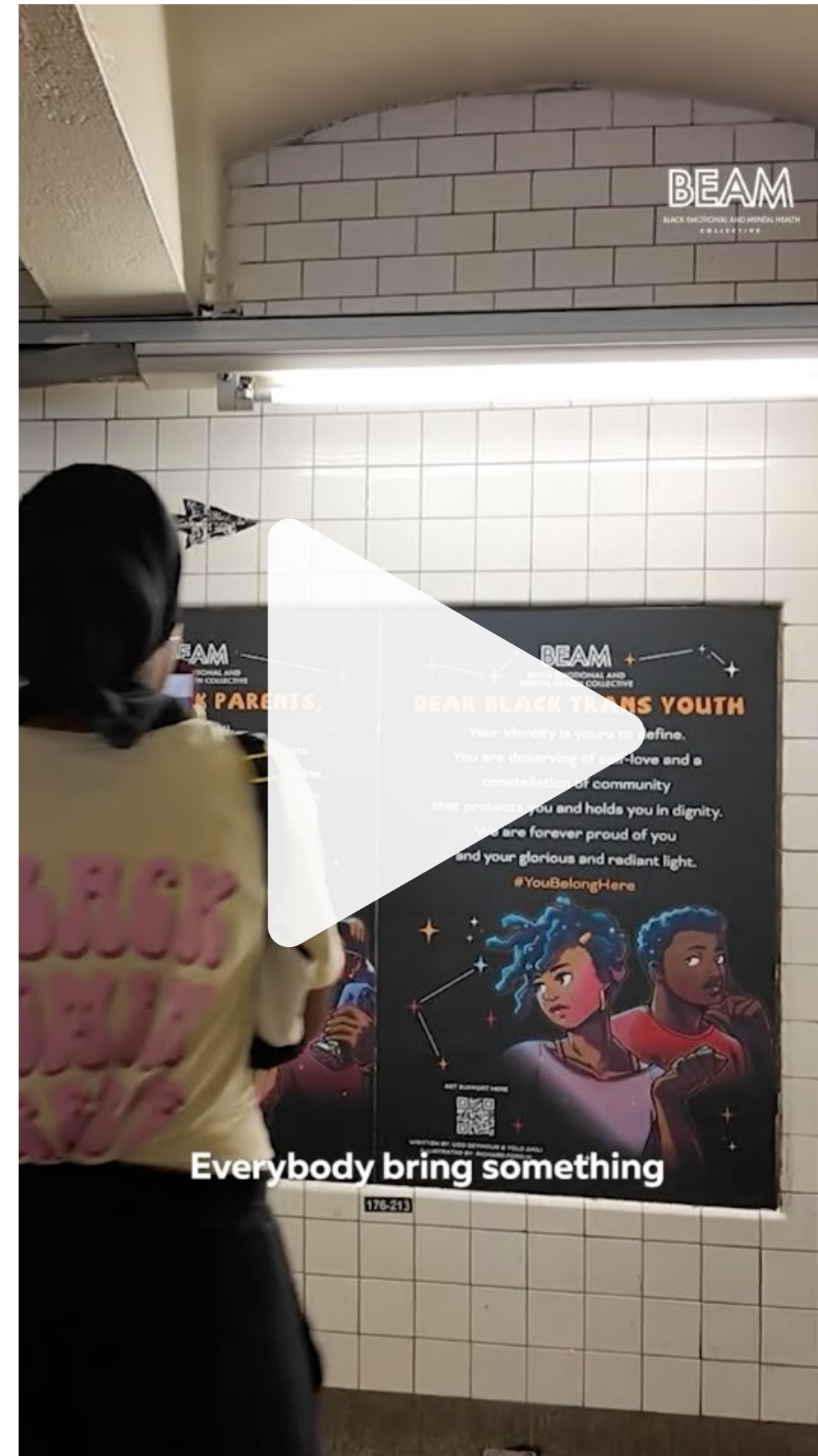


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