

Black Emotional and Mental Health Collective

DEAR BLACK FOLKS CAMPAIGN RECAP



BEAM BLACK EMOTIONAL AND MENTAL HEALTH COLLECTIVE



SUMMARY

BEAM BLACK EMOTIONAL AND
MENTAL HEALTH COLLECTIVE



In honor of Mental Health Month, the “Dear Black Folks” affirmation series was designed to disrupt public space by providing messages of radical love for Black people. Each affirmation speaks to some of the unique challenges that different Black communities face, and provides reframing dialogue that serves to combat the narratives of self hate rooted in patriarchy, sexism, transphobia, and homophobia. These designs, written by BEAM Executive Director, Yolo Akili Robinson, and illustrated by artists, Richard Ford III and Collin Robinson, also have QR codes that link to a directory of mental health services, events, tools, and resources to support folks on their healing journeys.

ATLANTA MARTA STATIONS



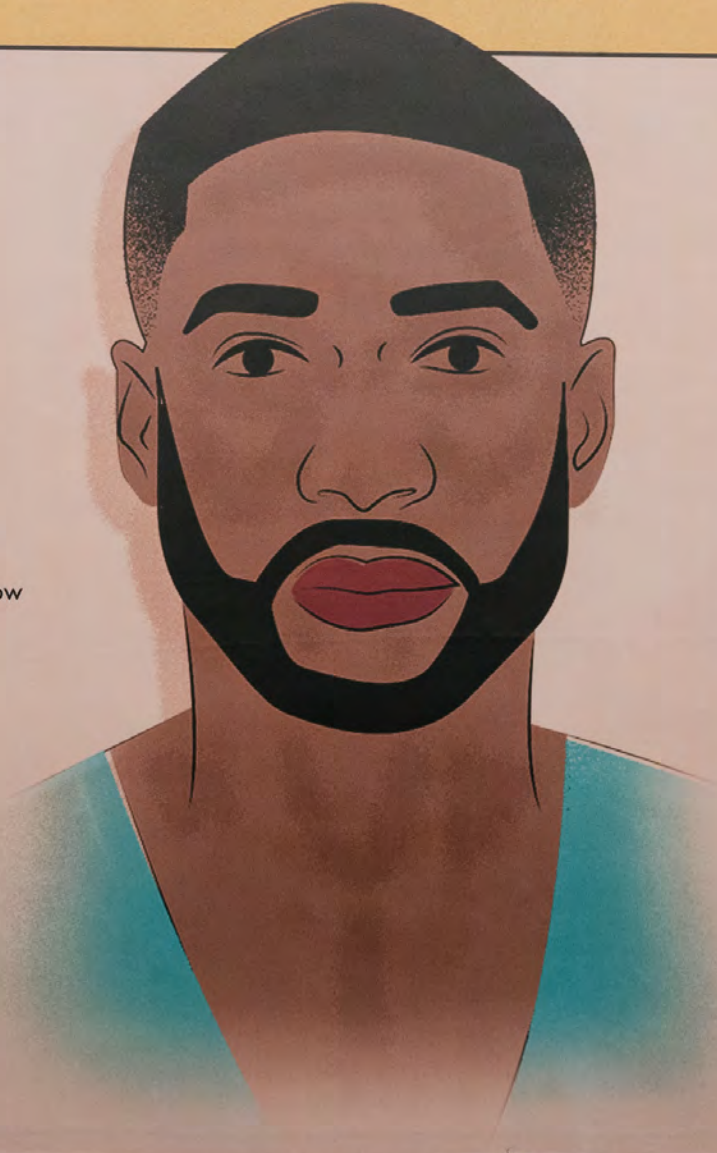
BEAM BLACK EMOTIONAL AND
MENTAL HEALTH COLLECTIVE

