

Make It **OK**

Make It OK to Talk About Mental Illness

Welcome!



Healthiest State
— INITIATIVE —



To create awareness and integrate solutions to improve the physical, social and mental well-being of lowans.



**DOUBLE UP
FOOD BUCKS™**



Healthy Choices Count!



Statewide Initiatives

THANK YOU Make It SPONSORS



Overview

What is Make It OK?

Learn more about...

- Stigma
- Mental health & illness
- What to say/not say

Resources for support

How to get involved

Make It OK is a community campaign to reduce stigma by increasing understanding and creating caring conversations about mental illness.



- What is stigma and why it matters
- Mental Health Myths & Facts
- Resources

- Tips for Talking
- What to Say & Not to Say
- Caring, informed conversations

- About stigma
- Information and resources
- In your community

Key Messages

- Mental illnesses are common, treatable health conditions
- Everyone has a state of mental health, and it varies
- Stigma impacts **EVERYONE**
 - Creates shame, isolation and reluctance to seek treatment
 - Disproportionately impacts vulnerable communities and people of color
- It is **NEVER** too late to ask for help

Make It OK History

- In 2012, HealthPartners in Minnesota heard from the community about the stigma of mental illness
- Launched in 2019 by the Iowa Healthiest State Initiative
- Back the Black campaign launched in 2023

Let's Start the Conversation

Understanding Stigma



- A negative perception that causes someone to devalue or think less of the whole person
- Stereotyping or labeling a person because of their condition
- Prejudice and discrimination against people with a mental illness

Let's Talk about Stigma

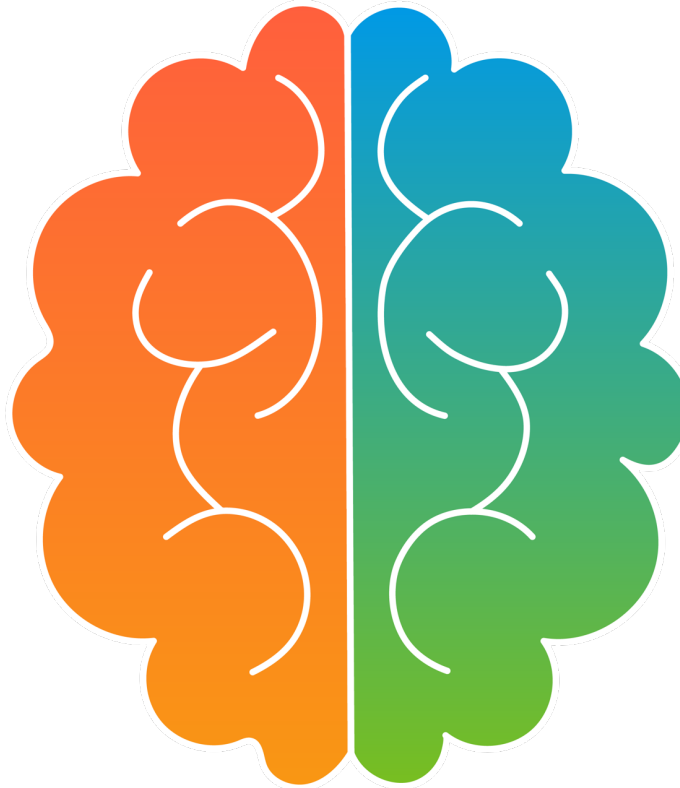
What are common terms for describing a person experiencing a mental illness?

What are common terms for describing a person experiencing cancer?

Myths About Mental Illness

The Stigma: Belief that mental illnesses are related to...