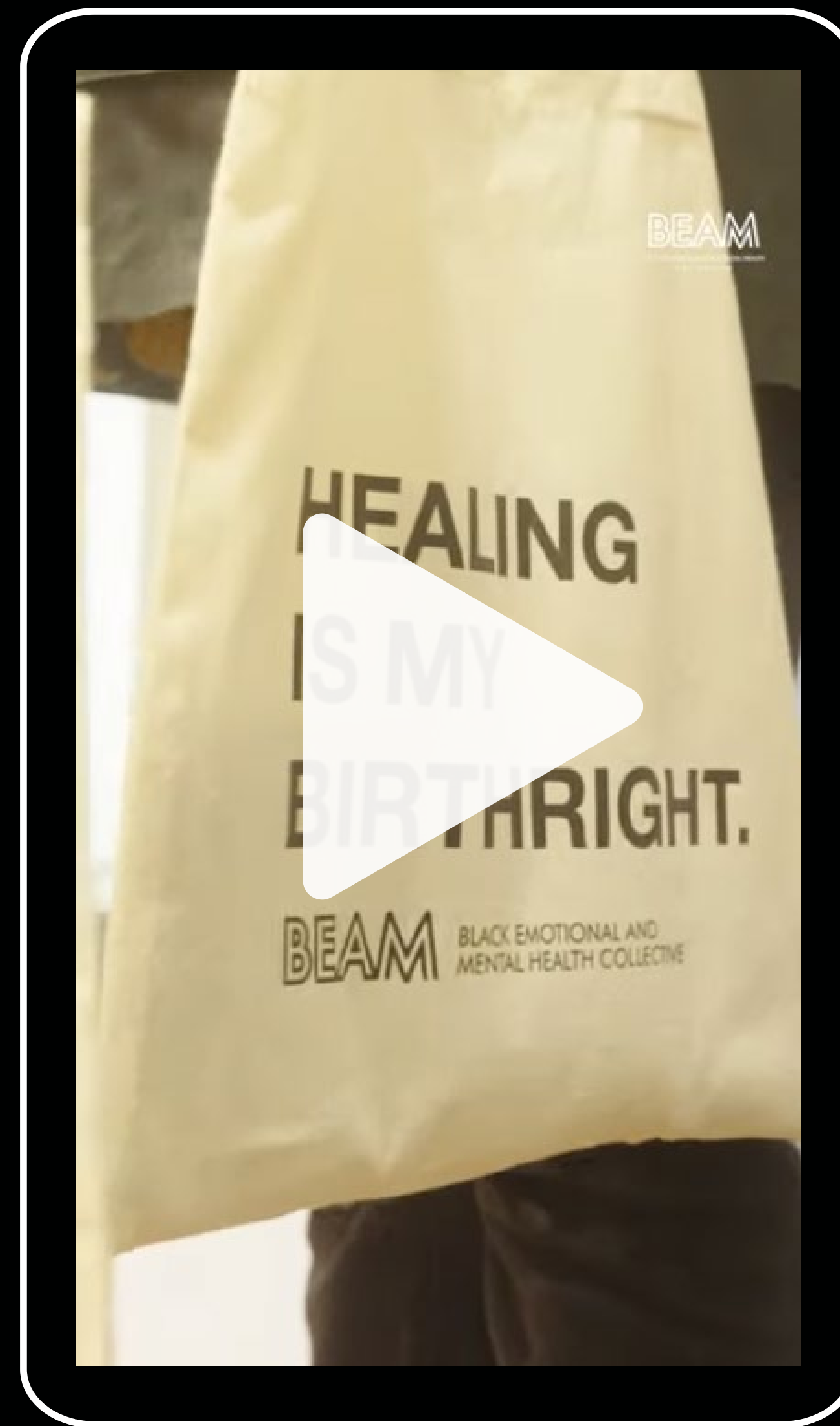
Total Impressions
12,985,834
7/1 – 7/28/2024



