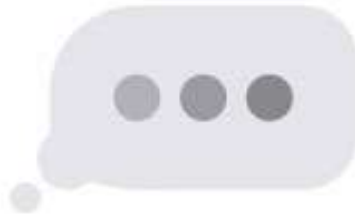




Make It **OK**.org



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

Make It .org

Make It OK History

➤ In 2012, HealthPartners partnered with NAMI and community partners to launch Make It Ok Campaign and address mental illness by:

- Reducing the stigma
- Increasing understanding
- Promoting caring conversations
- Inspiring community change

Let's Start the Conversation

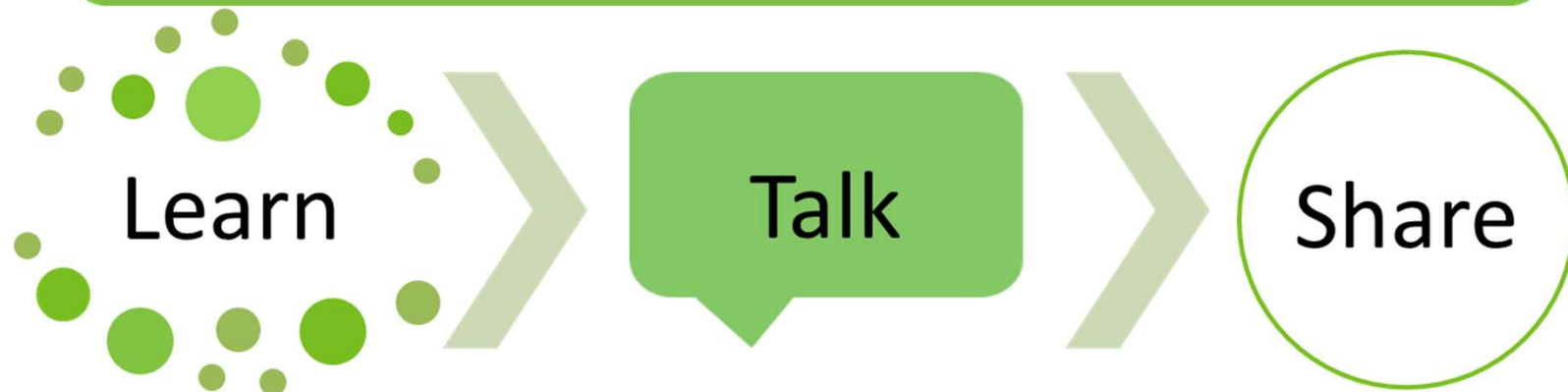


<https://www.youtube.com/watch?v=p86ID-Ql3ql>

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What is Make It OK?