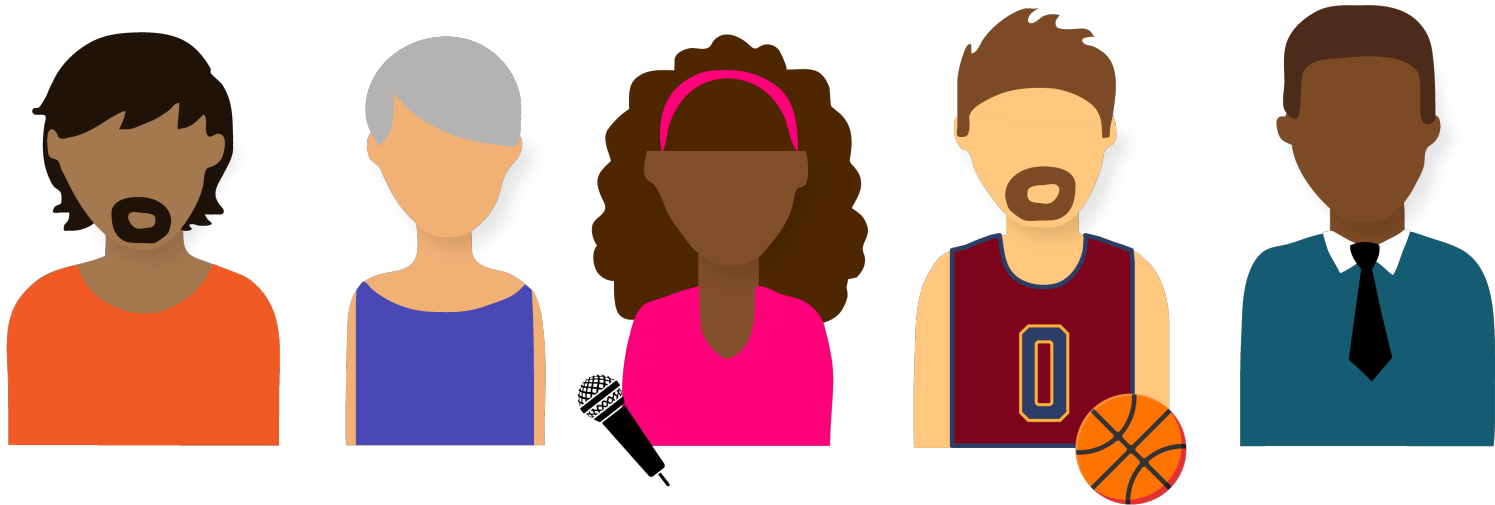
- Lack of willpower
- Character flaws
- Weakness
- Attention seeking
- Exaggeration
- Stress



The Reality: Mental illnesses are biological in nature...

- Genetics
- Environment
- Brain physiology
- Trauma
- Triggering life events

The Reality



The FACTS: Mental illnesses can affect anyone...
loved ones, coworkers, neighbors, friends, leaders
celebrities, athletes and communities.

Understanding Our Own Stigma

- **Have you or a loved one ever struggled with mental illness?**
- **I am more comfortable helping a person who has a physical illness than I am helping a person who has a mental illness.**
- **I would see myself as weak if I had a mental illness and could not fix it myself.**
- **People in my community are caring towards people with mental illness.**

Daniel's Story of Stigma



How does stigma show up in your communities?

Why Stigma Matters

Effects of Stigma can lead to:

- Shame
- Isolation
- Avoiding treatment
- Discrimination
- Employment and housing barriers
- Being perceived as dangerous/violent
- Suicide



Stopping Stigma helps create:

- More caring communities
- Empowers people to get treatment
- More stable housing and employment
- Academic success
- More individual care and support
- Improved health



What You Can Do:

- Recognize mental illness as a disease
- Use respectful language when talking about mental illness
- Combat stigma and misconceptions with facts when you see or hear them
- See the person, not the condition
- Offer help and support



It's OK...

to have a mental illness, many of us do.



