

INTERMEDIATE PARTICIPATION LEVEL

This day-by-day plan is geared for organizations that regularly implement wellness or well-being programs but have not specifically addressed mental health. It is also appropriate for organizations where the availability of leaders may be limited.

Day 1

1. Send the following message to your group via email, intranet, or electronic bulletin board:

Make It OK is an anti-stigma campaign that was created to encourage individuals to talk more openly about mental illnesses. By breaking the silence, we can help our friends, neighbors, loved ones, and colleagues feel understood and supported.

XYZ wants to join this effort. That's why, as part of our upcoming annual Wellness **(week/month,)** we're launching Make It OK at **XYZ**. Just as learning about physical health or financial health has helped us create stronger families and a more caring environment, we believe that combating stigma will help us make **XYZ** a more supportive and accepting organization—and might even have a positive impact on our community at large.

Mental illnesses are surprisingly common. One in four Americans, from all walks of life, experiences a mental illness each year. But because of the stigma, most people live with their symptoms for 10 years before seeking treatment. This impacts not only those with mental illnesses, but their friends and loved ones, too. Mental illnesses are highly treatable; the sooner people get treatment, the greater their chances of recovery.

LET'S LEARN TOGETHER

With Make It OK we'll learn the facts about mental illnesses; myths, misunderstandings, and misconceptions; the effects of hurtful language; and about living successfully with mental illnesses, among other topics.

In the next **(week/month) you can expect to see the following throughout our organization:**

- Colorful flyers
- Table tents
- Make It OK pledge cards and stickers

Together **XYZ can make it ok.**

2. Invite participants to spend 10 to 15 minutes learning about mental illnesses and people living with them by clicking on this Online Learning Experience:

- **Introduction to Mental Illnesses**
www.makeitok.org/interactive/intro-to-mental-illnesses

Day 2 - See the Promotional Materials section of the Toolkit 3-ring binder

1. Hang flyers on bulletin boards, in office cubes, the back of bathroom stalls, in the cafeteria, in conference rooms, in the lobby, and near copy machines.
2. Place table tents on cafeteria tables, on conference room tables, on receptionist desk, in lobby area, etc.
3. Place Make It OK pledge cards in common areas.
4. Invite participants to spend 5 minutes learning about the stigma around mental illnesses by clicking on this Online Learning Experience:
 - **The Stigma Impact Checklist**
www.makeitok.org/interactive/stigma-impact

Day 3

1. Invite participants to spend 10 or 15 minutes conducting a virtual interview with individuals living with mental illnesses by clicking on this Online Learning Experience:
 - **The Power of Story**
www.makeitok.org/interactive/power-of-story

Day 4

1. Invite participants to spend 5 minutes learning about some of the myths and facts surrounding mental illnesses by clicking on this Online Learning Experience:
 - **Did You Know**
www.makeitok.org/interactive/did-you-know

Day 5

1. Invite participants to spend 5 or 10 minutes learning about the lives of three individuals who live with a mental illness by clicking on this Online Learning Experience:
 - **Accomplishments and Recovery**
www.makeitok.org/interactive/accomplishments-recovery

Day 6 see Leading a Meeting section of the CD or thumb drive and 3-ring binder

1. Lead a Meeting. The 3-ring binder has everything you need for leading a discussion about the Make It OK campaign. It includes a PowerPoint presentation complete with talking points. It also provides a similar discussion guide in case you do not have audio/visual capabilities. These can be customized for your location, whether it is for a formal presentation or a more casual lunch and learn. Remember to hand out pledge cards and OK stickers at the end of the meeting. You can also request ambassadors to deliver the presentations by emailing us at namihelps@namimn.org.
2. Invite participants to spend 5 minutes learning about the impact of the words we use by clicking on this Online Learning Experience:
 - **Hurtful Language**
www.makeitok.org/interactive/hurtful-language

Day 7

1. Invite participants to spend 10 minutes learning simple and meaningful ways to be supportive by clicking on this Online Learning Experience:

- **Supporting Each Other**

www.makeitok.org/interactive/supporting-each-other

Day 8

1. Send an email blast that today is “It’s OK to Talk Day” and encourage participants to share their thoughts on the Make It OK campaign and what they’ve learned with others at lunchtime, on breaks, or at the end of meetings.

2. Invite participants to spend by 5 to 10 minutes learning about the many ways that people are impacted by mental illnesses by clicking on this Online Learning Experience:

- **The Reach of Mental Illnesses**

<http://www.makeitok.org/interactive/reach-of-mental-illnesses/>

See Sample Article section of the CD or thumb drive and 3-ring binder

One week post campaign:

Email or post on intranet site Template Newsletter #1

Two weeks post campaign:

Email or post on intranet site Template Newsletter #2

Three weeks post campaign:

Email or post on intranet site Template Newsletter #3

Four weeks post campaign:

Email or post on intranet site Template Newsletter #4