

Delta Region Community Health Systems Development (DRCHSD) Program

Behavioral Health Communications Toolkit



The Center's Purpose

The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce



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DRCHSD Program Supported by FORHP and DRA



U.S. Department of Health & Human Services



HRSA

Federal Office of Rural Health Policy

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National
Rural Health
Resource Center

Pre-Polling Questions

1. I am ___ in my understanding of what communications tools are available at no charge to assist in communicating my organization's educational opportunities and services for behavioral health.
2. I am ___ in my understanding of the logistics of customizing testimonial videos and other deliverables.

DRCHSD Upcoming Webinars

Join us for the Telehealth Webinar Series:

- **March 16, 2023**

Remote Patient Monitoring

- **March 23, 2023**

Telehealth for Older Adults



AMY YAEGER

SENIOR VICE PRESIDENT
OF CLIENT SERVICES
MIDWEST DIVISION

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TODAY'S WEBINAR

- Introduction to the Behavioral Health Communications Toolkit
- Campaign messaging
- Toolkit Content
- Video stories and process

AMERICA'S MENTAL HEALTH CRISIS

TOO MANY PEOPLE
ACROSS RURAL
AMERICA EXPERIENCE
SUICIDAL, MENTAL
HEALTH AND/OR
SUBSTANCE USE
CRISIS WITHOUT THE
SUPPORT AND CARE
THEY NEED.

In rural communities, the suicide rate is between **18.1 and 20.1 per 100,000 residents**, whereas in urban communities the rate is between 11.2 and 12.6 per 100,000.*

*Centers for Disease Control and Prevention. October 2021



THERE IS HOPE

The Center is offering a customizable behavioral health communications toolkit, to increase awareness and remove the stigma of mental health issues in rural communities.

ONLINE MEMBER SURVEY

In preparation for this initiative DRCHSD members participated in an online survey to identify and rank:

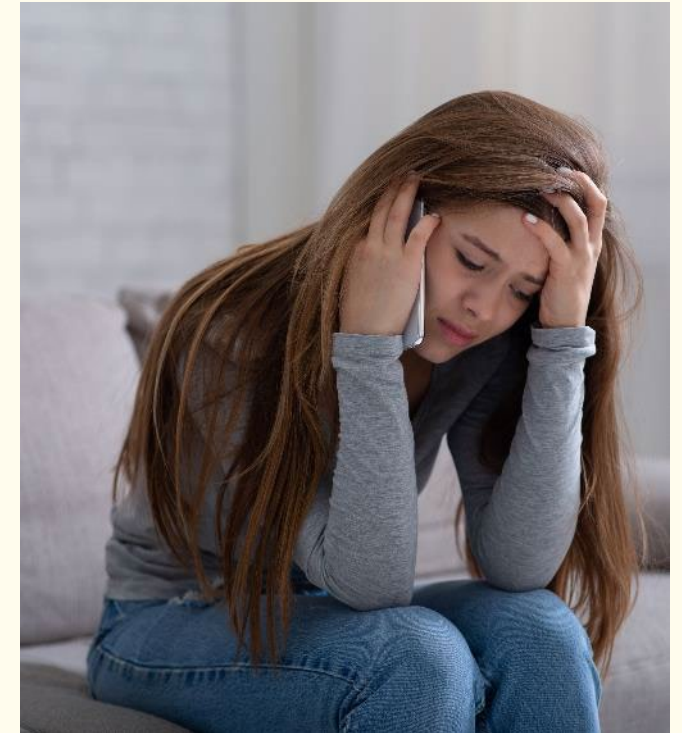
- Existing behavioral health resources available.
- Challenges each community faces when talking about mental health.
- Most prevalent behavioral issues in your community.
- Diversity of your population.

Their participation provided guidance when determining the communication tools that would be available within the toolkit.

