

MAY 2023

Make It 

Mental Health
Awareness Month
TOOLKIT

Presented by:  **businessolver**

#MAKEITOK



Healthiest State
— INITIATIVE —

Make It OK

Thank you for participating in Mental Health Awareness Month 2023!

Mental Health Awareness Month is a great time to reduce stigma by starting conversations, increasing understanding, and educating those around you about mental illness throughout the month of May.

The Make It OK campaign is a resource and messaging tool to help you share your passion for mental health with your friends, family members, neighbors, and co-workers. With nearly 1 in 5 adults living with a mental illness, raising awareness about the importance of mental health, and reducing barriers to treatment, such as stigma, are more important than ever.

This toolkit will give you the tools and resources to educate your networks about mental health.

This toolkit includes:

- Links to Make It OK and mental health resources
- Social media posts and graphics
- Make It OK Events through May
- Make It OK posters (print and display in home or office window)

Together we can eliminate mental illness stigma and support those who are struggling to find the resources and treatment they deserve.



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SOCIAL MEDIA

MAKE IT OK SOCIAL MEDIA POSTS

Use any of the social media posts below. Feel free to also write your own posts including personal experience or company efforts related to mental health. Remember to always include the hashtag #MakeltOK.

CLICK TO DOWNLOAD: MAKE IT OK SOCIAL MEDIA GRAPHICS

COPY + PASTE THESE MESSAGES TO SHARE:

May is Mental Health Awareness Month! Together, let's end mental illness stigma and support those who are seeking treatment. Learn more: MakeltOK.org/Iowa #MakeltOK

It's OK to have a mental illness — many people do. #MakeltOK is a community campaign to reduce stigma by increasing understanding about mental illness. Learn more: MakeltOK.org/Iowa

It's OK to not be OK. You are not alone, and you deserve to feel better. Access free mental health resources: MakeltOK.org/Iowa #MakeltOK

It's OK to talk about mental illness — talking makes people feel less alone. #MakeltOK is a community campaign to reduce stigma by starting conversations. Learn more: MakeltOK.org/Iowa

Ending mental illness stigma starts with understanding. Learn more about mental illness and how to be supportive: MakeltOK.org/Iowa #MakeltOK

USE #MAKEITOK ON SOCIAL MEDIA

Make It OK

SPREAD THE WORD!

FOR WORKPLACES AND ORGANIZATIONS:

- Share Make It OK social media posts on company channels
 - Share mental health resources via internal newsletters or intranet
 - Create a wellness challenge that rewards mental health activities
 - Re-circulate EAP benefits related to mental health
 - Casual for a Cause
 - Encourage employees to donate \$5 to wear jeans to work.
- (Consider donating the Make It OK and the Healthiest State Initiative!)*

FOR AMBASSADORS AND INDIVIDUALS:

- Share Make It OK social media posts on personal pages
- Share mental health resources via personal email or social media pages
- Check-in on others: Schedule phone calls or video chats with loved ones, deliver care packages to nearby friends
- Take care of yourself: Move your body daily, start a mindfulness routine
- Donate to Make It OK

BLOGS TO SHARE:

- Mental illness: What is it & common conditions.
- Report: Mental illness in farmers and rural communities
- How to help someone experiencing a mental health crisis
- Stories: First-hand experiences from Iowans living with mental illness

RESOURCES TO USE:

- Mental Health Awareness Month Mental Health Checklist
- What to say & what not to say: Tips for talking about mental illness

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MENTAL HEALTH RESOURCES

- **Make It OK Store**
- **Make It OK Posters**
- **Share the Make It OK Mission**
 - Make It OK Video Series presented by Kum & Go - Share one with your staff every week of May!
 - Video #1: What is Mental Health?*
 - Video #2: What are Common Condition and Symptoms?*
 - Video #3: What to Say vs. What Not to Say*
 - Video #4: How Does Stigma Show Up?*
 - Make It OK Stories from Iowans sharing their mental health journey
 - Make It OK Stories: the Podcast
- **Mindful Moments Resources**
 - Make It OK Music Playlist in partnership with the Des Moines Music Coalition - 80/35 local music playlist
 - The Hero's Journal - Mental Health Journal with daily adventures!
 - Make It OK Habit Tracker
- **Mental Health Awareness Month Events**
 - **May 6th** - Back the Black Community-Kick Off
 - **May 13th** - Make It OK Night with the Des Moines Menace
 - **May 18th** - Wear Green for Make It OK! - Share a photo of you in your favorite green clothes to support mental health awareness with #MakeItOK
- **Mental Health Awareness Month Make It OK Presentations**
 - **May 1st** - Make It OK Presentation (Free, Virtual)
 - **May 15th** - Make It OK Presentation (Free, Virtual)
 - **May 18th** - Make It OK Ambassador Training (Free, Virtual)

**MAKE IT OK
TO NOT BE OK.
END THE STIGMA!**

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**YOU ARE
NOT ALONE**

#MakeItOK

Make It  **OK**

MakeItOK.org/IOWA



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Mental illnesses are OK

It's OK to have a mental illness – many of us do.