1 in 5 adults will experience a mental illness



1 in 10 have diabetes



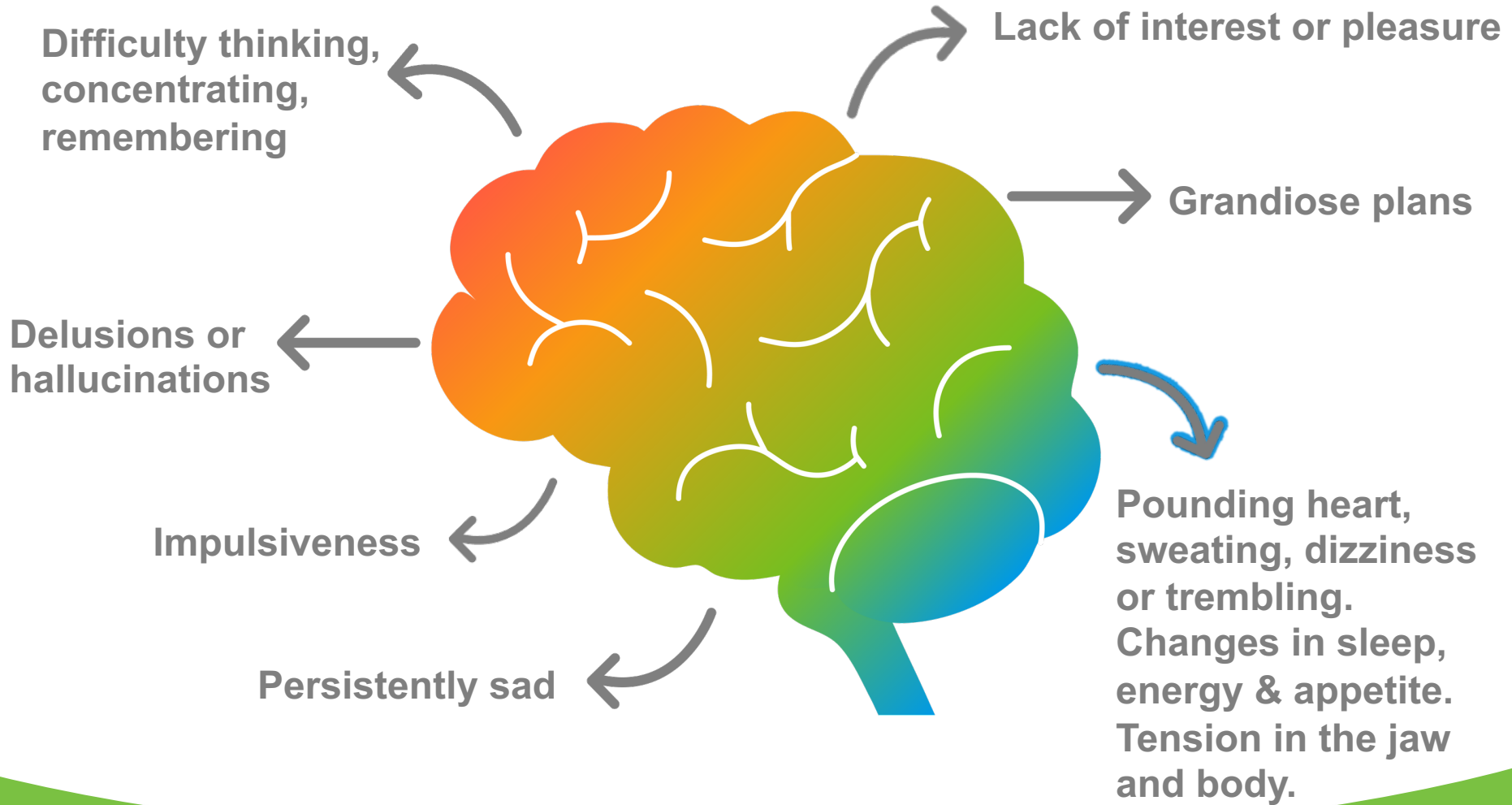
Mental illnesses are
as common as
white cars

