



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.
- It was initially a Tumblr blog designed to build community and awareness about mental health and mental illness in the video game community.
- Our **Mission** is to decrease the stigma, and increase the support for mental health in the game enthusiast community and inside the game industry.
- **Worked with over 40 gaming studios and companies** including big names like EA, Hyper Hippo, Iron Galaxy, Wizards of the Coast, Facebook and more.
- **Launched the AFK Room Program in 2014 to provide a place for convention attendees to relax and recharge.** AFK Rooms have serviced over 13,000 individuals across 42 rooms at in-person and online events.
- Provides [free mental health resources](#), [workshops](#), and other [expert content](#) for the gaming community.
- Responded to growing concerns around the risk of burnout for content creators by [creating tools tailored specifically for them](#), as well as [universal reference materials](#).
- 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, in 2020 to *Celeste*, and to *Psychonauts 2* in 2022 (with a community recognition for *Spiritfarer*).

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 graphic for our online resource library
 - \$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



Take This Stream Kit Talking Points

- **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.

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 and neurodevelopmental diagnoses do not define people positively or negatively, but how we talk about them can subtly communicate our attitudes towards others. While most of the time, we want to avoid identifying or labeling a person *as* a diagnosis or using mental health terms as adjectives, we also want to follow people’s lead and use the language that they use.
 - 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.”

There are exceptions to this. For example, the majority of autistic people prefer that nomenclature instead of “people with autism.” We want to make sure we honor the way in which people self-identify.

Mental Health Facts

- [1 in 5](#) U.S. adults experience mental illness each year
- [1 in 20](#) U.S. adults experience serious mental illness each year
- [1 in 6](#) U.S. youth aged 6-17 experience a mental health disorder each year
- [50%](#) of all lifetime mental illness begins by age 14, and 75% by age 24
- Suicide is the [2nd leading](#) cause of death among people aged 10-14
- 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](#)
 - Includes Crisis Lines; Resources on Therapists, Culturally-Specific Support, Online Harassment, Streamer & Content Creator Support, Tools, and Apps
- [Take This Expert Content page](#)
- How to Find a Therapist: [US](#), [UK](#), [AUS](#), and [flowchart](#)
- [Covid Series](#)
- [How to be a Friend](#)
- [Being a Professional vs. Being an Advocate](#)