One in five Americans experience a mental illness each year. On average, people live with the symptoms of a mental illness for 10 years before seeking treatment, largely due to the stigma. The sooner people get treatment, the greater their chances of recovery.

It's OK because it's a physical ailment – not a character flaw.

Mental illnesses are biological conditions that can be treated, just like cancer and diabetes. They cannot be overcome through "will power" and are not related to a person's character or intelligence.

It's OK because it's treatable – life can get better.

The best treatments for serious mental illnesses today are highly effective. In fact, more than 70 percent of symptoms are reduced and people feel better when following their treatment plans.



Learn what to say to Make It OK

Talking about mental illnesses can be difficult. Here are some tips:

do say:

"Thanks for opening up to me."
"How can I help?"
"I'm sorry to hear that. It must be tough."
"I'm here for you when you need me."
"I can't imagine what you're going through."
"Can I drive you to an appointment?"
"How are you feeling today?"

don't say:

"It could be worse ..."
"Just deal with it."
"Everyone feels that way sometimes."
"We've all been there."
"You've got to pull yourself together."
"Maybe try thinking happier thoughts."
"Oh man, that sucks."



Stop the silence – Make It OK

**Mental illnesses are a touchy subject, creating voids in conversation.
Here are some tips to help you.**

Stop the silence. If someone shares with you that they're experiencing a mental illness, they are opening up to you in a big way. Ask questions, show concern and avoid awkward silences.

Be nice. It sounds simple enough, but try to say the right things with openness, warmth and caring.

Listen. In your conversation, try to do more listening and less searching for a solution.

Keep in contact. Offer to be available by phone, text, email or meet up in person. Just be there.

Don't ignore it. Don't be afraid to ask about someone's well-being if you think they might be hurting. Trust your judgment.

Offer support. Everyone is different, and may want very specific help or no help at all. Either way, ask and be open to the answer.



Tener enfermedades mentales está bien

Está bien tener una enfermedad mental – muchos de nosotros pasamos por eso.

Uno de cada cinco americanos experimenta una enfermedad mental cada año. En promedio, la gente vive con síntomas de alguna enfermedad mental por 10 años antes de buscar tratamiento. Todo debido en gran parte al estigma que hay. Entre más pronto reciben tratamiento las personas, mayores son sus posibilidades de recuperarse.

Está bien porque es una dolencia física, no un defecto de carácter.

Las enfermedades mentales son condiciones biológicas que pueden ser tratadas como el cáncer y la diabetes. No pueden ser superadas por medio de la fuerza de voluntad y no están relacionadas con el carácter de una persona o su inteligencia.

Está bien porque son tratable – la vida puede mejorar.

Los mejores tratamientos para enfermedades mentales graves hoy son altamente eficaces. De hecho, más del 70 por ciento de síntomas disminuyen y la gente se siente mejor cuando sigue su plan de tratamiento.



Aprende qué decir – Make It OK

Hablar sobre las enfermedades mentales puede ser difícil.

Aquí hay unos consejos:

di:

“Gracias por tener confianza.”

“¿Cómo puedo ayudarte?”

“Lamento escuchar eso. Debe ser difícil.”

“Estoy aquí para cuando me necesites.”

“No puedo imaginar por lo que estás pasando.”

“¿Puedo llevarte a la cita?”

“¿Cómo te sientes hoy?”

no digas:

“Pudiera ser peor ...”

“Sólo lidia con eso.”

“Todos nos sentimos así a veces.”

“Todos hemos pasado por eso.”

“Tienes que recuperarte.”

“Ten pensamientos felices.”

“Es una lástima.”



Evita el silencio – Make It OK

La salud mental es un tema delicado, cuando aparece en las conversaciones, puede crear silencios incómodos. Aquí hay unos consejos para ayudarte.

Evita el silencio. Si alguien comparte contigo que está experimentando algún tipo de problema de salud mental, está confiando en ti de una manera sensible. Haz preguntas, demuestra preocupación y evita silencios incómodos.

Sé amable. Suena simple, pero intenta responder con franqueza, amabilidad y cuidado.

Escucha. Intenta escuchar más, no ofrezcas una solución.

Mantente en contacto. Ofrece estar disponible por teléfono, mensaje de texto, correo electrónico o reunirte en persona. Es muy importante estar allí para ellos.

No lo ignores. No tengas miedo de preguntar sobre el bienestar de alguien si crees que está sufriendo. Confía en tu criterio.

Ofrece Apoyo. Todos somos diferentes y algunas personas querrán ayuda específica, otras no. De cualquier manera, pregunta y mantente atento para la eventual respuesta.