Mental Health Month Toolkit

BHD Behavioral Health Division
A Division of the Department of Health & Human Services

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Dear Friends,

This May, the Milwaukee County Behavioral Health Division (BHD) is teaming up with Mental Health America (MHA) to present Mental Health Month. This year, our theme is Fitness #4Mind4Body. During the month of May, we'll focus on what we as individuals can do to be "fit" - no matter where we happen to be on our own personal journeys to health and wellness.

Many people make a distinction between caring for the mind and caring for the body, however these two are linked and together, they make up a person's wellness. This integrated approach to care is what produces the best outcomes for people.

As the connection point to information, resources and hundreds of behavioral health care providers throughout Milwaukee County, our team at BHD developed this Mental Health Month toolkit, using resources from various sources including the National Alliance on Mental Illness (NAMI), Mental Health America and Mental Health.gov. These resources make it even easier for you to get fit this May. You're welcome to add your organization's logo and contact information to any of the materials so people can get in touch with you and start their own wellness journey.

I also encourage you to challenge yourselves each day to make small changes – both physically and mentally – to create huge gains for your overall fitness. Join our daily challenge online by following us on Facebook at Milwaukee County Department of Health and Human Services or Twitter @MkeCoDHHS. Here, we'll also post content that you can share with your networks so more people have access to the tools to feel better.

We look forward to working with you - our city health departments, nonprofit organizations, coalitions, churches, schools, providers and other partners - to share information and resources with our community so we can live mentally and physically healthy lives this May and beyond.

Sincerely,

Mike Lappen MS, LPC
Administrator
Milwaukee County Behavioral Health Division

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THE MENTAL HEALTH MONTH TOOLKIT

We've created a campaign toolkit for Mental Health Month to make it even easier to get people talking about mental health.

By using the toolkit, you will help members of our community:

- Start talking about mental health
- Understand that mental illness can affect anyone at any stage of life
- Become familiar with the early warning signs of mental illness
- Know who to contact to get help today
- The toolkit includes:

Media Materials

- Key messages and statistics
- Template press release

Print Materials

- Frequently asked questions about mental health (FAQ)
- Mental Health Myths and Facts
- Sample Mental Health Month Proclamation
- Mental Health Month flyers
    - General Mental Health Month
    - Children's Mental Health
    - Prevention Week

Social Media and Web Components

- Sample Facebook and Twitter Posts
- Facebook Profile and Cover Images
- Twitter Profile and Header Images

Let us know what you've got planned!

Tell us about your events so we can post them on our website, share on social media pages, inform our partners and help you get the word out. **Email: Nzinga.Khalid@milwaukeecountywi.gov** with the following information:

Name of Event
Date
Location
Brief Description
Link to more information/Registration
Contact Person

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KEY MESSAGES AND STATISTICS

Behavioral health disorders are common in the United States and worldwide.

DID YOU KNOW THAT...?

One in five American adults experienced a mental health issue (mentalhealth.gov)

One in 10 young people experienced a period of major depression (mentalhealth.gov)

One in 25 Americans live with a serious mental illness, such as schizophrenia, bipolar disorder or major depression (mentalhealth.gov)

Depression is the leading cause of disability worldwide and is a major contributor to the global burden of disease (WHO)

Suicide is the 10th leading cause of death in the United States. It accounts for the loss of more than 41,000 American lives each year; more than double the number of lives lost to homicide (mentalhealth.gov)

Globally, more than 800,000 people die due to suicide every year, and suicide is the second leading cause of death in 15-29-year-olds. There are indications that for each adult who has died of suicide, there may have been more than 20 others attempting suicide (WHO)

Mental illness knows no bounds. Everyone can suffer at any stage of life, from childhood and adolescence through adulthood.

DID YOU KNOW THAT...?

An estimated 18.5% of American adults and 13% of children (ages 8 to 15) suffer from a mental illness in a given year (NAMI)

Around 20% of the world's children and adolescents have mental disorders

About half of mental disorders begin before the age of 14 (NIMH)

Similar types of disorders are being reported across cultures. Neuropsychiatric disorders are among the leading causes of worldwide disability in young people. Yet, regions of the world with the highest percentage of population under the age of 19 have the poorest level of mental health resources. Most low- and middle-income countries have only one child psychiatrist for every 1 to 4 million people (WHO)

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Conversations about mental health can break down stigma. You don't have to be an expert to talk and to listen, and often it's the little things that make a big difference.

