



Take This Stream Kit Talking Points

What makes Take This unique?

- Founded in 2012, Take This was the first mental health organization of its kind in the game industry.
- Our **Mission** is to decrease the stigma, and increase the support for, mental health in the game enthusiast community and inside the game industry.
- Take This' key programs:
 - The [AFK Rooms](#) and AFKOnline at both in-person and virtual conventions (staffed mental health space started in 2014)
 - [Workshops, trainings, and consulting services](#) focused on mental health literacy, maintaining good boundaries, and supporting employees through tough times
 - [Streaming Ambassador program](#)
- First major industry collaboration was the [2016 white paper Crunch Hurts](#) written as part of the International Game Developers Association (IGDA) Crunch Initiative. Our second was released in the summer of 2019 and addressed the [state of mental health inside the game industry](#) overall.
- Participated in over 100 [panels and talks](#) and spearheaded dozens including several at GDC.
- Awarded its first award for positive and hopeful mental health representation in games (Dr. Mark Kline Award) to *Stardew Valley* in 2017 and second in 2020 to *Celeste*.
- Ever-growing [mental health resource](#) list currently boasts 14 different therapist directories and online therapy resource options

How to Ask People for Money and Use Tiltify Effectively

- **Remember, if you don't ask, you won't get money. People can always say no!**
 - Often, people *want* to feel like they're making a difference.
 - One person giving builds momentum, so don't be afraid to start by asking for small donations.
- **Be specific.** Ask for a specific amount of money from your followers, or announce a specific goal (e.g., 10 people who will give \$5) and describe what it will support:
 - \$10 - Purchase a new coloring book, pack of markers or crayons for the AFK Room
 - \$25 - Share important new resources with our community on social media
 - \$50 - Purchase a brand new game for Take This Plays
 - \$100 - Collaborate on a stream, podcast or other media opportunity to educate on mental health
 - \$250 - Create a new Mental Health Minute video for our community
 - \$500 - Publish a new mental health article on our website
 - \$1,000 - Run an online stream or event on mental health tips for our community
 - \$5,000 - Create a new workshop or training on mental health
 - \$10,000 - Run an AFK Room at a convention or event
- **Set up Mini-Challenges.** Use the giveaways or other contests (like votes on what you should do in an upcoming stream, or what color you should dye your hair) to generate excitement during specific periods in your stream.
 - You can set these "vote with your money" events up on Tiltify.
 - If you have a giveaway, you can set up a lottery among people who give during a specific period, or give it to the first person who gives at a certain level as an extra special thank you. Do what feels most comfortable to you.



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Streaming Tips

- **Self-care matters.** Self-care and wellness are two cornerstone principles of Take This and our outreach efforts. When streaming, especially long ones, please visibly practice self-care (e.g., taking breaks and eating) as a good example for your community.
- **Validation matters.** People will likely talk about their mental health when you are streaming for us. While you don't have to engage them in prolonged conversations, please avoid language which dismisses or minimizes their struggles. Empathize (e.g., "That sounds like a lot right now."), and then offer our mental health resource page (see below).
- **Language Matters.** Our mental health does not define us, positively or negatively, but how we talk about it can subtly communicate our attitudes. Generally avoid identifying or labelling a person *as* their diagnosis or using mental health terms in common language.
 - Example: "People with mental health challenges." vs. "Mentally ill people."
 - Example: "This is unbelievable." vs. "This is insane."
 - Example: "I'm really picky." vs. "I'm so OCD."

Mental Health Facts

- An estimated [1-in-2 Americans will be diagnosed with a mental health condition in their lifetime](#)
- Approximately [1-in-5 will be diagnosed in a given year](#)
- The [most common types of diagnoses in the US are anxiety disorders](#), of which there are many types
- [50% of lifetime cases of mental health conditions begin by age 14, and 75% by age 24](#)
- Nearly [4 out of 10 people with major depressive disorder](#) did not receive treatment in 2016
- Of all those who suffer from mental health diagnoses, [94% are generally able to function in their daily lives](#), though some with more effort than others
- Trust and a good working relationship with your therapist is a [major factor in a positive outcome](#)

Take This Resources

- [Take This mental health resource page](#)
- [Take This COVID article series](#)
- [How to find a therapist \(article and flowchart\)](#)
- [What is Depression?](#)
- [How to Be a Good Friend...](#) (at Geek & Sundry)
- [How to Work Well with Others...](#) (at Geek & Sundry)
- [How to Support a Friend With Depression](#) (at Geek & Sundry)
- [How to Stop Playing a Character IRL](#) (at Geek & Sundry)