

# Aaron T. Beck Day Toolkit 2024



## About Beck Institute

Founded in 1994 by Dr. Aaron T. Beck and Dr. Judith S. Beck, Beck Institute for Cognitive Behavior Therapy (BI) is a 501(c)3 nonprofit organization with the mission of improving lives worldwide through excellence and innovation in Cognitive Behavior Therapy (CBT) and Recovery-Oriented Cognitive Therapy (CT-R).

As the leading international source for CBT and CT-R training and resources, Beck Institute provides health and mental health professionals with high level training in CBT and CT-R. Beck Institute offers a full range of CBT and CT-R training opportunities for professionals, students, and paraprofessionals across disciplines, settings, experience, and skill levels.

All of Beck Institute's programs operate in service of its nonprofit mission. At Beck Institute, we believe that better trained, more competent therapists mean better outcomes for the individuals they serve, which then positively impacts their families, their workplaces, and their communities.

## About CBT

Cognitive Behavior Therapy is a form of structured talk therapy that helps individuals learn to recognize, evaluate, and change negative, inaccurate, or unhelpful patterns of thinking and behavior, better cope with challenging situations, and improve their overall quality of life. CBT is an evidence-based practice, which means that it has been scientifically tested. More than 2,000 studies have demonstrated that CBT is an effective treatment for many different health and mental health conditions. When implemented correctly, CBT helps individuals get better and stay better.

## About CT-R

Developed by Dr. Aaron T. Beck and colleagues during the last 15 years of his life, CT-R extends the benefits of CBT to individuals experiencing extensive behavioral, social, and physical health challenges. CT-R is highly collaborative, person-centered, and strengths-based and focuses on developing and strengthening positive beliefs of purpose, hope, efficacy, empowerment, and belonging.

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## About Dr. Aaron T. Beck

The late Dr. Aaron T. Beck is globally recognized as the father of Cognitive Behavior Therapy (CBT) and one of the world's leading researchers in psychopathology. He is credited with shaping the field of mental health, and *The American Psychologist* has called him “one of the five most influential psychotherapists of all time.” His contributions to the field of mental health and the tangible impact he had on the lives of so many people are astonishing. A prolific theorist, scientist, researcher, and writer, he authored or co-authored 25 books and published over 600 articles in his lifetime. He was an Emeritus Professor of Psychiatry at the University of Pennsylvania, where he worked on developing and testing his theories for almost 70 years. He also served as President Emeritus of the Beck Institute, where he inspired a generation of CBT practitioners and trainees with his wisdom, humor, and grace.

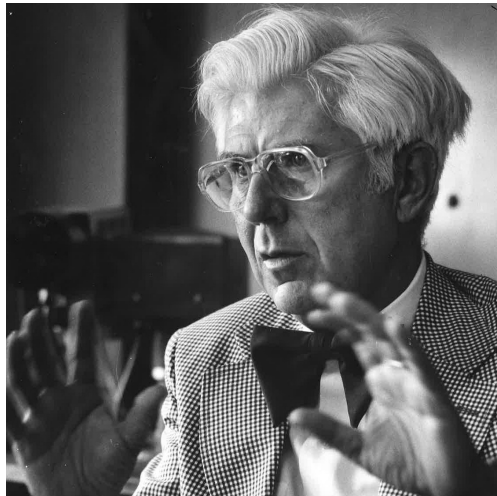
## About #AaronTBeckDay

Each year, on July 18, individuals around the world mark Dr. Beck's birthday by coming together to celebrate his legacy, raise awareness of his life and work, and make a positive impact on mental health in their communities. By participating in Aaron T. Beck Day, you are bringing attention to the need for improved services, support, and resources for those suffering from mental health conditions.