DID YOU KNOW THAT...?

Misunderstanding and stigma surrounding mental illness are widespread. Despite the existence of effective treatments for mental disorders, there is a belief that they are untreatable or that people with mental disorders are difficult, not intelligent or incapable of making decisions. This stigma can lead to abuse, rejection and isolation, and exclude people from health care or support. Within the health system, people are too often treated in institutions which resemble human warehouses rather than places of healing (WHO).

"The journey to recovery starts with getting help. This is the first step."

Recovery is possible. People with a mental illness can get better and many recover completely.

DID YOU KNOW THAT...?

Studies show that people with a mental illness can get better and many recover completely. Recovery refers to the process in which people are able to live, work, learn and participate fully in their communities. There are more treatments, services, and community support systems than ever before, and they work. Treatment and recovery are ongoing processes that happen over time. The first step is getting help (NAMI).

The Milwaukee County Behavioral Health Division is a community connector. We bring people with mental illness together with resources and providers who can help.

DID YOU KNOW THAT...?

Milwaukee County's Behavioral Health Division (BHD) is the first stop for information and help with behavioral health. BHD provides care and services to everyone in need, no matter their severity of need or ability to pay.

CALL US ANYTIME

24/7 Crisis Line: 414-257-7222
Community Services/BHD
Access Clinic: (414) 257-7665

Visit our website:
county.milwaukee.gov/BHD

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FREQUENTLY ASKED QUESTIONS
about mental health

*Source: www.mentalhealth.gov

What is Mental Health Month?

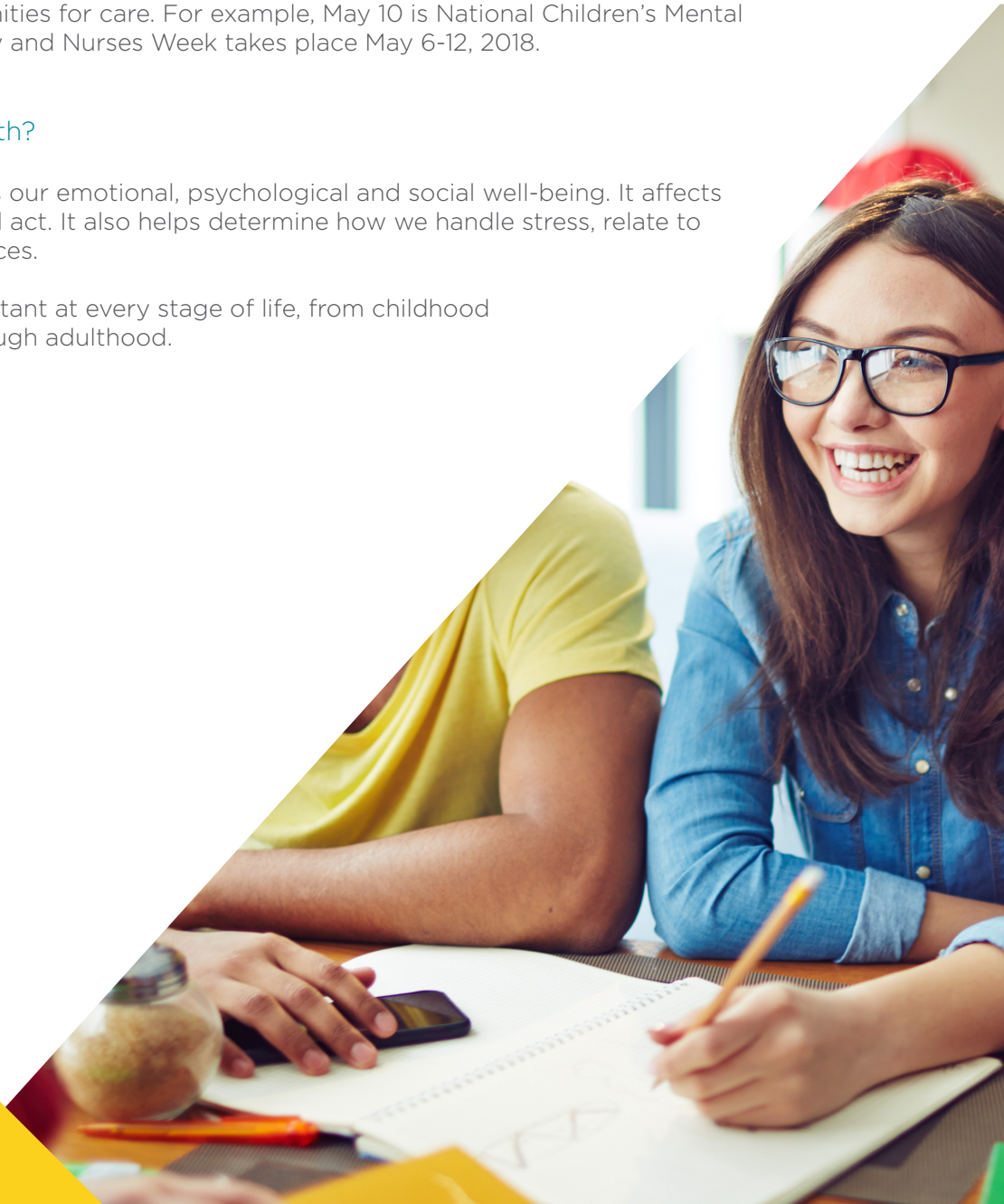
National Mental Health Month was initiated in 1940, originally as a "mental health week," to raise awareness about mental illness. In the 1960s the campaign was expanded to fill an entire month, with May as the designated month.