HELP IS AVAILABLE

Calls to Action:

- A phone number and/or website address for a community mental health resource or crisis center.
- The 988 Lifeline contact information. 988 is a national network of over 200 local, independent, and state-funded crisis centers equipped to help people in emotional distress or experiencing a suicidal crisis.



TOOLKIT TEMPLATES

- 6 Print ads and 6 Posters
- Educational flyer
- Social media posts and infographics
- Radio script
- Website landing page content that can be customized with listing of local/regional/national resources, linked to screening tools through [Mental Health America](#)
- Handout card with community resource phone number and/or 988-lifeline
- General video and customizable story video

WHEN IT'S MORE THAN JUST THE BABY BLUES



Extreme anxiety, hopelessness, invasive thoughts and detachment from the baby you've always dreamed of are signs of post-partum depression.

Post-partum depression is common, real and requires medical treatment. There's no shame in taking care of yourself. Asking for help is the first step to take back your health—and life.

**STOP THE STIGMA.
START THE
CONVERSATION.**

Call [NAME OF ASSOCIATION]
at (123) 456-7890 or visit
amenityhealth.com.



FOR 24/7 CONFIDENTIAL SUPPORT,
CALL TEXT OR CHAT 988.



**Amenity
HEALTH**

PRINT ADS AND POSTERS


**National
Rural Health**
Resource Center

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**WHEN IT'S
NOT
JUST THE
WEATHER**

Depression is a darkness that few can navigate alone. There's strength in understanding that you need help to find your way back to the light.

Mental illnesses are common, real and require treatment like any other health condition. If you are having thoughts of suicide or experiencing a mental health crisis, you are not alone.

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HEALTH**

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DEPRESSION

TEEN MENTAL HEALTH



WHEN IT'S
MORE THAN
JUST A
PHASE

Self harm, anxiety and depression among teens are diseases, not decisions. Knowing the signs is the first step toward getting help and healing.

Mental illnesses are common, real and need care like any other chronic condition. If your teen needs help, treatment can give them back their health—and life.

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HEALTH**

WHEN IT'S
MORE THAN
**JUST A
NIGHT
OUT**



Drug or alcohol dependence is a disease. Knowing you or someone you care for needs help is a sign of strength.

Addiction doesn't discriminate. If you are struggling, you are not alone. There's support to help you take back your health—and life.

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HEALTH**

ADDICTION


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POST-TRAUMATIC STRESS DISORDER




WHEN IT'S MORE THAN JUST A MEMORY


Trauma can leave behind wounds you cannot see. But the pain remains and grows, manifesting into anxiety, depression and thoughts beyond your control. Because the body remembers what the mind fights desperately to forget.

Post-traumatic stress disorder is real, common and may require treatment. Understand your past to find the future you deserve.

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 **Amenity
HEALTH**

WHEN IT'S
NOT
JUST ALL IN
YOUR
HEAD



If you are overwhelmed with thoughts you cannot control, you are not alone. There's strength in getting help to silence the storm.

Anxiety disorders are common, real and require treatment like any serious health condition. Asking for help is the first step to take back your health—and life.

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ANXIETY

National
Rural Health
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POST-PARTUM DEPRESSION



WHEN IT'S
MORE THAN
JUST THE
BABY
BLUES



Extreme anxiety, hopelessness, invasive thoughts and detachment from the baby you've always dreamed of are signs of post-partum depression.

Post-partum depression is common, real and requires medical treatment. There's no shame in taking care of yourself. Asking for help is the first step to take back your health—and life.

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FLYER

STOP THE STIGMA. START THE CONVERSATION.

Mental health conditions are common – they are real and they need care. As with any other serious health situation, you are not alone: Talking about it is the first step to taking back your health – and your life.



**Call, text or chat 988 for 24/7
confidential, immediate support.**



[insert organization website]

WHAT IS 988?