## How to Participate

This toolkit contains several ways that you can help spread the word about Dr. Beck's work, and ensure that CBT continues to evolve to meet the changing needs of our global population. You could:

- Follow Beck Institute on social media and like, share, or comment on our posts about #AaronTBeckDay
- Download the graphics and sample social media posts to post about #AaronTBeckDay on your social accounts
- Use our sample email template to email your network and ask friends and family to join in and help spread the word
- Pledge to do something to help advance mental health in your community
- Make a tax deductible donation to the Aaron T. Beck Fund, an unrestricted fund that provides support for Beck Institute's most important initiatives



## Social Media Materials

Follow Beck Institute on social media:

**Website:** [beckinstitute.org](https://beckinstitute.org)

**Facebook:** [facebook.com/beckinstitute](https://facebook.com/beckinstitute)

**Twitter / X:** [twitter.com/beckinstitute](https://twitter.com/beckinstitute)

**LinkedIn:** [linkedin.com/company/beck-institute-for-cognitive-behavior-therapy/](https://linkedin.com/company/beck-institute-for-cognitive-behavior-therapy/)

**YouTube:** [youtube.com/beckinstitute](https://youtube.com/beckinstitute)

**Contact:** Sarah Fleming, Communications Manager [sfleming@beckinstitute.org](mailto:sfleming@beckinstitute.org)

## Sample Social Media Posts

Please use these templates to share information about Aaron T. Beck Day. Feel free to write these messages in your own words and make your posts your own!

### **Listservs:**

July 18 would have been Dr. Aaron T. Beck's 103rd birthday. Join me in celebrating his legacy and the future of CBT by sharing information about his life and work, making a donation to the nonprofit Beck Institute, or doing one thing to improve mental health in your community. Learn more here: <https://beckinstitute.org/aaron-t-beck-day/>

### **Facebook/LinkedIn:**

Join me in celebrating the birthday of Dr. Aaron T. Beck, widely regarded as the father of Cognitive Behavior Therapy. On July 18, people worldwide will come together to raise awareness of Dr. Beck's work, and help move the field of mental health forward. Together, we are not only honoring Dr. Beck's legacy – we're building the future of CBT and mental health care and treatment. Learn more here: <https://beckinstitute.org/aaron-t-beck-day/>

### **Twitter:**

Join me in celebrating the birthday of Dr. Aaron T. Beck, widely regarded as the father of Cognitive Behavior Therapy, by participating in a global day of action on 7/18! Learn more: <https://beckinstitute.org/aaron-t-beck-day/>

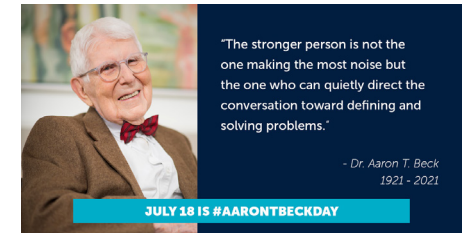
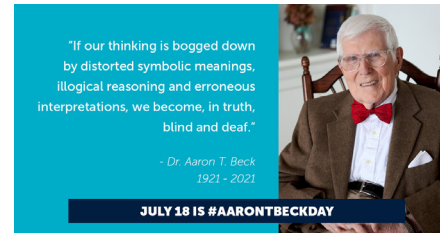
**Hashtag: #AaronTBeckDay**

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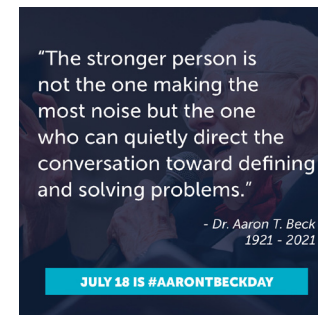
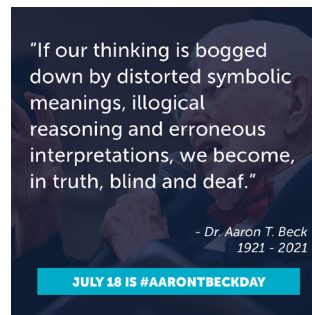
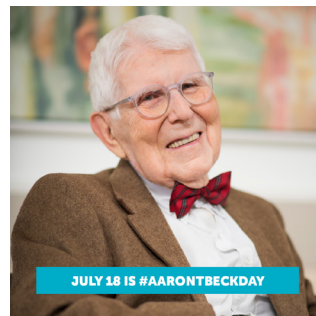
## Shareable Graphics

Share these graphics on social media, available for download at [beckinstitute.org/aaron-t-beck-day/#graphics](https://beckinstitute.org/aaron-t-beck-day/#graphics).