Throughout the month, diverse groups all over the United States implement campaigns and activities to draw attention to a variety of mental health issues, services and opportunities for care. For example, May 10 is National Children's Mental Health Awareness Day and Nurses Week takes place May 6-12, 2018.

What is mental health?

Mental health includes our emotional, psychological and social well-being. It affects how we think, feel and act. It also helps determine how we handle stress, relate to others and make choices.

Mental health is important at every stage of life, from childhood and adolescence through adulthood.



What causes mental illness?

Many factors contribute to mental illness including:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental illness

Can people with mental illness recover?

People with mental illness can get better and many recover completely. The journey to recovery is different for everyone, but the first step is to get help. If you or someone you know has a mental health problem, there are ways to get help.

Are there any warning signs of mental illness?

Experiencing one or more of the following feelings or behaviors can be an early warning sign:

- Eating or sleeping too much or too little
- Pulling away from people and usual activities
- Having low or no energy
- Feeling numb or like nothing matters
- Having unexplained aches and pains
- Feeling helpless or hopeless
- Smoking, drinking or using drugs more than usual
- Feeling unusually confused, forgetful, on edge, angry, upset, worried or scared
- Yelling or fighting with family and friends
- Experiencing severe mood swings that cause problems in relationships
- Having persistent thoughts and memories you can't get out of your head
- Hearing voices or believing things that are not true
- Thinking of harming yourself or others
- Inability to perform daily tasks like taking care of your kids or getting to work or school

What can people do to maintain positive mental health?

- Get professional help if you need it
- Connect with others
- Stay positive
- Exercise and stay physically active
- Help others
- Get enough sleep
- Develop coping skills

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What are the most common mental health disorders?

According to the U.S. Department for Health and Human Services, Americans most commonly suffer from the following mental health disorders.

Anxiety Disorders

People with anxiety disorders respond to certain objects or situations with fear and dread. Anxiety disorders can include obsessive-compulsive disorder, panic disorders and phobias.

Behavioral Disorders

Behavioral disorders involve a pattern of disruptive behaviors in children that last for at least six months and cause problems in school, at home and in social situations. Examples of behavioral disorders include Attention Deficit Hyperactive Disorder (ADHD), Conduct Disorder and Oppositional-Defiant Disorder (ODD).

Eating Disorders

Eating disorders involve extreme emotions, attitudes and behaviors involving weight and food. Eating disorders can include anorexia, bulimia and binge eating.