NEW YORK CITY SUBWAY STATIONS

OUTFRONT

BEAM BLACK EMOTIONAL AND MENTAL HEALTH COLLECTIVE

DEAR BLACK MEN,





Get Support:
www.beam.community/get-help-now

Follow us on Instagram:
@_BEAMORG

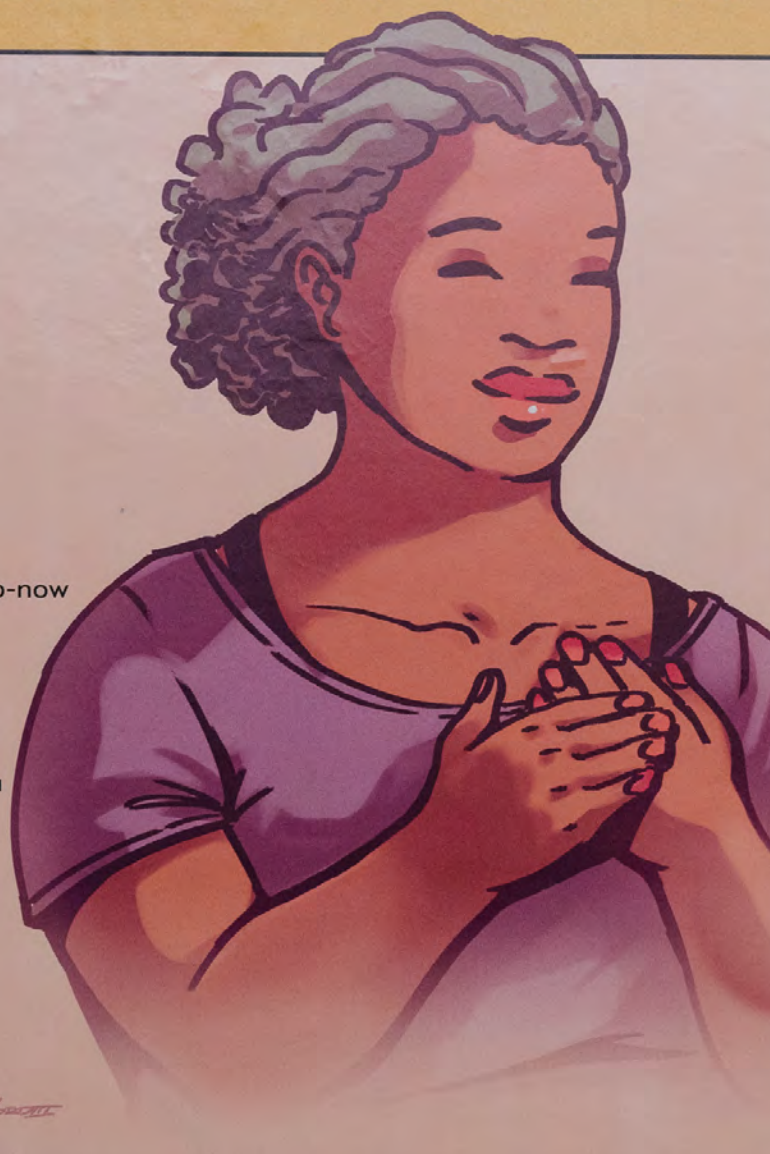
WRITTEN BY: YOLO AKILI
ILLUSTRATED BY: CJ ROBINSON

358-051

You are not defined by what you can do with your body. You are not defined by the amount of money in your bank account. You have a purpose beyond always pretending to be strong for other people. You are cherished for your presence, and we are grateful you are here.

BEAM BLACK EMOTIONAL AND MENTAL HEALTH COLLECTIVE

DEAR BLACK WOMEN,





Get Support:
www.beam.community/get-help-now

Follow us on Instagram:
@_BEAMORG

WRITTEN BY: YOLO AKILI
ILLUSTRATED BY: RICHARD FORD III

You don't have to define your worth by how quickly and thoroughly you respond to the demands of others. You are more than what you do for others. You are infinite.