- 988 is the three-digit dialing code that routes callers to the National Suicide Prevention Lifeline; it was implemented across the United States in July 2022
- Although 1-800-273-8255 will still connect callers to the National Suicide Prevention Lifeline, 988 is much easier to remember
- 988 provides free and confidential support for people in distress, while also providing prevention and crisis resources – it is available 24/7

HOW DOES 988 WORK?

988 is a national network of local crisis centers where people in need can receive support. When you contact 988, you are routed to a local crisis center where a trained counselor will respond via a phone call, text or online chat; if your local crisis center is unable to respond, your call is automatically routed to a national backup center.

FOR MORE INFORMATION, VISIT [988LIFELINE.ORG](https://988lifeline.org)



WHEN IT'S
MORE THAN
**JUST A
NIGHT
OUT**

SOCIAL MEDIA POSTS AND COPY


STOP THE STIGMA. START THE CONVERSATION.





**WHEN IT'S
MORE THAN
JUST A
NIGHT
OUT**

STOP THE STIGMA. START THE CONVERSATION.



**WHEN IT'S
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STOP THE STIGMA. START THE CONVERSATION.



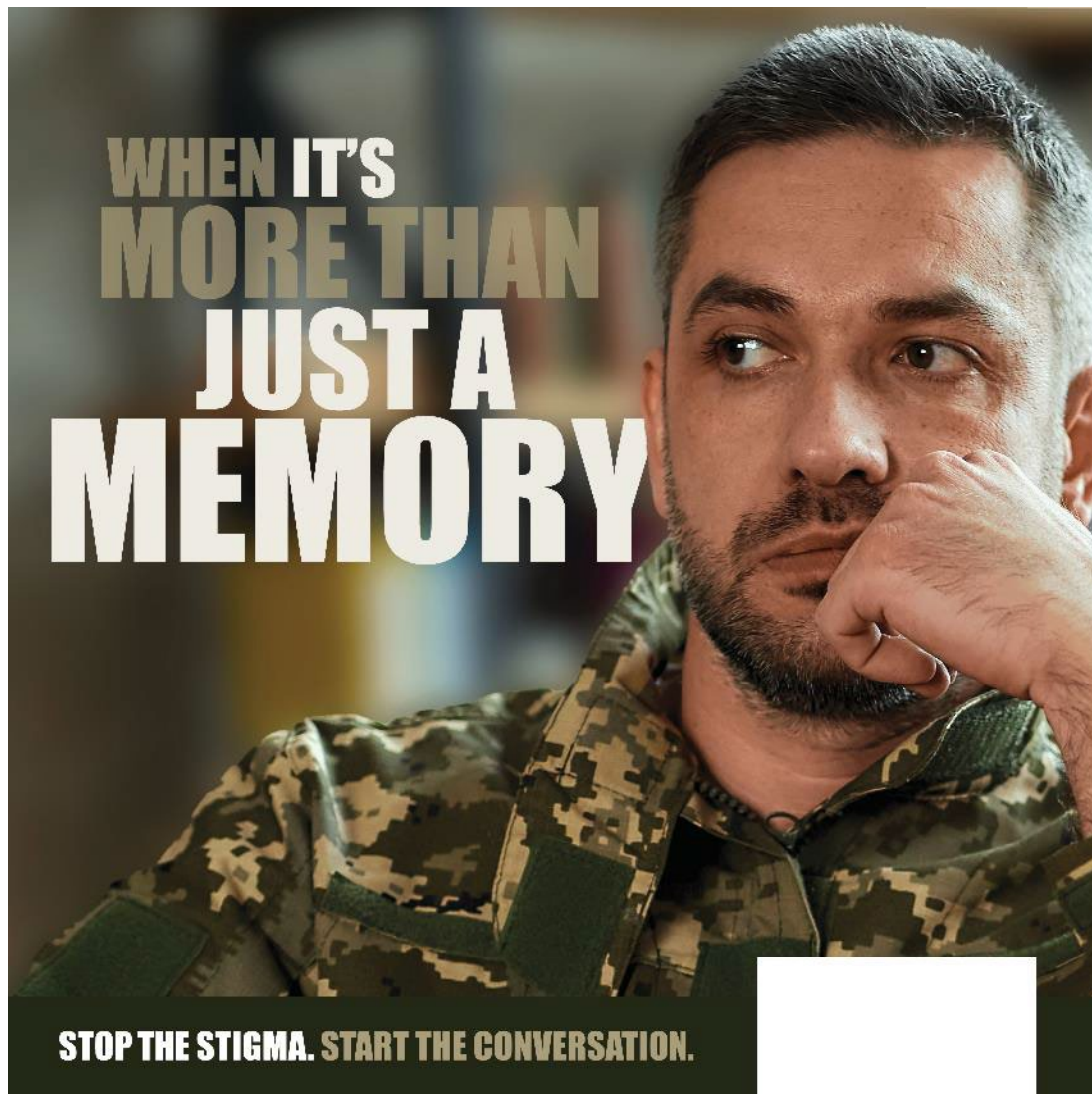
WHEN IT'S
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STOP THE STIGMA. START THE CONVERSATION.



