



## BASIC CAMPAIGN LAUNCH

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This day-by-day plan is designed for organizations that may be entirely new to the conversation about mental illnesses, however, the Make It OK online toolkit is flexible so please review the additional items at [www.makeitok.org/interactive](http://www.makeitok.org/interactive) should you want to expand your campaign.

### Day 1

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

Make It OK is a community campaign to reduce stigma by increasing understanding and creating caring conversations about mental illnesses. By stopping the stigma, we can help our family, friends and colleagues who live with a mental illness to feel supported and get the treatment they deserve.

**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**. We believe that combating the stigma of mental illnesses will help **XYZ** become a more caring and supportive organization, and create positive change in our community at large.

Mental illnesses are common. In fact, nearly one in five Americans will experience some kind of mental illness in their lifetime. To put this into perspective, one in 10 people have diabetes. Mental illnesses are treatable health conditions, just like diabetes or cancer, but stigma keeps people from getting the support and treatment they deserve. This impacts not only those with mental illnesses, but their friends and loved ones, too. The sooner people get treatment, the greater their chances of recovery. The simple act of talking more openly about mental illnesses is key to stopping the stigma.

#### **LET'S MAKE IT OK TOGETHER**

Together we will learn more about Make It OK, mental illnesses and stigma, misconceptions, its impact on our loved ones and colleagues, and what we can all do to help Make It OK.

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.

### Day 2 - Find Promotional Materials in the Online Toolkit

1. **FLYERS:** Add digital flyers to your employee communications or hang them in your workspace (bulletin boards, office cubes, conference rooms, lobby area, etc.)

**2. TABLE TENTS:** Place table tents where people will see them (cafeteria tables, conference rooms, lobby area, etc.)

**3. TAKE THE PLEDGE:** Share digital Make It OK Pledge Cards or place them in common areas. Encourage everyone to Take the Pledge.

- Take the Pledge

[www.makeitok.org/take-the-pledge](http://www.makeitok.org/take-the-pledge)

**4. INTERACTIVE LEARNING EXPERIENCES:** Invite participants to spend some time learning more about mental illnesses, stigma and its impact through the Make It OK Interactive Online Learning Experience [here](#). Get started with:

- The Stigma Impact Checklist

[www.makeitok.org/interactive/stigma-impact](http://www.makeitok.org/interactive/stigma-impact)

## Day 3

**INVITATION TO LEARN MORE:** 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](http://www.makeitok.org/interactive/power-of-story)

## Day 4

**INVITATION TO LEARN MORE:** Invite participants to spend 5 or 10 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](http://www.makeitok.org/interactive/did-you-know)

## Day 5

**INVITATION TO LEARN MORE:** 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](http://www.makeitok.org/interactive/accomplishments-recovery)

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**See Sample Campaign Newsletters** – *Find these sample newsletters in the online toolkit*

### Week One Newsletter:

Email or post on intranet site Template Newsletter #1

### Week Two Newsletter:

Email or post on intranet site Template Newsletter #2

### Week Three Newsletter:

Email or post on intranet site Template Newsletter #3

### Week Four Newsletter:

Email or post on intranet site Template Newsletter #4