NEW YORK CITY SUBWAY STATIONS



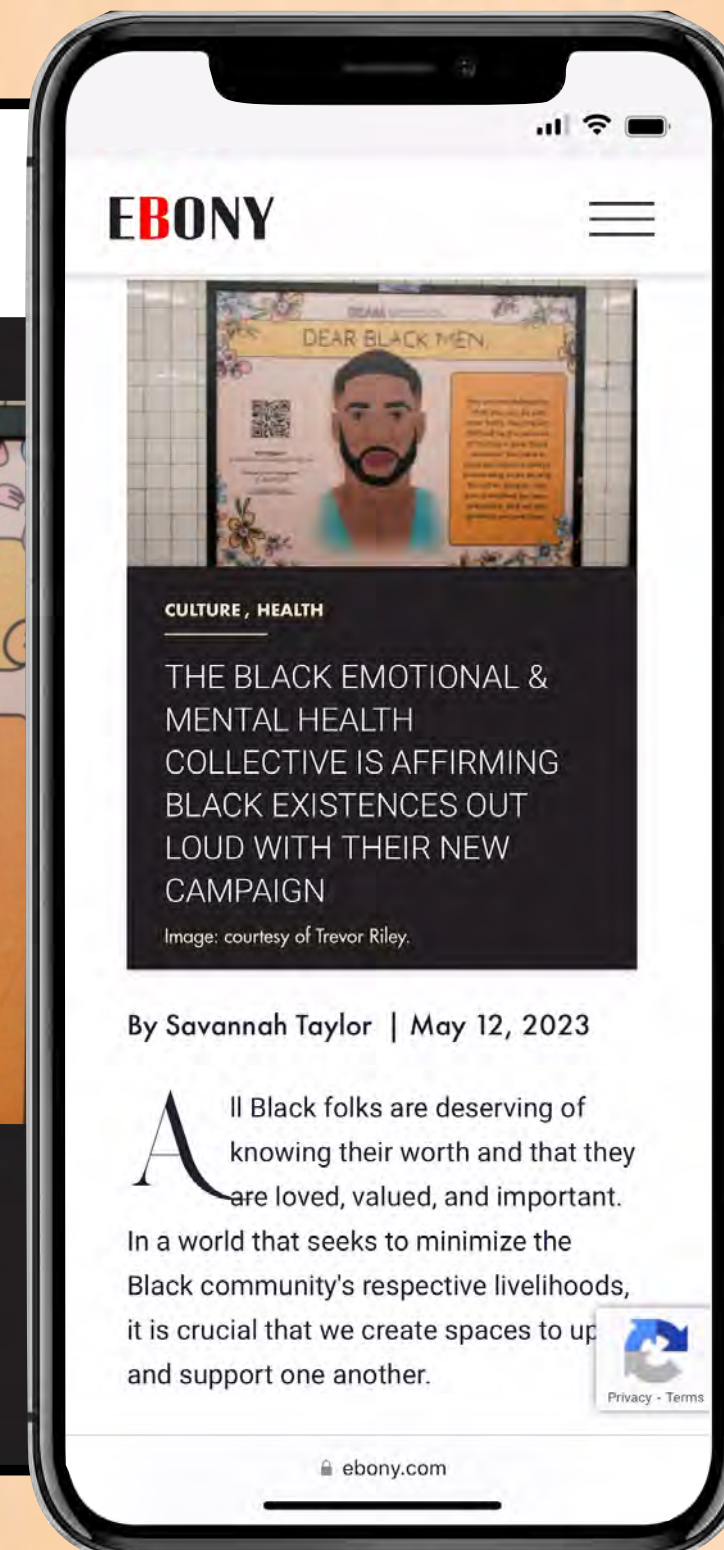
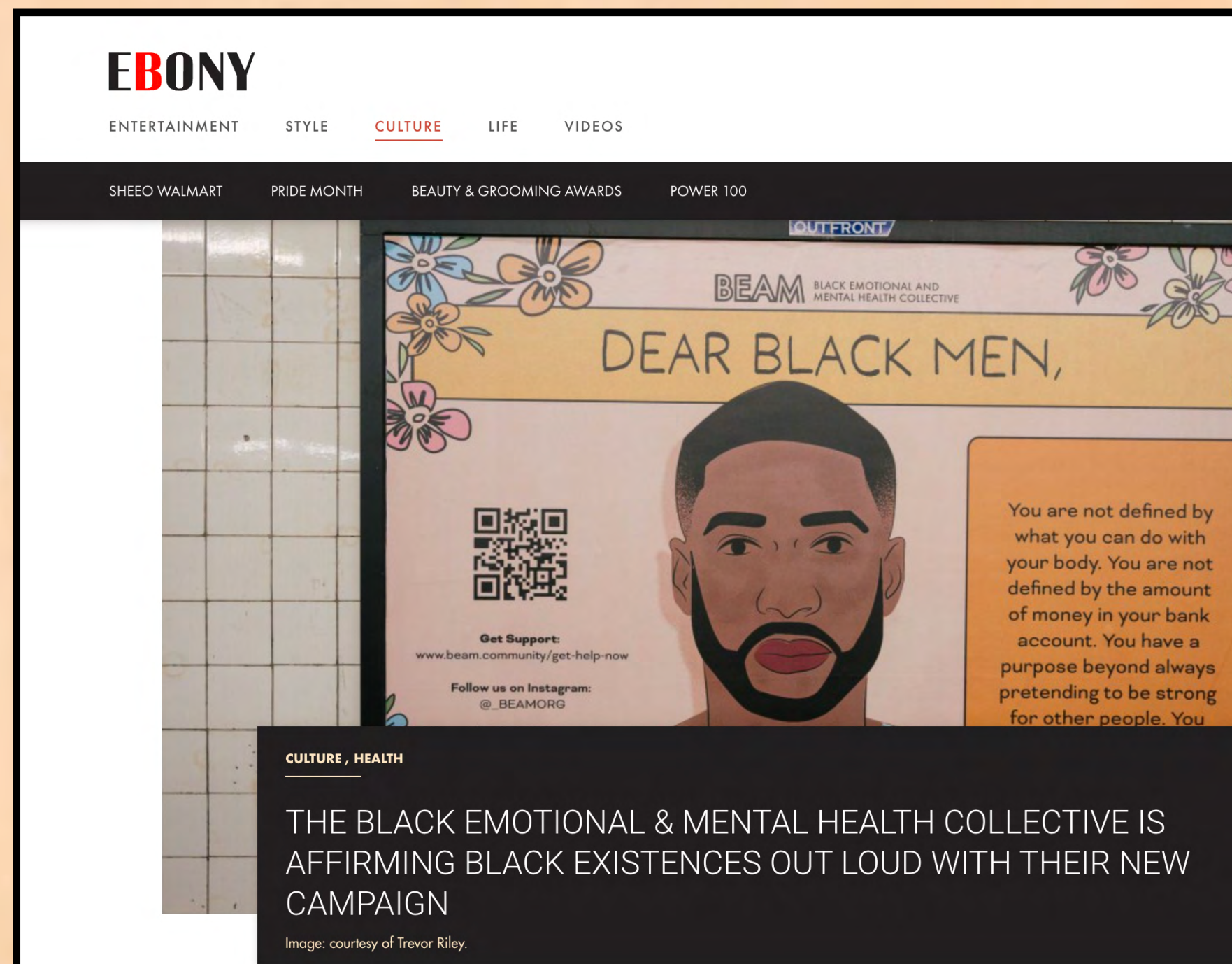
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VIDEO RECAP