Mood Disorders

Mood disorders involve persistent feelings of sadness or periods of feeling overly happy, or fluctuating between extreme happiness and extreme sadness. Mood disorders can include depression, bipolar disorder, Seasonal Affective Disorder (SAD) and self-harm.

Obsessive-Compulsive Disorder (OCD)

People with OCD have repeated, upsetting thoughts called obsessions. They do the same thing over and over again to try to make the thoughts go away. Those repeated actions are called compulsions.

Personality Disorders

People with personality disorders have extreme and inflexible personality traits that are distressing to the person and may cause problems in work, school or social relationships. Personality disorders can include antisocial personality disorder and borderline personality disorder.

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Common mental health disorders cont.

Psychotic Disorders

People with psychotic disorders experience a range of symptoms, including hallucinations and delusions. An example of a psychotic disorder is schizophrenia.

Suicidal Behavior

Suicide causes immeasurable pain, suffering and loss to individuals, families and communities nationwide.

Trauma and Stress Related Disorders

Post-traumatic stress disorder (PTSD) can occur after living through or seeing a traumatic event, such as war, a hurricane, rape, physical abuse or a bad accident. PTSD makes you feel stressed and afraid after the danger is over.

Addiction and Substance Abuse

Addiction is a disease, much like diabetes or high blood pressure, and it should be treated as such. Alcohol and Other Drug Abuse (AODA) programs include detox centers, day treatment, inpatient/outpatient facilities, residential programs and intervention/prevention efforts to assist an individual through every stage of their recovery journey.

Who can I contact in Milwaukee County for help?

Milwaukee County's Behavioral Health Division (BHD) is the first stop for information and help on behavioral health. BHD provides care and services to everyone in need, no matter their severity of need or ability to pay.

24/7 Crisis Line: 414-257-7222
Community Services/BHD Access Clinic: (414) 257-7665

Visit our website: county.milwaukee.gov/BHD

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MENTAL HEALTH MYTHS AND FACTS

Can you tell the difference between a mental health myth and fact? Learn the truth about the most common mental health myths.

Myth: Children don't experience mental health disorders.

Fact: Even very young children may show early warning signs of mental health concerns. Half of all mental health disorders show first signs before a person turns 14 years old, and three-fourths of mental health disorders begin before age 24.

Myth: People with mental health disorders are violent and unpredictable.

Fact: The vast majority of people with mental health disorders are no more likely to be violent than anyone else. Most people with mental illness are not violent and only 3-5% of violent acts can be attributed to individuals living with a serious mental illness. In fact, people with severe mental illnesses are over 10 times more likely to be victims of violent crime than the general population.

Myth: People with mental health needs, even those who are managing their mental illness, cannot tolerate the stress of holding down a job.

Fact: People with mental health disorders are just as productive as other employees. Employers who hire people with mental health disorders report good attendance and punctuality as well as motivation, good work and job tenure on par with or greater than other employees.

Myth: Personality weakness or character flaws cause mental health disorders.

Fact: Mental health disorders have nothing to do with being lazy or weak, and many people need help to get better.

Myth: There is no hope for people with mental health disorders.

Fact: Studies show that people with mental health disorders get better and many recover completely. Recovery refers to the process in which people are able to live, work, learn and participate fully in their communities. There are more treatments, services and community support systems than ever before, and they work.

Myth: Therapy and self-help are a waste of time. Why bother when you can just take a pill?

Fact: Treatment for mental health disorders varies depending on the individual and could include medication, therapy or both. Many individuals work with a support system during the healing and recovery process.

Myth: I can't do anything for a person with a mental health disorder.

Fact: Friends and loved ones can make a big difference. Only 44% of adults with diagnosable mental health disorders and less than 20% of children and adolescents receive needed treatment. Friends and family can be important influences to help someone get the treatment and services they need by:

- Reaching out and letting them know you are available to help
- Helping them access mental health services
- Learning and sharing the facts about mental health, especially if you hear something that isn't true
- Treating them with respect, just as you would anyone else
- Refusing to define them by their diagnosis or using labels such as "crazy"

Myth: Prevention doesn't work. It is impossible to prevent mental illnesses.

Fact: Prevention of mental, emotional and behavioral disorders focuses on addressing known risk factors, such as exposure to trauma, that can affect the chances that children, youth and young adults will develop mental health problems.

