



TOOLKIT CONTENTS

Below you will find valuable information about the materials in this kit. The kit contents can also be found on the CD or thumb drive enclosed in the Toolkit. Please feel free to print additional materials and share it with others.

Promotional Materials

In this section you will find a collection of materials that can be displayed in various ways. First, there are different flyers that can be posted on bulletin boards, in office cubes, or in restroom stalls. You know the best ways to reach your audience, but feel free to be creative!

You will also find table tents and PowerPoint slides that can be used in a variety of ways. If you have video messaging boards, you can use them there, or you can use them in presentations. Please note that there are blank slide templates that you can customize to share your own messages.

Leading a Meeting

This section has everything you need to provide background information about mental illnesses and to lead a discussion about the Make It OK campaign. It includes a PowerPoint presentation with talking points, a discussion-guide version in case you do not have audio/visual capabilities, and various scenarios to walk through with participants. These can be customized for your location, whether it is for a formal presentation or an informal lunch-and-learn.

Additional Information

To help prepare you to share this material with others, we've included several documents with additional information, including a FAQ for the presentation and fact sheets about mental illnesses.

Sample Articles

If you use newsletters to communicate, four articles have been drafted for you. Please feel free to modify for your needs!

Giveaways

To keep the conversation going, small giveaway items have been included. One, an "OK" sticker, can be worn to signify that someone has attended the training or to honor a loved one who experiences a mental illness. Attendees can also make a pledge and write it on a Make It OK card, to be hung in an office cube or on a fridge.

Interactive Learning Experiences

www.makeitok.org/interactive

Eight online interactive learning experiences are designed to help individuals understand more about mental illnesses and people living with them. In many of the activities participants have the chance to

hear from real people speaking up about living with a mental illness, what matters to them, their accomplishments, successes, fears, and struggles – sharing their truths so that others can understand more.

It is our hope that the content and format of these activities will foster a deeper level of awareness and support around mental illnesses and reduce stigma. The ideas are not intended as a must-do list, but rather as a learning tool to help users feel more knowledgeable and better equipped to make it ok for the people in their lives who may be touched by a mental illness.

Participants can sample one or two activities per day (*if you implement the campaign over one week*) or two activities per week (*if you implement a one-month campaign.*)

1. Introduction to Mental Illnesses
2. The Stigma Impact Checklist
3. The Power of Story
4. Did You Know?
5. Accomplishments and Recovery
6. Hurtful Language
7. Supporting Each Other
8. The Reach of Mental Illnesses