4959 Plays

PRESS

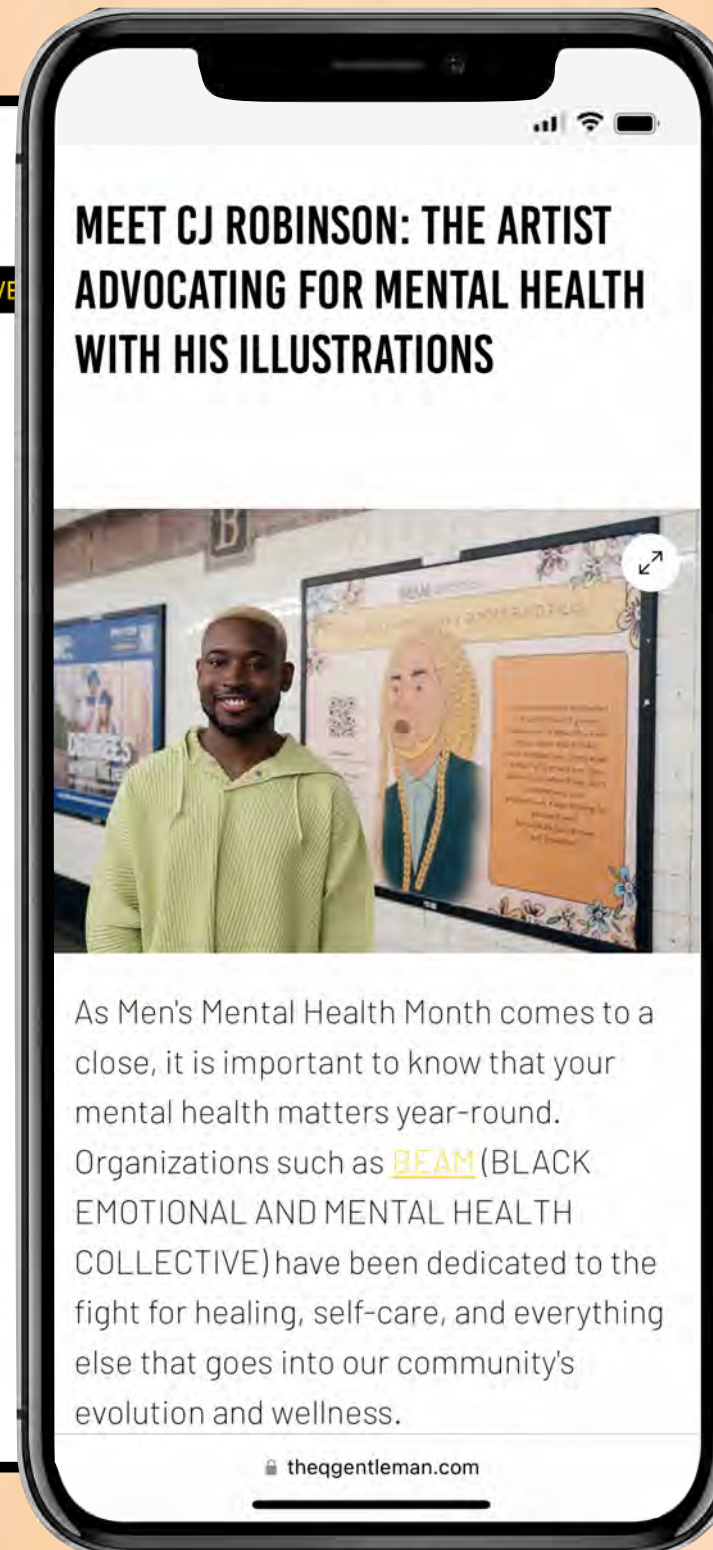
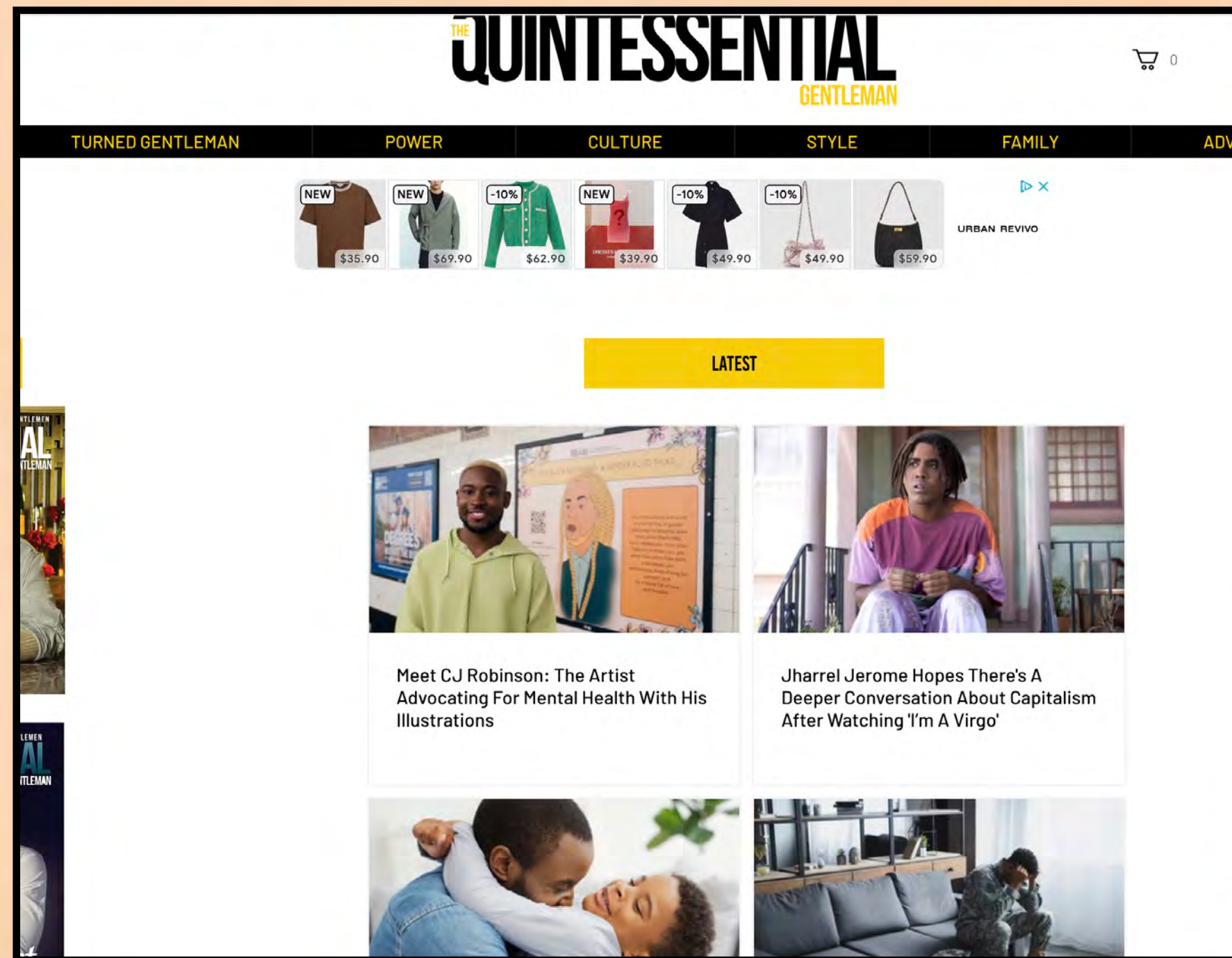