WHEN IT'S
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**WHEN IT'S
MORE THAN
JUST A
MEMORY**

STOP THE STIGMA. START THE CONVERSATION.



**WHEN IT'S
MORE THAN
JUST A
PHASE**

STOP THE STIGMA. START THE CONVERSATION.

RADIO AD



HEADLINE: Stop the stigma. Start the conversation.

Mental health conditions are common – they are real and they need care. As with any other serious health situation, you are not alone: Talking about it is the first step to taking back your health – and your life.

SUBHEAD: Are you concerned about:

- Feeling overwhelmed
- Anxiety
- Depression
- Thoughts of self-harm or suicide
- Drug or alcohol dependence
- Eating disorders
- Postpartum depression
- Abuse
- Trauma/PTSD
- Sleep issues
- Obsession/Compulsion

SUBHEAD: Know the Signs

How do you know if you are experiencing more than just a bad day, a phase or a long night out?

Use this [free mental health screening tool](#) from Mental Health America; online screening is a fast and simple way to tell if what you're feeling is a symptom of a mental health disorder. After completing the screening, you'll have access to information and national resources that can help you understand mental health.

Mental health conditions are treatable. Remember that recovery for you – or someone you love – is possible.

It's time to stop the silence and start the conversation.

Call, text or chat 988 for 24/7 confidential, immediate support.

LANDING PAGE COPY

BUSINESS CARD

**STOP THE STIGMA.
START THE CONVERSATION.**

988 | CALL • TEXT • CHAT
Confidential, immediate support - 24/7



Visit [organization website]
for local resources.

