



INTERMEDIATE CAMPAIGN LAUNCH

This day-by-day plan is geared for organizations that regularly implement wellness or well-being programs but have not specifically addressed mental illnesses. 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 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.

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

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

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.
 - Take the Pledge
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

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

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

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

Day 6 Make It OK Presentation

- 1.** Prior to launching the campaign, the leader(s) chosen to present or lead discussions during the campaign should attend a Make It OK Ambassador virtual training. To learn more and to register, click on Upcoming Events (in the Take Action tab) or visit healthpartners.com/about/class-events (search Make It OK). This training will provide everything needed to lead a discussion including tools, resources and a PowerPoint presentation complete with talking points. The presentation can be customized for your location, your audience, etc. It's also encouraged to offer Make It OK Pledge Cards and OK stickers at the end of the meeting. If you would like to request a trained Ambassador to deliver the presentation or if you have questions about Make It OK or Ambassador training, please email us at: makeitok@healthpartners.com.

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

INVITATION TO LEARN MORE: 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 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 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