We know that public spaces are spaces where Black bodies and lives are so consistently undervalued and denigrated. For Mental Health Month this year, we wanted to disrupt that energy by sharing loving affirmations for our folks that shift narratives on our worth, our power, and the narratives pushed upon us

—Yolo Akili Robinson,
Executive Director
and Founder of BEAM

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PRESS



Each affirmation speaks to some of the unique challenges that different Black communities face and provides reframing dialogue that serves to combat the narratives of self-hate rooted in patriarchy, sexism, transphobia, and homophobia.

—The Quintessential Gentleman

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SOCIAL MEDIA RESPONSES

← Tweet

 **Peppa Pig Hate Account**
@JRYussuf

Saw this when I got off the train and it made me smile. ❤️



9:05 PM · 5/7/23 from Earth · **506K** Views

1,378 Retweets **23** Quotes

6,144 Likes **112** Bookmarks

 **YeenYeenYeen aroundDahouse**
@mrzerotosixty

From the subway to your TL, a lil positive inspo for my brothas 🌸



8:36 AM · 5/4/23 from Earth · **32.9K** Views

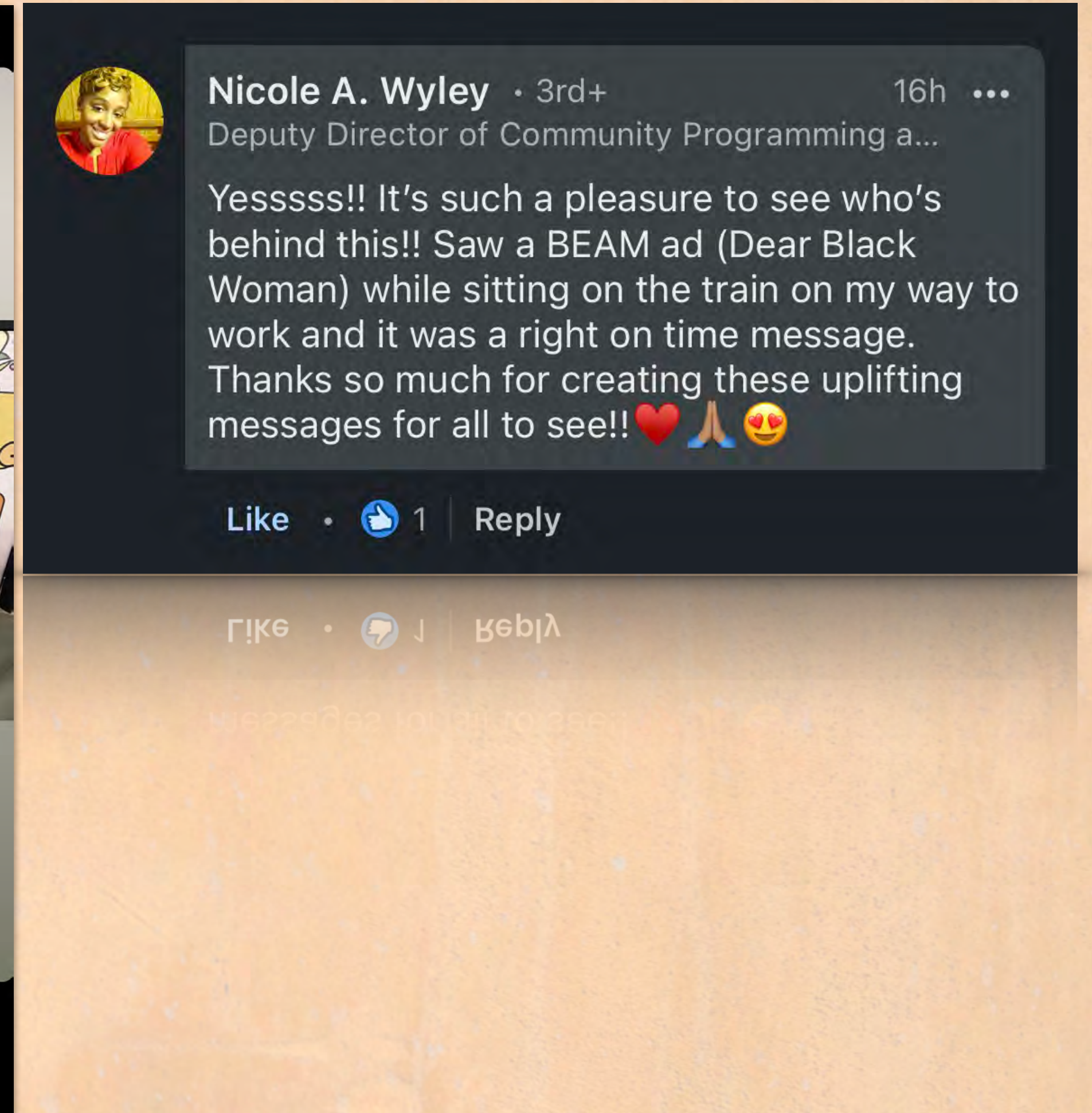
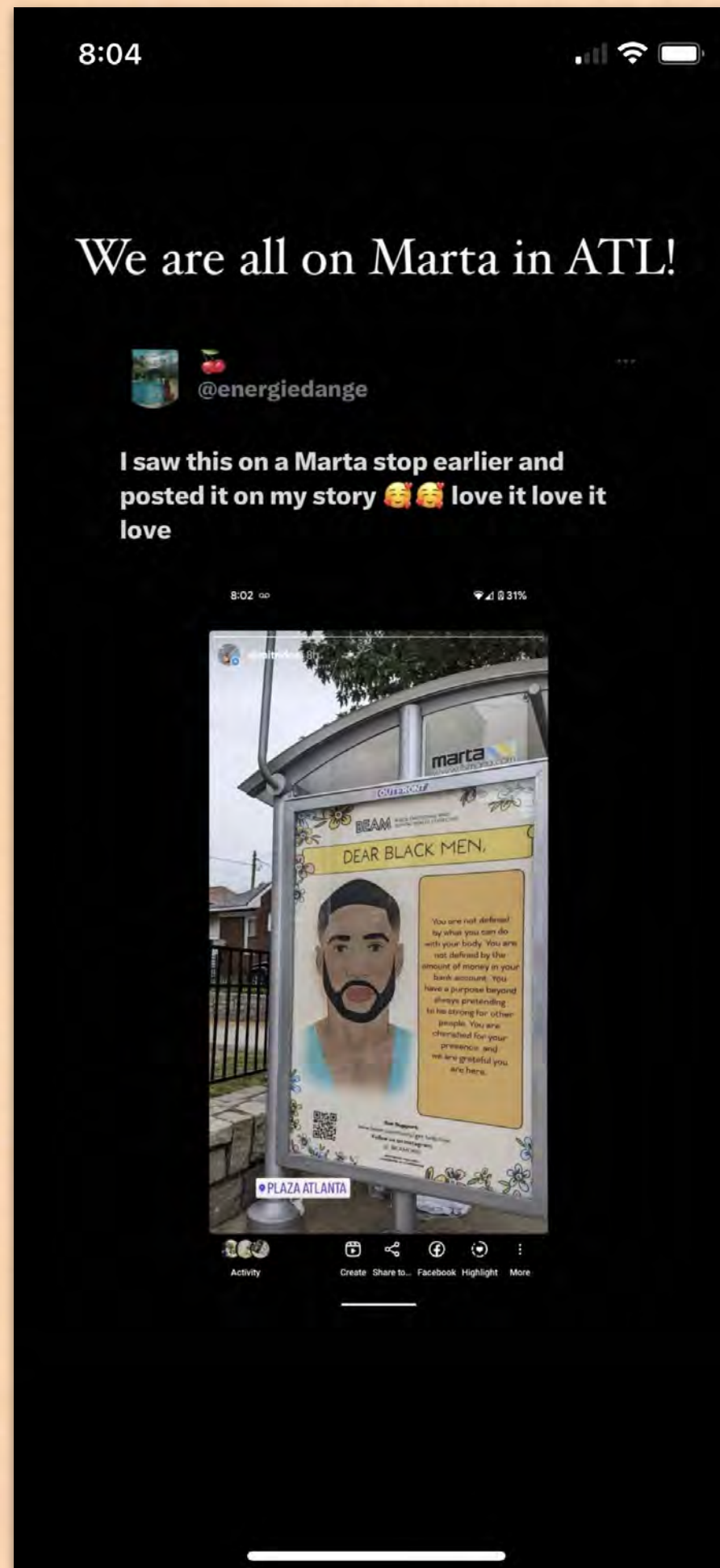
214 Retweets **10** Quotes **508** Likes **23** Bookmarks