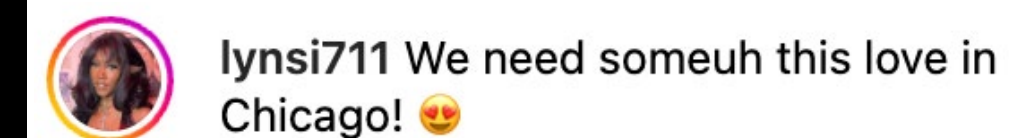
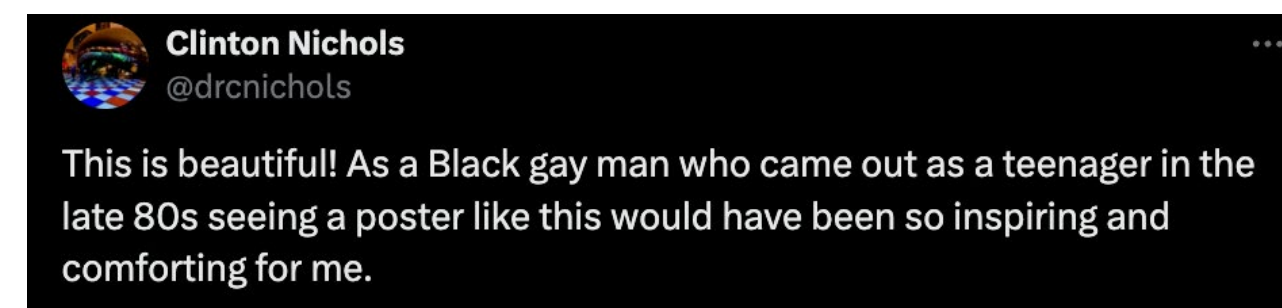
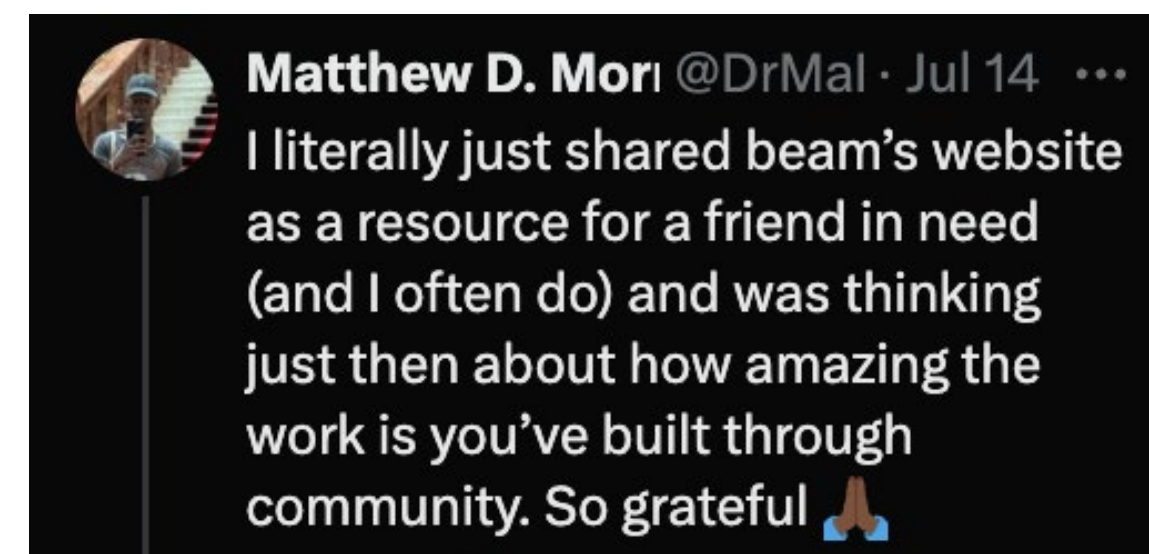
Video Recaps



Video Recaps



Social Media Responses



QR Page for Resources

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MENTAL HEALTH COLLECTIVE

FIND A BLACK THERAPIST & MORE

ABOUT US

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GET HELP NOW

PROGRAMS

TRAININGS

WELLNESS TOOLS

GRANTS

PODCAST

SHOP

"DEAR BLACK FOLKS" MENTAL HEALTH CAMPAIGN

Our "Dear Black Folks" affirmations center healing and provide support as we navigate our different wellness journeys. Explore BEAM's wellness tools, trainings, and get the support you need.