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SAMPLE PRESS RELEASE

This May is Mental Health Month

Fitness #4Mind4Body Theme Highlights Importance of Physical Health in Achieving Balanced Mental Health

Contact: [NAME, PHONE, EMAIL]

Milwaukee, WI (DATE) — When you or someone you love is dealing with a mental health concern, sometimes it's a lot to handle. It's important to remember that mental health is essential to everyone's overall health and well-being, and mental illnesses are common and treatable.

So much of what we do physically impacts us mentally. That is why this year's theme for May is Mental Health Month – Fitness #4Mind4Body – is a call to pay attention to both your physical health and your mental health, which can help achieve overall wellness and set you on a path to recovery.

May is Mental Health Month was started 69 years ago by [AFFILIATE's] national organization, Mental Health America, to raise awareness about mental health conditions and the importance of good mental health for everyone. Last year, Mental Health Month materials were seen and used by over 230 million people, with more than 10,000 entities downloading MHA's tool kit.

This May is Mental Health Month, we are focused on how a healthy lifestyle may help prevent the onset or worsening of mental health conditions, as well as heart disease, diabetes, obesity and other chronic health problems. It can also help people recover from these conditions. Eating healthy foods, managing stress, exercising, and getting enough sleep can go a long way in making you both physically and mentally healthy.

"It is important to really look at your overall health, both physically and mentally, to achieve wellness," said [NAME] [TITLE] of [AFFILIATE]. "Getting the appropriate amount of exercise, eating healthy foods that can impact your gut health, getting enough sleep and reducing stress – it's all about finding the right balance to benefit both the mind and body."

MHA has developed a series of fact sheets (available at www.mentalhealthamerica.net/may) on the importance of exercise, diet and nutrition, gut health, sleep, and stress management. Also new this year is the #4Mind4Body Challenge, where we call on everyone to join us in completing a small task each day during the month of May – and tell us about it on social media using #4Mind4Body. Learn more here: www.mentalhealthamerica.net/challenge.

"We know that living a healthy lifestyle is not always easy, but it can be achieved by gradually making small changes and building on those successes," concluded [NAME]. "By looking at your overall health every day – both physically and mentally – you can go a long way in ensuring that you focus on your Fitness #4Mind4Body."

For more information on May is Mental Health Month, visit Mental Health America's website at www.mentalhealthamerica.net/may.

(BOILERPLATE)
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SAMPLE PREVENTION WEEK PROCLAMATION

Encourage your local public officials to go on the record in support of mental health. Below, please find a sample proclamation that designates May as Mental Health Month. An official signing of a proclamation is a perfect occasion for a news event, photo opportunity or other activity.

Mental Health Month 2018 "Fitness #4Mind4Body"

WHEREAS, mental health is essential to everyone's overall health and well-being; and

WHEREAS, all Americans experience times of difficulty and stress in their lives; and

WHEREAS, prevention is an effective way to reduce the burden of mental health conditions; and

WHEREAS, there is a strong research that diet, exercise, sleep, and stress management can help all Americans protect their health and well-being; and

WHEREAS, mental health conditions are real and prevalent in our nation; and

WHEREAS, with effective treatment, those individuals with mental health conditions can recover and lead full, productive lives; and

WHEREAS, each business, school, government agency, healthcare provider, organization and citizen shares the burden of mental health problems and has a responsibility to promote mental wellness and support prevention efforts.

THEREFORE, I [NAME OF PUBLIC OFFICIAL], do hereby proclaim May 2018 as Mental Health Month in [STATE OR COMMUNITY]. As the [TITLE OF LOCAL OFFICIAL], I also call upon the citizens, government agencies, public and private institutions, businesses and schools in [STATE OR COMMUNITY] to recommit our community to increasing awareness and understanding of mental health, the steps our citizens can take to protect their mental health, and the need for appropriate and accessible services for all people with mental health conditions before Stage Four.

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MENTAL HEALTH INFOGRAPHICS

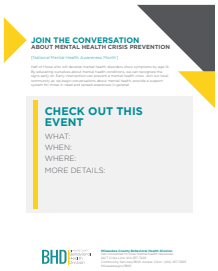
We encourage you to print, download and share the following helpful infographics containing great information about mental health, provided by the National Alliance on Mental Illness (NAMI).