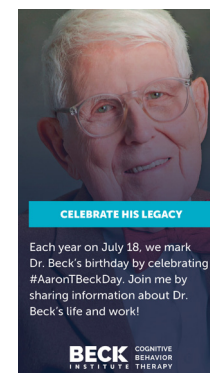
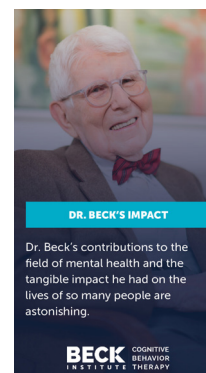
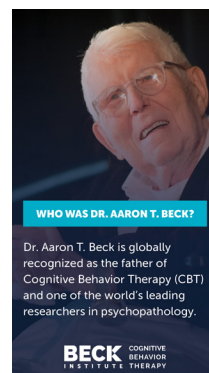
### Facebook Posts



### Instagram Posts / Profile Pictures



### Instagram Stories / Facebook Reels





# Aaron T. Beck Day Toolkit 2024

## Sample Email

Send this email, or a personalized version of it to your friends and colleagues:

Hello!

I am writing to ask you to participate in **Aaron T. Beck Day**, a global day of action for mental health.

On July 18, I'll be celebrating the past, present, and future of mental health by honoring the birthday of a scientist whom *The American Psychologist* called "one of the five most influential psychotherapists of all time," the late Dr. Aaron T. Beck. Dr. Beck is globally recognized as the father of Cognitive Behavior Therapy (CBT), after developing the revolutionary therapy at the University of Pennsylvania in the 1960s. He was also the co-founder, along with his daughter, Dr. Judith S. Beck, of the nonprofit Beck Institute for Cognitive Behavior Therapy. CBT is one of the most commonly-practiced talk therapies today and has helped countless people improve their lives.

In the last 15 years before his passing in 2021, he and colleagues developed Recovery-Oriented Cognitive Therapy, a transformational approach to the treatment of serious mental health conditions like schizophrenia.

Can I count on you to join me? You can find more information and ways to get involved here: [beckinstitute.org/aaron-t-beck-day/](https://beckinstitute.org/aaron-t-beck-day/).

You can also help spread the word about this important day by forwarding this email to others in your network.

Thank you,  
[Your Name]

## Complete a Project in Honor of Dr. Beck

Each year on Aaron T. Beck Day, individuals pledge to participate in activities that will help promote mental health in their communities. Whether it's hosting a free depression screening day, advocating for greater access to quality treatment, or increasing connection with individuals with mental health issues, every act brings us closer to a healthier world for all.

Here are some projects that others have completed:

- **Insan Firdaus, Director of Cognitive Behavior Therapy Indonesia (CBTI), pledged:** “We are planning to celebrate Dr. Aaron T. Beck Day by giving a free talk and affordable workshops for the public and mental health professionals.”
- **Psychologist Felicia Nechita of Romania pledged:** “I intend to create short videos or graphic presentations on topics such as preventing post-partum disorders, teaching about the importance of early interactions for healthy child development, preventing any form of child neglect and abuse, and other topics related to helping vulnerable mothers and infants. I have recently become a mother myself and I started researching child development themes. I came across so much suffering among mothers and small children in my community. I have a lot of trust and passion for CBT, and I am hoping that I will be able to use some of my knowledge to help those who are suffering.”
- **Dr. Nikolaos Kazantzis of Australia, a member of the Beck Institute International Advisory Committee (IAC), pledged:** “As editor of the practitioner journal “Cognitive and Behavioral Practice”, I will invite experts to reflect on different aspects of Dr. Aaron T. Beck’s career contributions and highlight these for the readership.”

Get involved by making your pledge: <https://beckinstitute.org/aaron-t-beck-day/#pledge>

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## Donate to Beck Institute

Though CBT has grown substantially in the last 60 years, many people are still unable to access this life-changing treatment because there simply aren't enough well-trained therapists where they live. Beck Institute works to train clinicians around the world, envisioning a world where individuals suffering from depression, anxiety, PTSD, substance use disorders and other mental health challenges can access high-quality, evidence-based treatments that help them get better and stay better.

Beck Institute established the **Aaron T. Beck Fund** to provide annual support for the organization's ongoing work. This fund provides support where it is needed most, from program development and research to training scholarships, and everything in between. The impact of your gift is exponential. As more professionals gain access to quality CBT training, more people and communities benefit from the care they receive.

Help Beck Institute continue Dr. Beck's important work by making a gift in any amount today: [beckinstitute.org/give-now](https://beckinstitute.org/give-now)