I saw this poster in Buckhead on my way home from the gym, I was so taken back I cried like a baby all week I've been seeing this vicious attacks from republicans on our community and this hit of light shines so bright it moved me💕 I've shared this poster and page with my friends and even have witnessed upscale white woman pass by it and take pictures saying how awesome it is...thank you so much for all that your doing and I 🙏 pray for your organization to continue making moves and also wonder if there is anything I can do to help. Always love

Jasmine

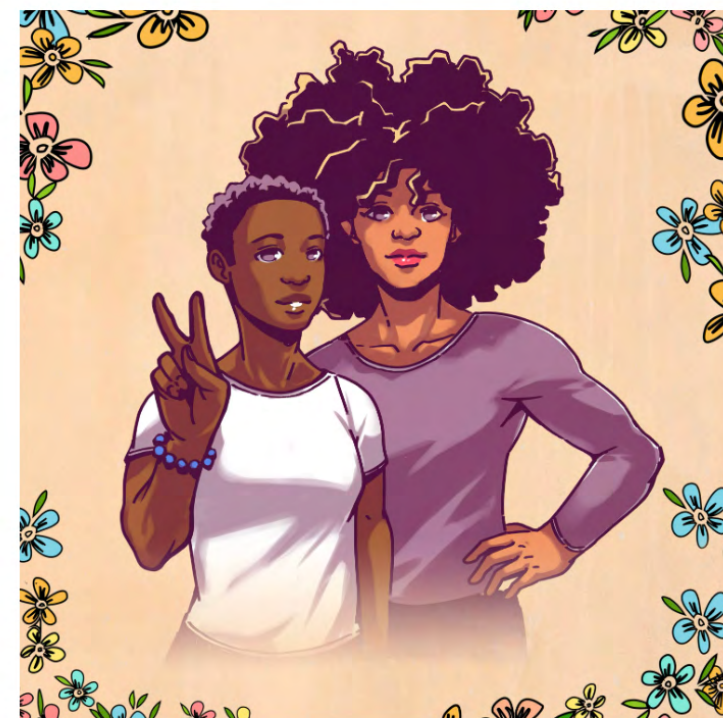
SOCIAL MEDIA RESPONSES



QR PAGE FOR RESOURCES

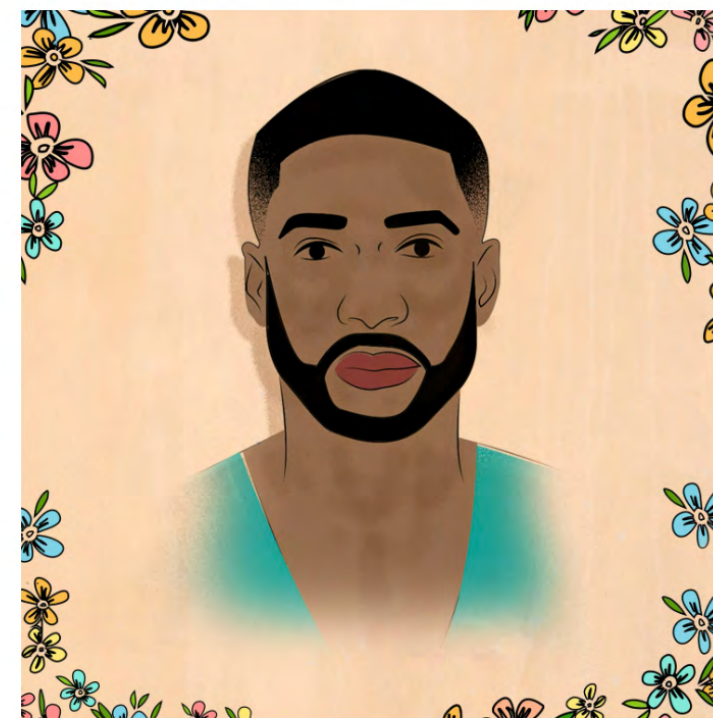
HAPPY MENTAL HEALTH MONTH

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