Get Support

GET RESOURCES



Wellness Tools

EXPLORE BEAM'S TOOLS



Buy the Poster

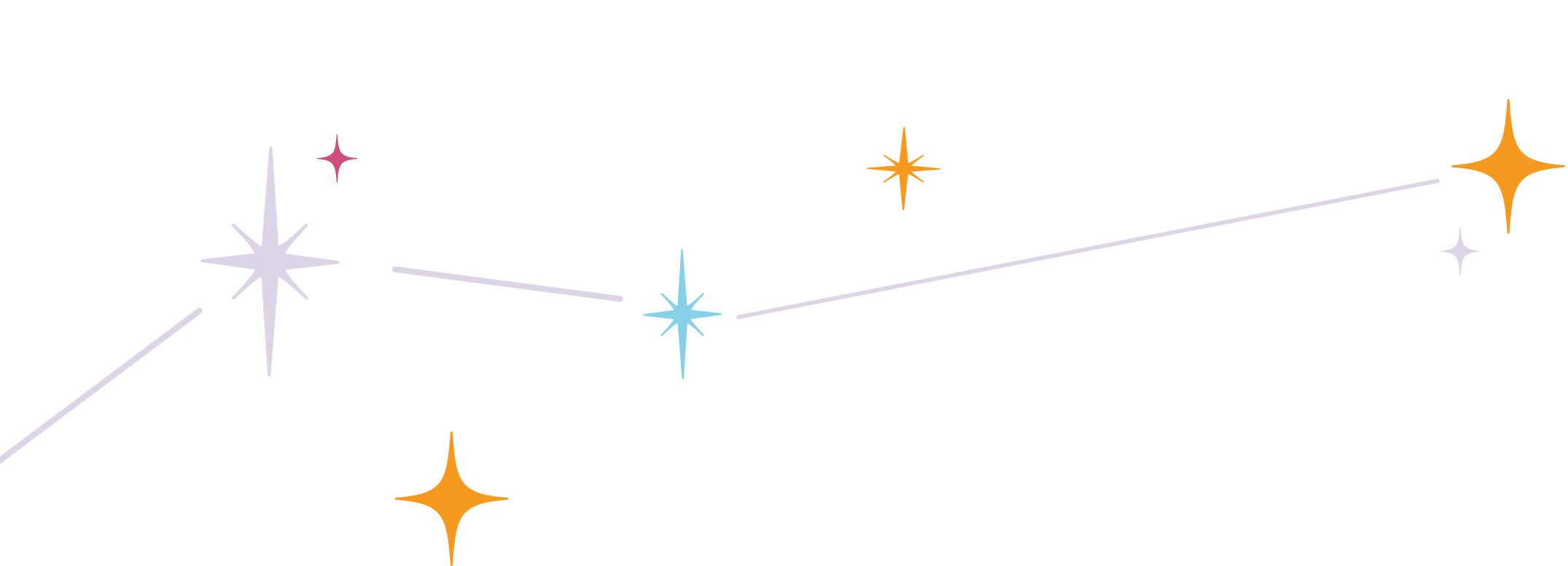
BEAM ONLINE STORE

Our "Dear Black Folks" initiative is an art and affirmation campaign designed to disrupt public space. These loving messages challenge stigmatizing narratives and affirm Black people's wellbeing. This year's campaign is accompanied with the framing #YouBelongHere coined by our Director of Training and Programs, Natalie Patterson, to affirm that Black people of all identities are worthy of dignity and belonging. The lead writers for the campaign were our Executive Director Yolo Akili Robinson and Director of Training and Programs Natalie Patterson, who collaborated with the team (Amanda Poole, Uzo Seymour, Donnie Hue Frazier III and Imani Bashir) to complete the affirmations. The project was led by Skye Barclay. All designs were created by Richard Ford III.

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This is our second year holding the "Dear Black Folks" campaign. Watch the recap video for 2023 campaign [here](#) and you can read the impact report [here](#).