VIDEO STORIES

General video

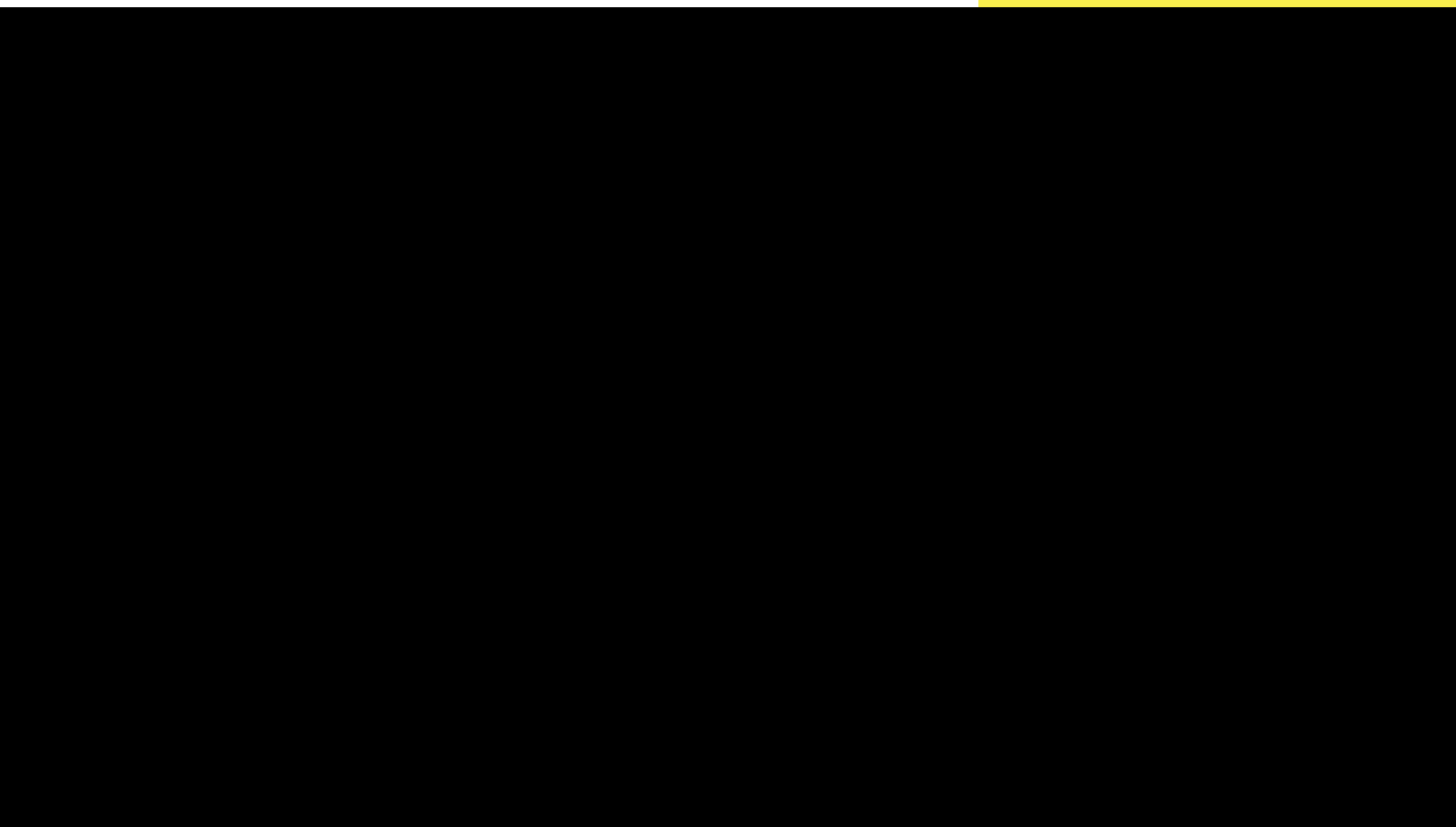
- A 1-minute awareness video that can be used for social media, within your website or at community presentations.

Customizable video

- Share a personal story. Record a mental health story.
- Submit the video segment to The Center.
- The Center will edit/place the video story within the general video.
- The video can be customized with your organization's logo and call to action.



VIDEO



PROMPTS FOR VIDEO

For the customized video stories, ask these questions:

- What is your mental health story?
- What things do you feel you can control?
- How do you cope with your mental health?
- What brings you joy?
- What advice do you have for someone who may be going through this?

Record the whole interview and edit later.



Where do I find the toolkit?

<https://www.ruralcenter.org/resources/behavioral-health-campaign>

Post-Polling Questions

1. I am ___ in my understanding of what communications tools are available at no charge to assist in communicating my organization's educational opportunities and services for behavioral health.
2. I am ___ in my understanding of the logistics of customizing testimonial videos and other deliverables.
3. I am ___ that I will apply the knowledge gained from this educational training to improve my organization's communications regarding behavioral health.

QUESTIONS?

THANK YOU!

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LegatoHealthcareMarketing.com