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



- What is stigma and learn its impact
- Common diagnoses and symptoms

- Practice
- What to Say & Not to Say
- Tips for Talking

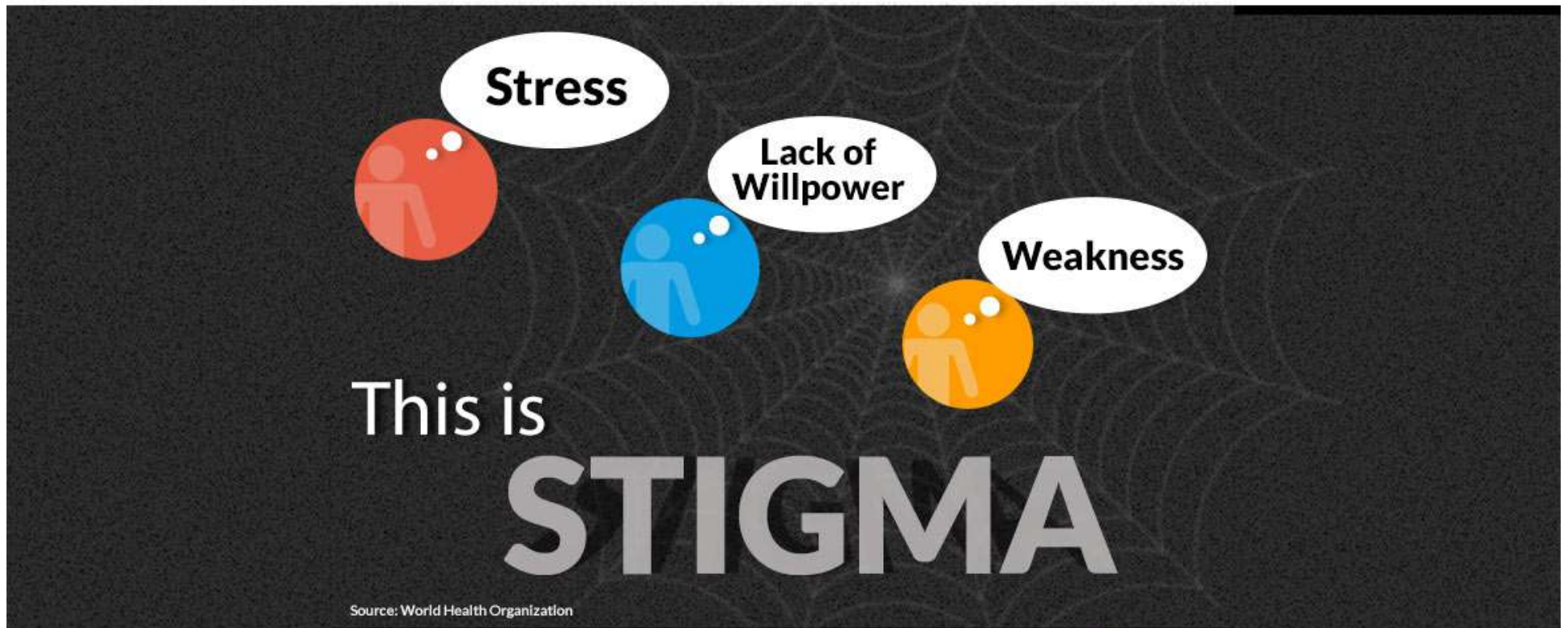
- How to help
- What you can do to “Make It OK”

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.

A public survey showed most people thought **mental illnesses** were related to:



Start talking. Stop the stigma. Make It **OK**.org

It's OK...
to have a mental illness, many of us do.



**Mental illnesses–
as common as
silver cars.**

1 in 5 adults will experience a mental illness
1 in 10 have diabetes

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“We are taught as children about illness like colds, broken bones, or surgeries, but mental illness isn't discussed. Mental illness should be discussed like diabetes...it needs to be seen as a 'normal' illness.”

IMPACT Survey Respondent, 2018

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Why this matters



Stigma and silence are barriers to getting treatment and support for mental illnesses.



Isolation

**Job and
income loss**

**Drop out
of school**

Shame

Poor health

Legal issues

Suicide

Let's talk about stigma



<https://vimeo.com/398268293>

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It's OK...

It's a medical condition, not a character flaw

- Mental illnesses are **biological** in nature
 - Environment
 - Genetics
 - Brain Physiology
 - Trauma

Let's Learn Common Symptoms



Changes in sleep, energy, appetite

Lack of interest or pleasure

Difficulty thinking,
concentrating, remembering

Pounding heart, sweating,
trembling or dizziness

Delusions or hallucinations

Grandiose plans

Persistently sad

Impulsiveness

Let's learn more about mental illnesses

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

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 Exercise
 - Other 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



Let's Learn What To Say



"Thanks for opening up to me."

"How can I help?"

"Do you want to talk about it?"

"I'm sorry to hear that. It must be tough."

"I'm here for you when you need me."

"Can I drive you to an appointment?"

"How are you feeling today?"

Other helpful language?

"It could be worse."

"Snap out of it."

"Everyone feels that way sometimes."

"We've all been there."

"Pull yourself together."

"What's wrong with you?"

"Try thinking happy thoughts."

Other unhelpful language?

What to Say

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WHAT TO SAY

WHAT IS A MENTAL ILLNESS?

WHAT IS STIGMA?