ESTIMATED IN PERSON IMPRESSIONS

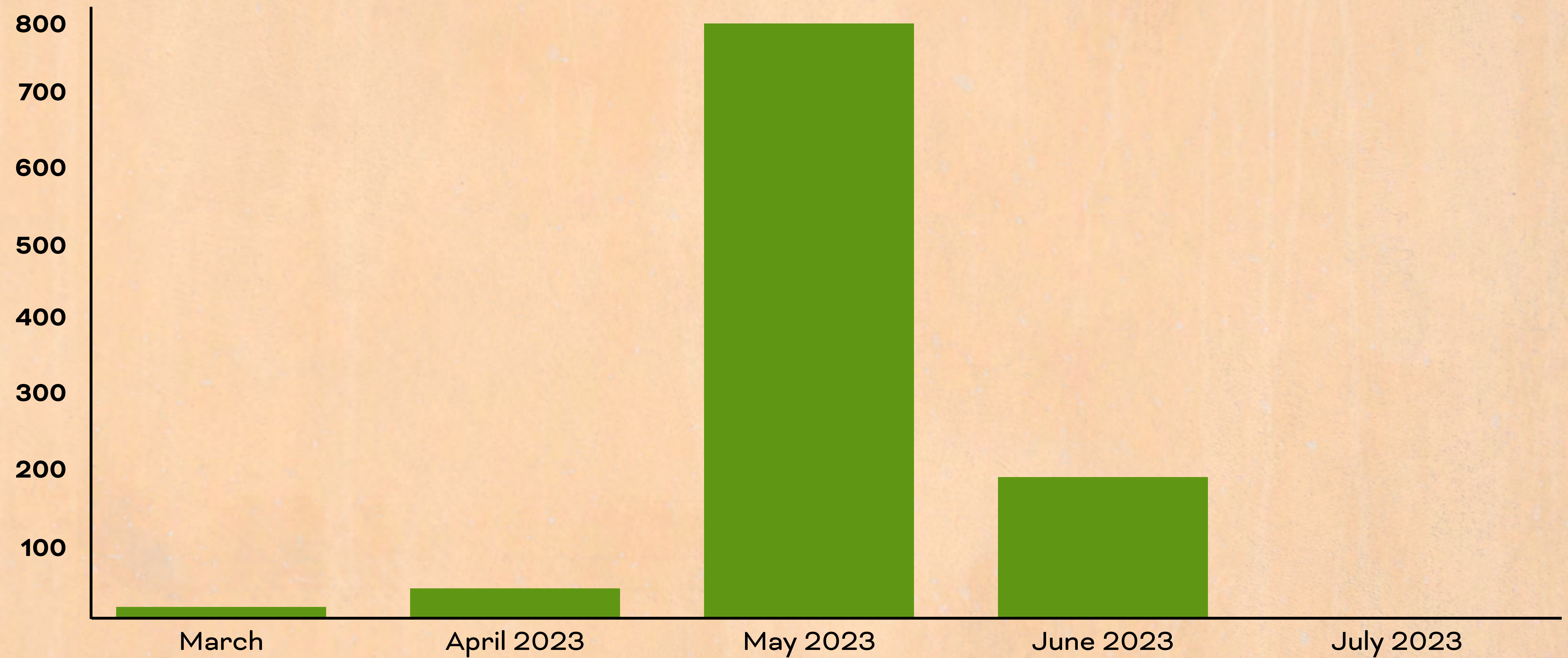


8,892,500



3,761,668

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	831	97.08%
2	France	9	1.05%
3	United Kingdom	5	0.58%
4	Nambia	2	0.23%
5	Netherlands	2	0.23%
6	Canada	2	0.23%

SCANS BY TOP CITIES

#	Cities	Scans	%
1	New York	202	23.6%
2	Brooklyn	54	6.31%
3	Flushing	48	5.61%
4	Manhattan	24	2.8%
5	Boston	16	1.87%
6	Atlanta	14	1.64%

STORE STATS

TOTAL	VISITORS
\$521.55	619
TOP PRODUCTS BY UNITS SOLD	
Dear Black Women Poster Limited Edition	5
Dear Black Non-Binary & Gender Fluid Folks Poster Limited Edition	5
Dear Black Trans Folks Poster Limited Edition	2
Dear Black Men Poster Limited Edition	1

THANK YOU



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