Let's Talk about Mental Illnesses

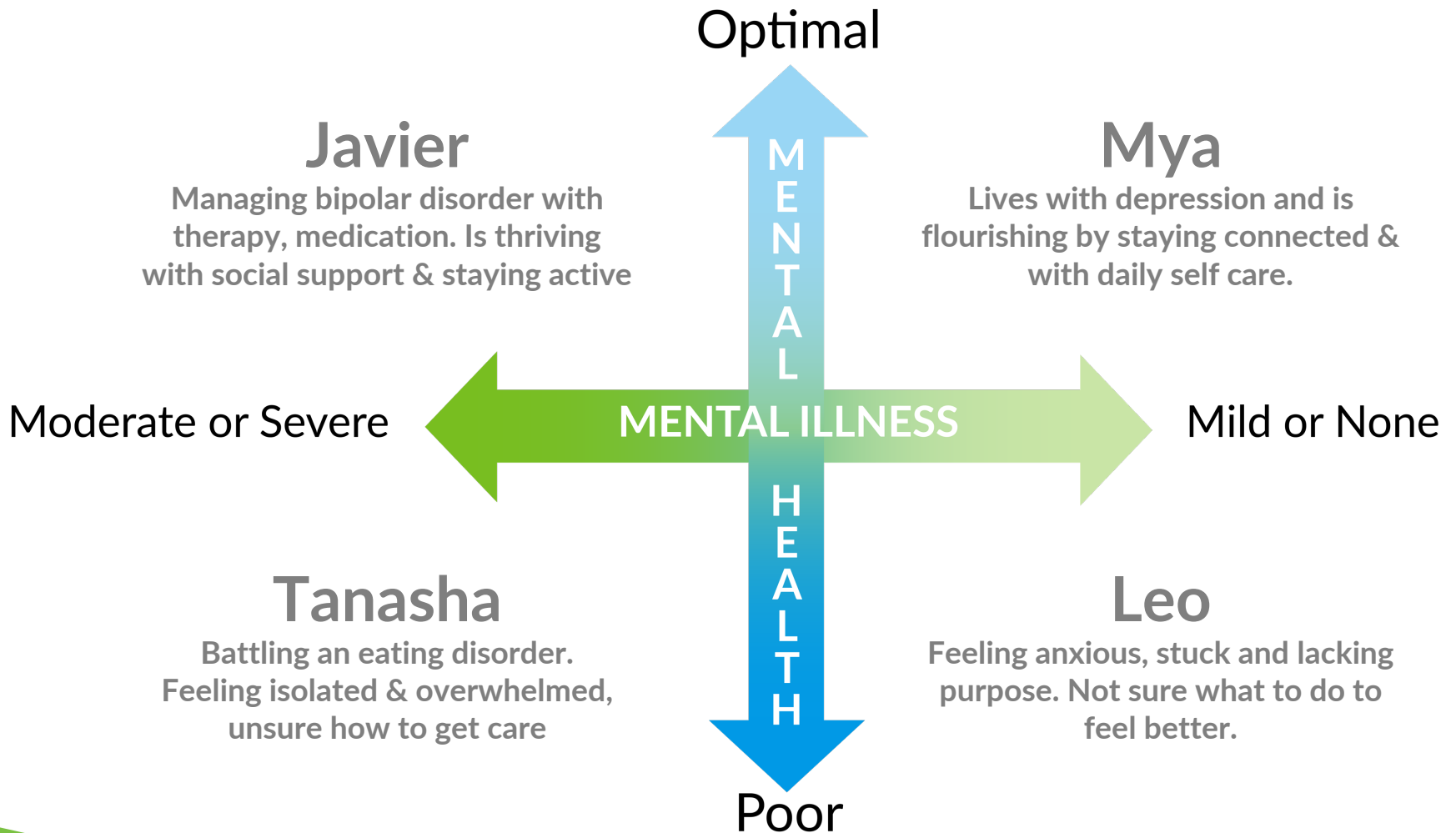
Schizophrenia Depression Anxiety
Postpartum Depression Bipolar Disorder
Post Traumatic Stress Disorder ADHD
Borderline Personality Disorder
Eating Disorders Substance Use Disorder
Obsessive Compulsive Disorder