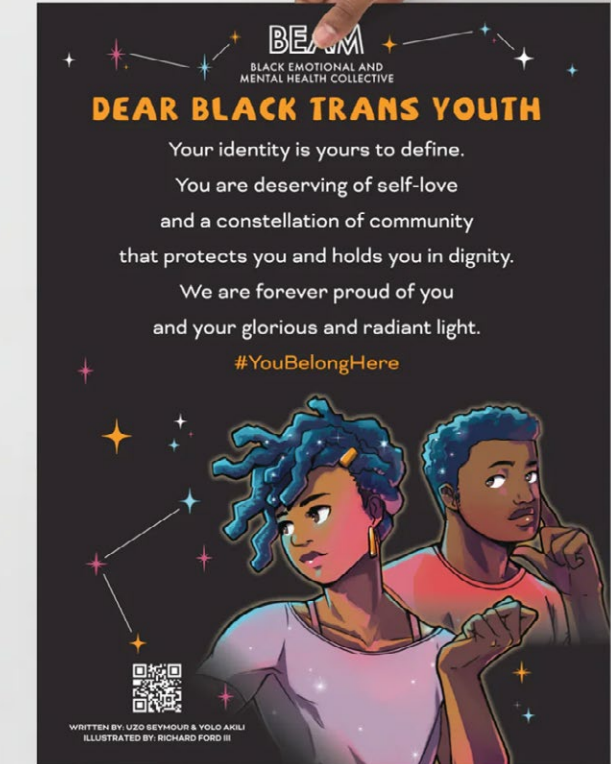
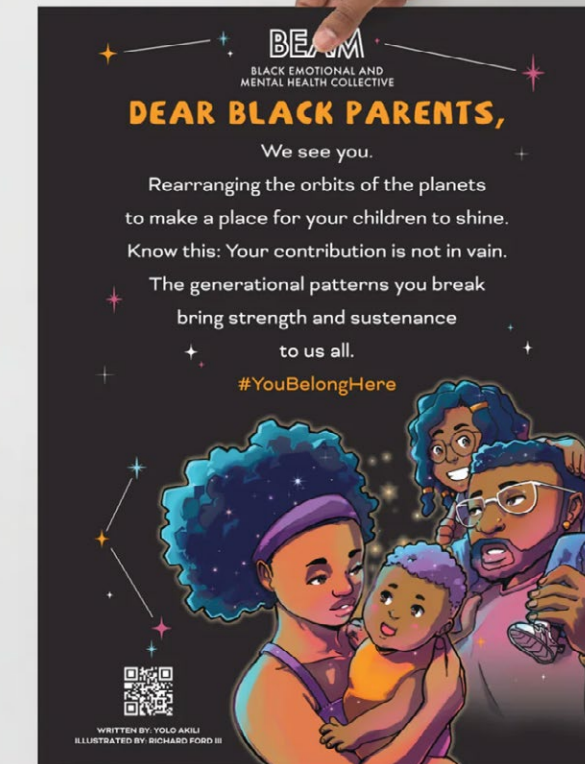
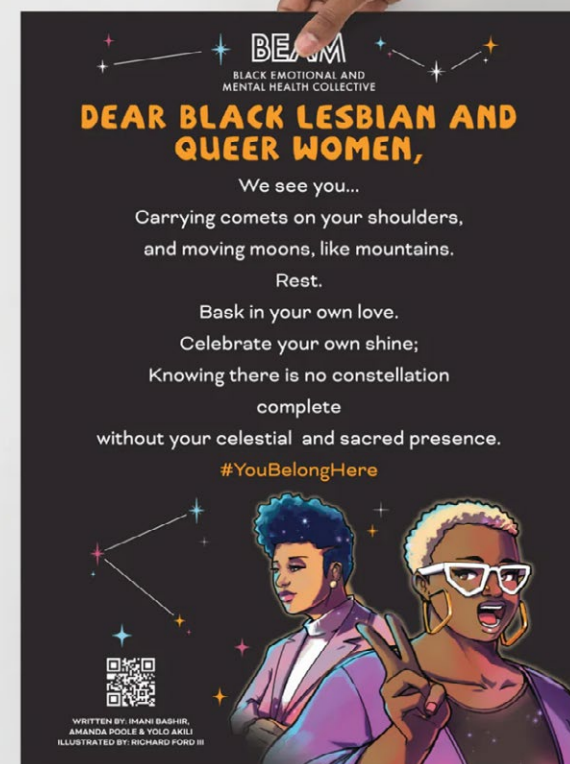


Scans by Top Country / City

Scans		
SCANS BY TOP COUNTRIES		
1	United States	99.47%
2	Columbia	0.53%
SCANS BY TOP CITIES		
1	New York	39.89%
2	Dullies	6.38%
3	Ashburn	3.72%
4	Boston	3.19%
5	Philadelphia	3.19%
6	Atlanta	2.13%

Online Store Sales

LEARN MORE



THANK YOU!



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