STORIES

TAKE ACTION



<https://vimeo.com/398221598>

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Make It OK is helping stop stigma*

The community supports Make It OK

- 9 out of 10 people believe it is important to reduce stigma

We are making progress. Between 2017 and 2019:

- Awareness of Make It OK has increased
- Stigma has decreased

It's important to continue Make It OK:

- 3 out of 4 people don't think that the community is caring towards people with mental illness
- **The community is ready to take action to reduce stigma with Make It OK**

*Results from IMPACT Survey, HealthPartners Institute, 2017-19

I Pledge to Make It OK

I'm helping to stop the stigma about mental illness and:

- Learn more about mental illness
- Talk openly with others about mental illness
- Share with others, encouraging them to learn more and take the pledge
- Help create more caring communities

I PLEDGE TO: **Make It OK**

NAME _____

Three steps to Make It OK

- 1 LEARN.** The more we learn about mental illnesses, the more common we realize they are.
- 2 TALK.** The more we talk about mental illnesses, the closer we come to stopping the stigma.
- 3 SHARE.** Encourage others to join by taking the pledge online.

Understand Available Resources

- Talk to your primary care doctor
- Check out your EAP (Employee Assistance Program)
- Contact your health insurance plan
- County Crisis lines
- [National Suicide Prevention Lifeline](#) at 1-800-273-TALK (8255)
- Throughout Minnesota: call **CRISIS (**274747)
- Text “MN” to 741741
- Call 211 (MN United Way)
- [Minnesota Farm & Rural Helpline](#) - Call 833-600-2670
- 911

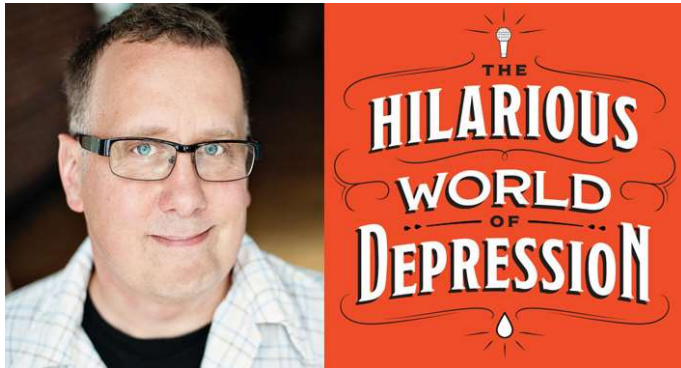


Learn more



Visit **NAMIhelps.org** for more information and resources for mental illnesses.

QPR (Question, Persuade, Refer)
and Mental Health First Aid Training
Visit **eventbrite.com** to find free courses



Listen to **The Hilarious World of Depression** or **Tremendous Upside** Podcasts



Visit **MakeltOK.org** for more tips on talking about mental illnesses.

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Website: COVID-19 Resources

COVID-19 Resources:

Find information on how to support your or other's mental health. [Learn more.](#)

Make It OK: COVID-19 Information and Resources

For those living with a mental illness or mental health concern, COVID-19 creates additional challenges. But resources are available to help yourself or a loved one.

Specialized Resources:

NAMI MN – Along with individual support, NAMI MN offers support groups and classes.

Mental Health of America – To aid individuals and communities during this time, MHA has compiled a range of resources and information for ongoing mental health resilience.

Minnesota Department of Health – Mental health and behavioral health resources specific to COVID-19. Additional regular Disaster Mental/Behavioral Health resources are also available.

Centers for Disease Control (CDC) – Support and resources for stress and coping with additional tailored information for emergency responders, parents, and high-risk individuals.

United Way – 2-1-1 Provides free and confidential health and human services information. Available 24/7 to connect you with resources and information for: Food and housing; Childcare; Legal assistance; Clothing and household items; Counseling; Crisis intervention.

HealthPartners Resilience – This guide is a list of resources that are intended to help with the effects of physical distancing that we are all feeling, whether we are still on-site at our work locations or working from home. Get resources to help you care for yourself, your family and household members during this time.

Mindfulness Mobile Apps:

One way to support your mental health during this time is to download a mindfulness phone application to help reduce anxiety and stress.

Headspace – Focuses on meditation which leads to less stress and better sleep. Life changing mindfulness skills in just 2 minutes a day.

Calm – Mental fitness, relaxation, and sleep are the core of Calm. Providing daily meditation, movement advice, music, relaxing visuals.

Simple Habit – Meditation app that offers daily, five minute meditation sessions designed to provide a brief respite at any point in your day.

Crisis Lines

makeitok.org/covid-19

We can all Make It OK

“Thank you for making it that others don’t have to feel alone and that they know that someone cares for them.”



“I appreciate anybody who opens their mind and heart to learning more about mental illness and taking the power away from stigma.”



<https://vimeo.com/398061615>

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