Understanding Common Symptoms



Let's Talk About Mental Health & Illness



It's OK... Recovery is possible

A combination of *treatment and supports* can be part of an individualized plan:

Social Support



Therapy



Medications



Nutrition and Physical Activity



Self-care



Tips for Supporting Someone

- Stop the silence
- Be nice
- Listen
- Keep in contact
- Don't ignore it
- Offer to help
- Keep the conversation moving
- Encourage self-care and resources

Learn What to Say

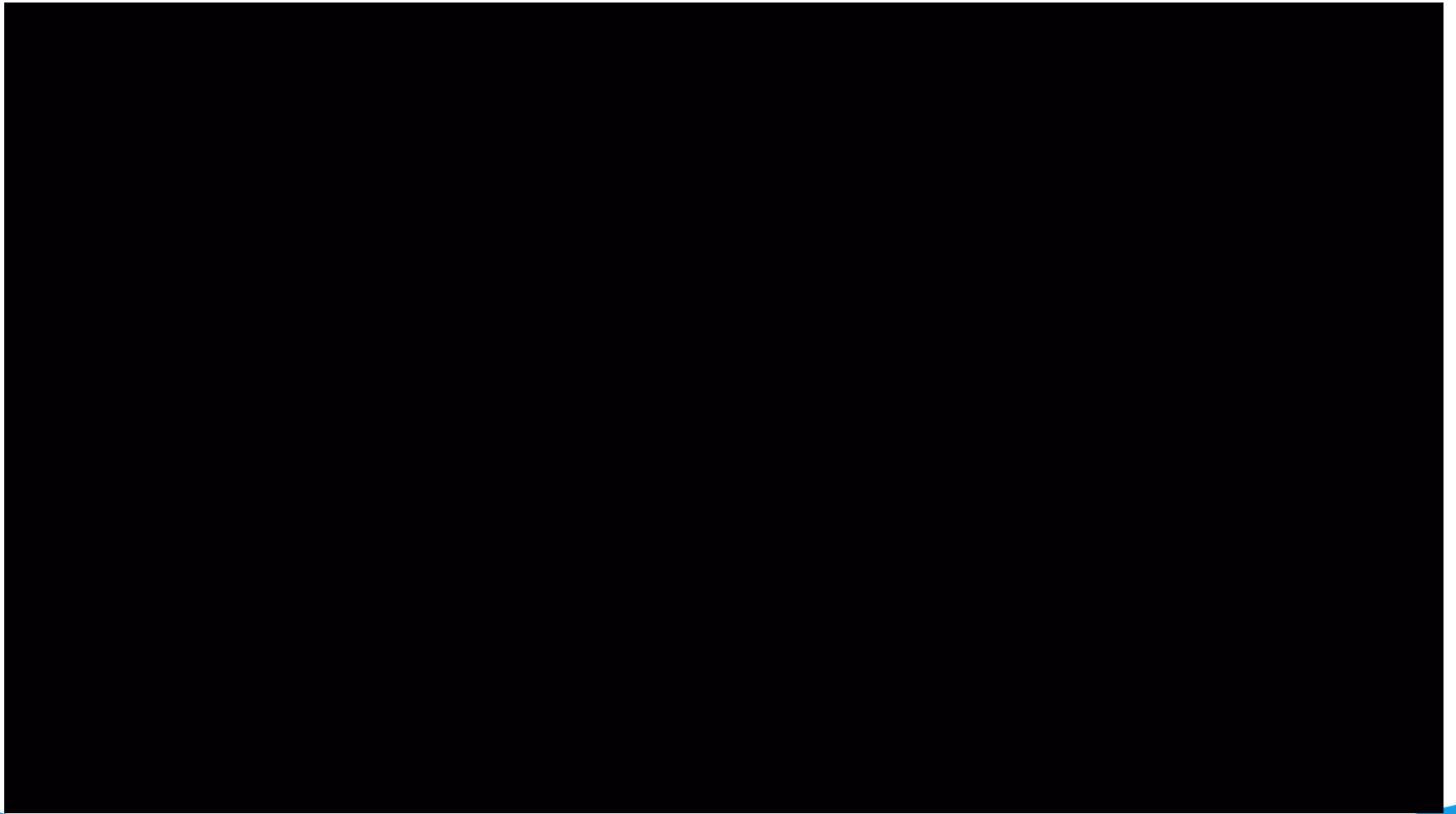
Do Say:

- “Thanks for opening up to me.”
- “Do you want to talk about it?”
- “How can I be there for you?”
- “You don’t have to go through this alone.”
- “How are you feeling today?”
- “Can I drive you to an appointment?”
- “Are you getting the care and support you need?”
- Other helpful language?

Don’t Say:

- “It could be worse.”
- “Snap out of it.”
- “We all have those days.”
- “Pull yourself together.”
- “Quit exaggerating.”
- “What’s wrong with you?”
- “Try thinking happy thoughts.”
- Other unhelpful language?

Helpful Language



Let's Practice

A close friend comes over and says that they haven't been feeling well lately. They say they have been diagnosed with anxiety and sometimes it feels like their heart is pounding so hard they feel like they are having a heart attack. What do you say?

Resources are Available

Some great first steps are to connect with your:

Primary care
doctor/provider

Health
insurance plan

Employee
Assistance
Programs
(EAP)

Faith
Community or
Community
Leaders



Resources

Back the Black

WE GOT YOU!
Join us in the movement
to **Make it OK** to talk about Mental Health

Learn. The more we learn about mental illness, the more we realize they are.

Talk. The more we talk about mental illness, the more we stop the stigma.

Share. Encourage others to "Make A Commitment."

Visit our website for resources and to make your commitment!
www.IowaHealthiestState.com/BackTheBlack

WE GOT YOU!
Join us in the movement
to **Make it OK** to talk about Mental Health

Learn. Talk. Pass it on.

Black Iowans are less likely to be offered help for mental health illnesses, and stigma keeps us from talking about it. Join us in the movement to make it OK to talk about mental health illnesses and to make it OK to seek help.

Visit our website for resources and to make your commitment!
www.IowaHealthiestState.com/BackTheBlack



The death rate from suicide for Black men was 4X greater than for Black women in 2018.

1 in 5 people will have some kind of a mental illness in their lifetime, and many don't get the help they need.

It's okay to not be okay, and it's important to know you deserve to get the help you need.

Visit our website to learn more about resources available to you.

Visit MakeItOK.org/Iowa

You good?
It's okay to not be okay

Make It OK
www.MakeItOK.org/IOWA



Home About What We Do Events News Contact Us

Take Action

Back the Black

Join us in the movement to **Make It OK** to talk about mental health in our community

We got you!

It's okay to not be okay, so let's start healing together.

Join us in the movement to make it OK to talk about mental illnesses in the Black community.

Get Resources

Make a Commitment



Back the Black



How to Engage with Make It OK



Take the Pledge



Become an Ambassador



Present Make It OK at your
organization/community

VISIT Make It .org /Iowa

Mental Health Awareness Month

- May 3rd – Make It OK Presentation
- May 14th – Back the Black Presentation
- May 15th – Mural Unveiling in Cedar Rapids
- May 16th – Wear Green for Make It OK Day
- May 16th – Make It OK Presentation

Entire month of May:

- Tie-Dye Make It OK Shirts
- Stop and Smell the Flowers challenge



Thank You!

