



## **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, Recovery-Oriented Cognitive Therapy 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.

# **Aaron T. Beck Day Toolkit 2026**



### **About Dr. Aaron T. Beck**

Dr. Aaron T. Beck is globally recognized as the father of Cognitive Behavior Therapy 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.

# **Aaron T. Beck Day Toolkit 2026**

## How to Participate

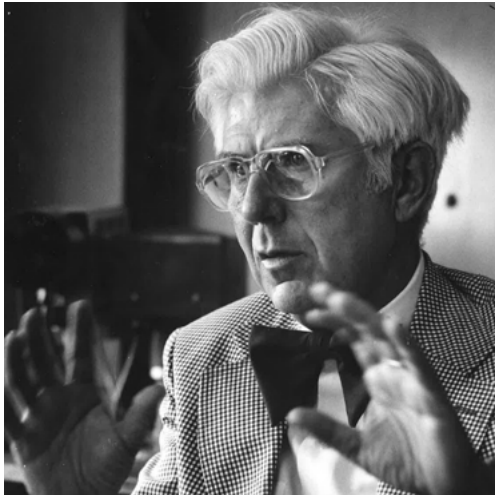
This year, as we mark Dr. Beck's 105th birthday, we are focusing on raising awareness of our free CBT resources. Over the past year, we have greatly expanded our offerings for both health and mental health practitioners and the general public. Here are just some of our exciting new resources:

- *Thinking Well*, a free monthly newsletter that contains news and information about CBT for the general public
- Our brand-new Instagram account where we share exclusive videos featuring Dr. Judith Beck and other Beck Institute clinicians, clinical tips, blogs, new research, and more
- A completely overhauled, user-friendly clinician directory that enables potential clients to find highly skilled CBT clinicians in their locale

Every share of Beck Institute's website, newsletters, social media accounts, or free resources helps us advance our nonprofit mission and keep Dr. Beck's legacy alive!

You could:

- Follow Beck Institute on social media (especially our new Instagram account!) and like, share, or comment on our posts
- Download the graphics and sample social media posts to post about Beck Institute on your social media accounts
- Subscribe to Beck Institute's professional-facing or general public-facing newsletter
- Email your network and ask friends and family to join in and help spread the word



## Social Media Materials

Follow Beck Institute on social media:

**Instagram:** [instagram.com/beckinstitute](https://www.instagram.com/beckinstitute)

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

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

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

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

**Contact:** Sarah Fleming, Senior 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!

### Instagram/Facebook/LinkedIn:

Join me in celebrating what would have been the 105th the birthday of Dr. Aaron T. Beck, widely regarded as the father of Cognitive Behavior Therapy (CBT). On July 18, people worldwide 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. You can learn more and find all the resources at [beckinstitute.org/aaron-t-beck-day](https://beckinstitute.org/aaron-t-beck-day)

### Twitter:

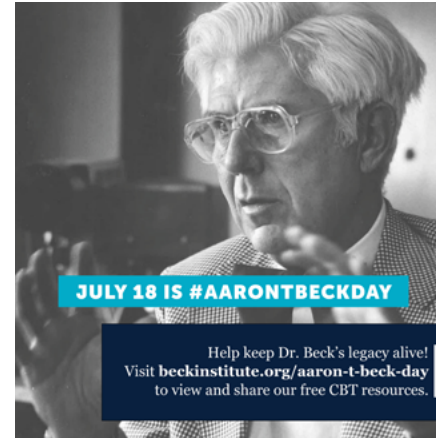
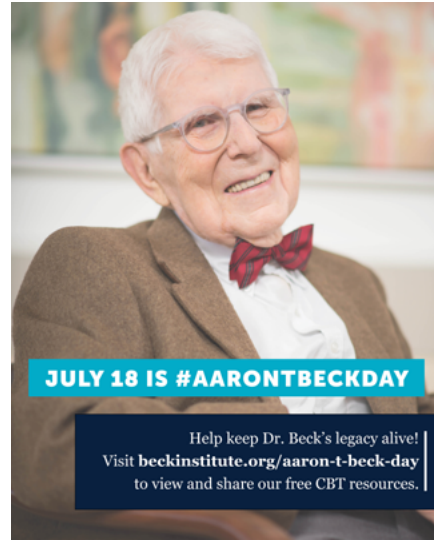
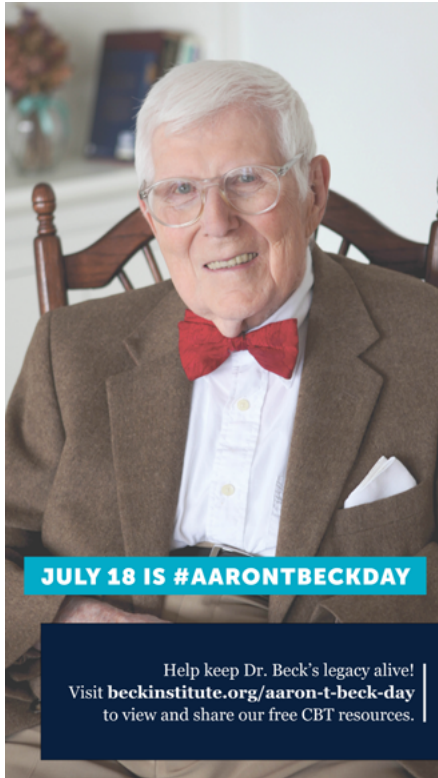
Join me in celebrating the birthday of Dr. Aaron T. Beck, widely regarded as the father of Cognitive Behavior Therapy, by sharing free CBT resources with your community! Learn more: [beckinstitute.org/aaron-t-beck-day](https://beckinstitute.org/aaron-t-beck-day)

**Hashtag:** [#AaronTBeckDay](https://twitter.com/hashtag/AaronTBeckDay)

# Aaron T. Beck Day Toolkit 2026

## 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).



**SCAN THE CODE TO JOIN  
#AARONTBECKDAY**



## Sample Email

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

Hello!

I'm writing to invite you to take part in Aaron T. Beck Day, a global day of action for mental health.

On July 18, we mark what would have been the 105th birthday of Dr. Aaron T. Beck, the founder of Cognitive Behavior Therapy (CBT) and co-founder of the nonprofit Beck Institute for Cognitive Behavior Therapy. Named by *The American Psychologist* one of the five most influential psychotherapists of all time, Dr. Beck's legacy continues to shape how we understand and treat mental health conditions around the world.

This year, the focus is on spreading access to Beck Institute's free CBT resources, many of which are brand new. Since last year's Aaron T. Beck Day, Beck Institute has expanded its offerings for both professionals and the general public, including:

- *Thinking Well*, a free monthly newsletter with information about CBT for a general audience
- A new Instagram account featuring exclusive videos from Dr. Judith Beck and other Beck Institute clinicians, clinical tips, research updates, and more
- A completely redesigned clinician directory to help potential clients find skilled CBT clinicians in their area

Every share helps advance Beck Institute's nonprofit mission and keeps Dr. Beck's legacy alive. Here are a few easy ways to get involved:

- Follow Beck Institute on social media and like, share, or comment on posts
- Download free graphics and sample social media posts to share on your own accounts (use #AaronTBeckDay!)
- Subscribe to Beck Institute's professional or general-public newsletter
- Forward this email to friends, family, and colleagues and ask them to join in

You can learn more and find all the resources at [beckinstitute.org/aaron-t-beck-day](https://beckinstitute.org/aaron-t-beck-day).

Thank you for helping spread the word!

[Your Name]

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