- Mental health facts
- Multicultural mental health facts
- Children and teens
- Getting the right start, students
- Taking charge of your mental health
- Want to know how to help a friend

Find graphics from NAMI here: https://www.nami.org/Learn-More/Fact-Sheet-Library

MENTAL HEALTH MONTH FLYERS

Visit milwaukee.gov/BHD to download, print and share the flyers to help spread awareness of mental health topics with your community.



- My mental health conversation. Mental Health Month 2018.
- Anyone can suffer from mental health disorders. Children and behavioral health.
- Join the conversation. Sample Event Announcement Flyer

ADDITIONAL RESOURCES:

www.nami.org/Learn-More/Treatment/Complementary-Health-Approaches

THREE STEPS TO STIGMA FREE

www.nami.org/Get-Involved/StigmaFree

SOCIAL MEDIA TIPS AND SUGGESTIONS

TWITTER

Below are a series of tweets to get you started with your Twitter outreach for Mental Health Month.

Sleep plays a role in all aspects of our life and overall health. Sleep disturbances can also be a sign of a #mentalhealth condition.

Recent research is connecting your gut health with your #mentalhealth. Learn more about how your gut may be more important thank you think: bit.ly/MayMH #MHM2018 #4mind4body

Did you know #health and #mentalillness are linked? Learn more about the connection between your body and your mind this #mentalhealthmonth #4body4mind: bit.ly/MayMH #MHM2018

Paying attention to both your physical and mental health can help you achieve overall wellness and set you on a path to recovery. Learn more about the brain-body connection #4mind4body: bit.ly/MayMH #MHM2018

I'm doing the #4body4mind challenge for #mentalhealthmonth. Will you?: bit.ly/MHAchallenge #MHM2018

Don't sleep on it! Take the #4mind4body challenge to improve your overall #wellness through physical and mental health exercises at bit.ly/MHAchallenge #MHM2018

SOCIAL MEDIA TIPS AND SUGGESTIONS

FACEBOOK

Below are a series of sample Facebook posts to start a conversation on Mental Health Month.

What does your gut have to do with #mentalhealth? A lot, actually! Studies show that the bacteria found in your gastrointestinal tract can be a huge mood influencer. Learn more about #4body4mind this #mentalhealthmonth: bit.ly/MayMH #MHM2018

Health and wellness are hot topics, but did you know a healthy lifestyle can help to prevent the onset or worsening of depression, anxiety and other mental health conditions, as well as heart disease, diabetes, obesity and other chronic health problems? It can also help people recover from these conditions. Learn about the mind-body connection with this year's #MHM2018 fact sheets: bit.ly/MayMH

Getting the appropriate amount of exercise benefits nearly all aspects of a person's health. Not only does exercise help control weight, it also improves mental health, and chances of living longer and healthier. Prevention and early identification for #mentalhealth conditions also includes caring for your physical health. Learn more about how you can take care of your "fitness" #4body4mind: bit.ly/MayMH #MHM2018

Sleep plays a role in all aspects of our life and overall health. Getting a good night's sleep is important to having enough physical and mental energy to take on daily responsibilities. Sleep disturbances can also be a sign of a #mentalhealth condition. Help us raise awareness this #mentalhealthmonth by sharing your #4mind4body sleep tips: bit.ly/MayMH #MHM2018

Change is hard and sometimes it can feel like an uphill battle when you are dealing with a #mentalillness. But living a healthy lifestyle can be achieved by gradually making small changes and building on those successes. Take the #4body4mind challenge to raise awareness about mental and physical health for #MHM2018!: bit.ly/MHAchallenge

HASHTAGS

#MHM2018
#4mind4body
#mentalhealthmonth

LINKS

bit.ly/MayMH
bit.ly/MHAchallenge

OTHER IDEAS

- Post tips from this toolkit.
- Share graphics and flyers from this toolkit.
- Use the hashtag: #4mind4body
- Tag @MkeCoDHHS in posts that you create.
- Follow us on social media and share the additional original content we will be posting for Mental Health Month throughout May, including videos!