

## MAKE IT OK CAMPAIGN ACTION PLANNING EDGE OF THE WILDERNESS MENTAL HEALTH PROJECT

Developed April 4, 2019

**Mission:** To address mental health issues in the Edge of the Wilderness.

**Vision:** Where depression, anxiety, suicide ideation, addiction and other mental health issues are openly recognized and addressed with compassion, inclusion and equality. Where support and treatment are easily accessible and where mental health education, awareness and prevention is woven into our communities, workplaces and schools.

Success of Implementing the Make It Ok Campaign in the Edge of the Wilderness was described as:

- Mission and vision are achieved
- Resources are utilized
- Behavior is modeled appropriately
- All ages are educated

Other important notes not included in the below action plan:

- Bigfork Assembly of God intends to sponsor Mental Health First Aid Training in the summer
- Suggested to locally develop train the trainers for Mental Health First Aid
- Next meeting of the committee: April 30, 2-3pm at Bigfork Lutheran
- Sandra will maintain email list and communicate updates to the committee

Pre-work	Month of April		
Tasks	Dates	Owner(s)	Notes
Review Make it OK campaign at <a href="http://www.makeitok.org">www.makeitok.org</a>	4/4/19	Group	All group members commit to review website after 4/4/19 meeting and inform friends and family of the work that is happening and what the campaign includes
Gain community buy-in and approval	In progress		Sandra and Courtney to talk to school
Set specific goals			Use to determine success, can be for this specific launch, or for subsequent launches Three Events: <ul style="list-style-type: none"> <li>- Wilderness Day June 8</li> <li>- Sam Miltich June 15</li> <li>- Northstar Stampede July 28-30</li> </ul> In August, ask Make It Ok to provide the number of online pledges that have been completed in the Bigfork area
Inform key stakeholders/community partners			
Coordinate booth set up at Wilderness Day			Will there be a charge? The contact to acquire a booth for Wilderness Day is Kristi
Determine if holding Behavioral Health (PHQ9 or other) screening at booth can occur			
Develop contact cards to hand out at events		Laura	Mission/vision on one side, reverse side has who to contact for assistance
Secure funding support		Kelly, Sandra (grant writing)	Consider pursuing grant from Wilderness Health, Other ideas included local community members, NAMI
Community members trained as Make It Ok Ambassadors prior to community events			Training is 1-2 hours. Possible dates: evening of May 9, day of May 10. Requires funding to pay trainer.

Before Launch	Month of May		
Tasks	Dates	Owner(s)	Notes
Send out partner communication to provide context		Facebook contact: Heidi  Print materials distribution: Courtney LaDonna, Marcie	City of Bigfork Facebook page, Living on the Edge Facebook, Edge Arts Facebook page, Bigfork Huskies Facebook page, Other ideas are surrounding communities: City of Effie, City of Marcell
Ensure community partners are familiar with benefits/resources available in your community to support campaign (EAP, mental health policy/guidelines, providers, support groups, additional supports available)		Meredith, Meredie and Gail	Visit local businesses to create awareness  Coordinate physical print materials with Courtney, Ledona and Marcie  Coordinate any Facebook needs with Heidi
Send introductory letter to audience		Courtney, LaDonna, Marcie	Hospital willing to be printing location
Develop Make It Ok float for Wilderness Day parade		Joey, Don, Kenny Heidi, Barb to support float for Effie	
Prepare print materials for Wilderness Day (resource cards, flyers, brochures, buttons)		Courtney, LaDonna, Marcie	Seek in-kind support from area businesses
Educate	Week of June 3		
Tasks	Dates	Owner(s)	Notes

Launch promotional materials to introduce Make it OK- newsletter #1 (flyers, posters, social media posts, etc.)		Facebook lead: Heidi  Others?	Includes online pledge
Encourage community members to sign online pledge in reducing stigma		Local business contacts: Meredith, Meredie and Gail	From Make It Ok, can then find out how many people in the Bigfork area have completed the online pledge – potential measure at end of campaign
Share introductory video and online learning experiences		TV contact: Joel Facebook lead: Heidi	Consider involving local television, particularly Bemidji Public Television. This could be a good promotion item for Wilderness Day booth and Sam Miltich event
Promote community events		Booth: Ray Cole, LaDonna Cole	Promote all resources, promote June 15 concert
<b>Get involved</b>	<b>Week of June 11</b>		
<b>Tasks</b>	<b>Dates</b>	<b>Owner(s)</b>	<b>Notes</b>
Post or send week 2 content		Facebook lead: Heidi  Others?	
Host lunch and learn with Make it Ok documentary or post/send video to organizations/employers			
Encourage community members to participate in “Wear Green Day” on [Choose a Date] and post to social media with hashtags like #StigmaFree, #MakeItOKBigfork, #MentalHealthAwareness, #WearGreenforMentalHealth			Coordinate with the city, and coordinate with Effie rodeo, also promote with kick off of school year
Promote community events – June 15			

Plan for a community proclamation day (fall)		Bryan	
Schedule Make It Ok float for Effie parade		Joey, Don, Kenny and Heidi. Barb to support float for Effie	
<b>Take Action 1</b>	<b>Week of June 19</b>		
<b>Tasks</b>	<b>Dates</b>	<b>Owner(s)</b>	<b>Notes</b>
Post or send week 3 content		Facebook lead: Heidi  Others?	
Promote Hilarious World of Depression podcast			
Engage community through prompted questions/feedback regarding the campaign			
Promote community events			
<b>Take Action 2</b>	<b>Week of June 26</b>		
<b>Tasks</b>	<b>Dates</b>	<b>Owner(s)</b>	<b>Notes</b>
Post or send week 4 content		Facebook lead: Heidi  Others?	
Promote online learning activities and schedule lunch and learn with additional Make it Ok documentary or post/send video to community or area employers		Facebook lead: Heidi  Others?  Local business contacts: Meredith,	

		Meredit and Gail	
Promote community events			
<b>Continue the Awareness</b>	<b>Months of July and Beyond</b>		
<b>Tasks</b>	<b>Dates</b>	<b>Owner(s)</b>	<b>Notes</b>
Effie Rodeo float (Northstar Rodeo, July 28-30)		Joey, Don, Kenny and Heidi. Barb to support float for Effie	
Share video excerpts and online learning experiences		Facebook lead: Heidi  Others?  Local business contacts: Meredith, Meredit and Gail	
Engage community through prompted questions/feedback regarding the campaign		Facebook lead: Heidi  Others?	
Promote community events			