



Let's Talk:
How we can Make it OK in the
Northland

Stigma



Let's check our own stigma

I would be reluctant to seek help if I had a mental illness

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

Let's check our own stigma

I would see myself as weak if I had a mental illness and could not fix it myself

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

Let's check our own stigma

I am more comfortable helping a person who has a physical illness than I am helping a person who has a mental illness

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



Why?

Absenteeism

Loss of Creativity

Isolation

**Lose job
and income**

**Drop out
of school**

Jailed

**Loss of
Productivity**

Suicide

**Decreased
Engagement**



People wait an average of 10 years
before seeking treatment



Why we need to address stigma



1 in 5 adults will experience a mental illness
1 in 8 have diabetes



Depression is the leading cause of disability worldwide
(WHO)



Highest school drop out rates are among youth with a mental illness



Suicide is the 10th leading cause of death in the US(2nd for people age 15-24)



Life expectancy for those with a serious mental illness is 25 years less than others

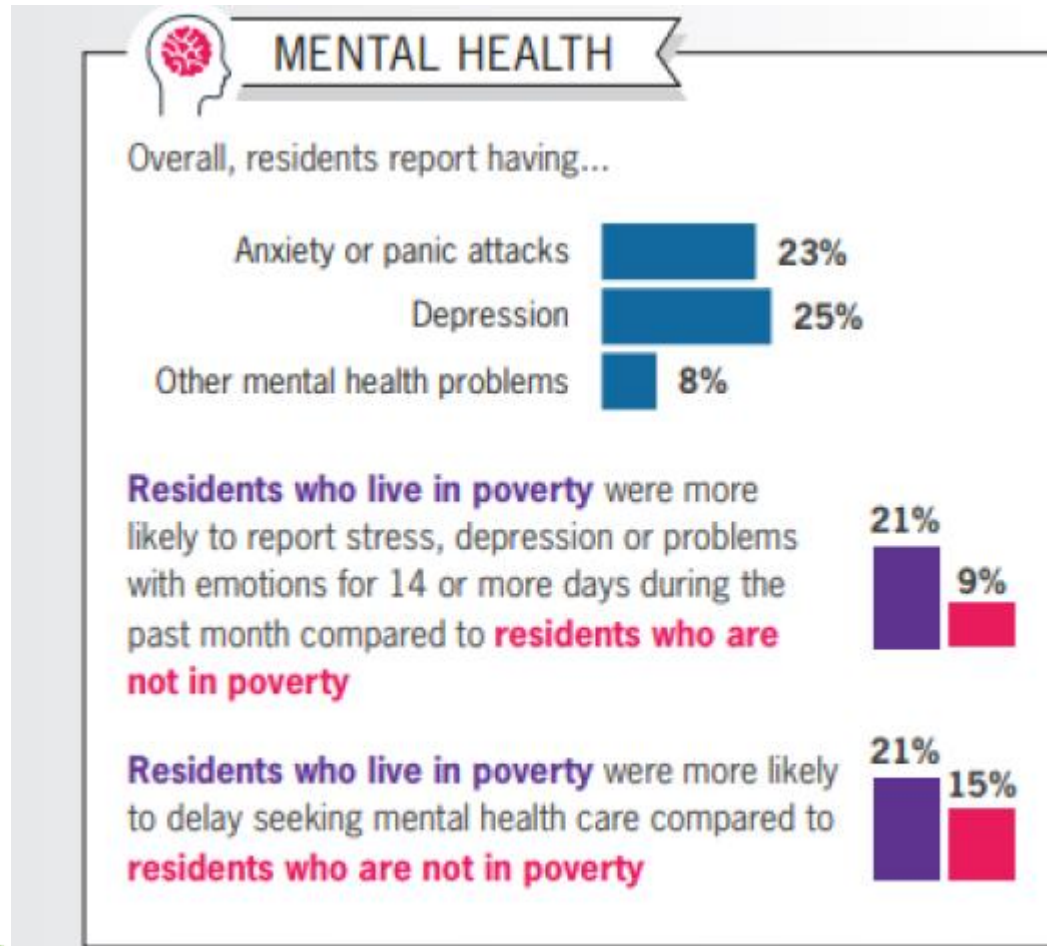


People wait an average of 10 years before seeking treatment

Bridge to Health Survey 2015



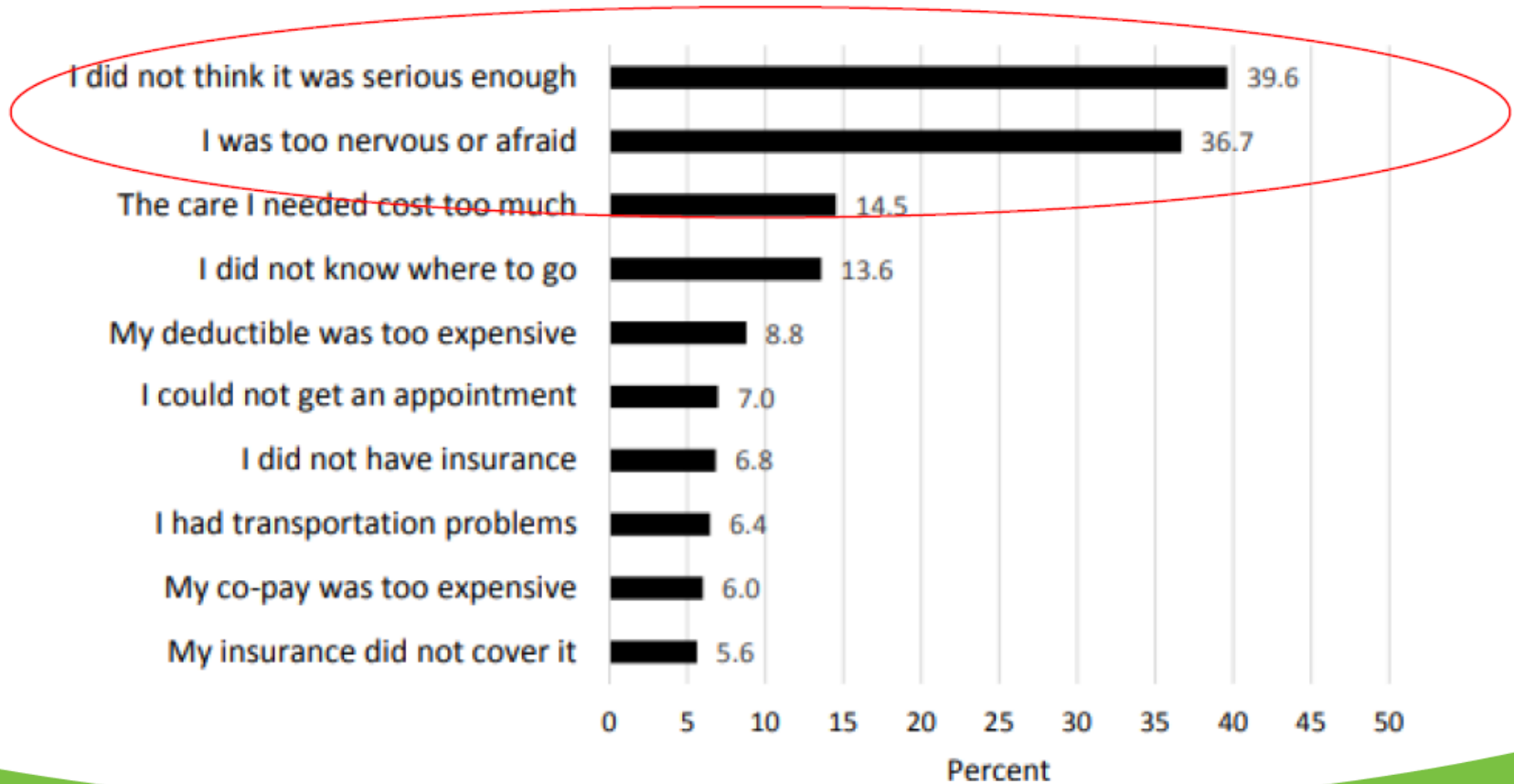
Bridge to Health Survey 2015



Source: Bridge to Health 2015

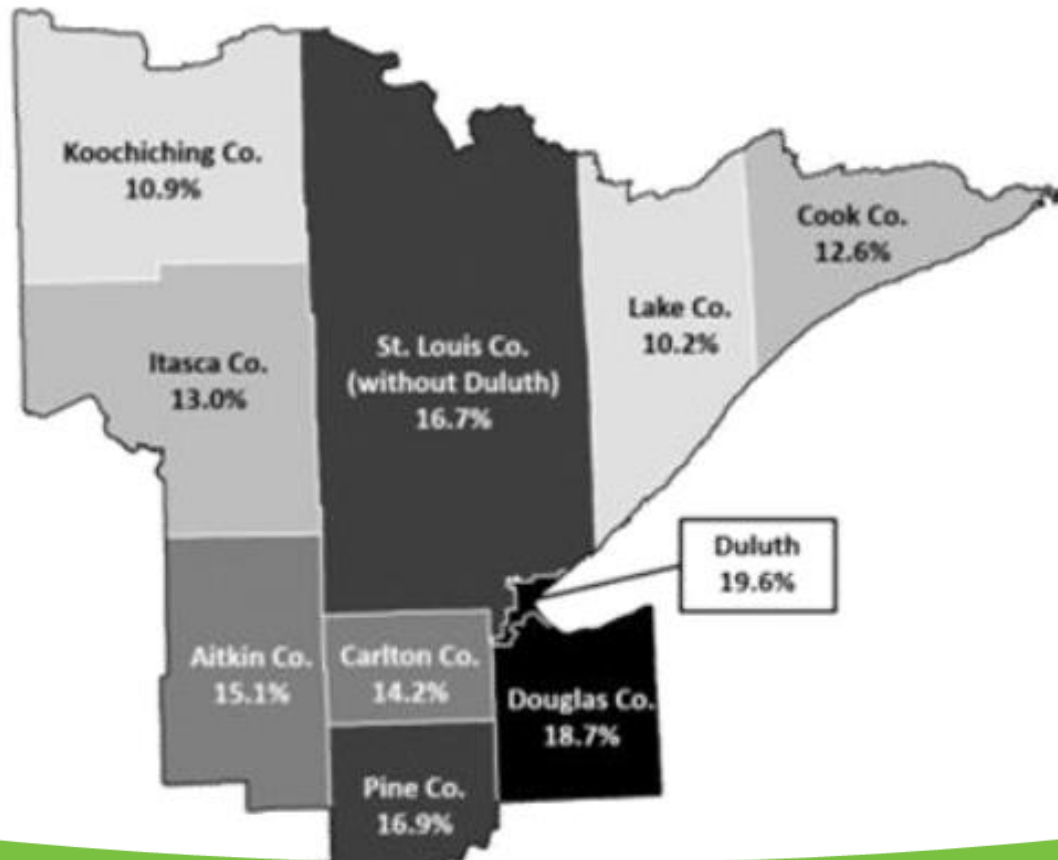
Bridge to Health Survey 2015

Figure 3.2: Reasons for Not Seeking or Delaying Mental Health Care



Bridge to Health Survey 2015

Figure 3.3: Failed to Get or Delayed Seeking Mental Health Care by County
Bridge to Health 2015 Survey



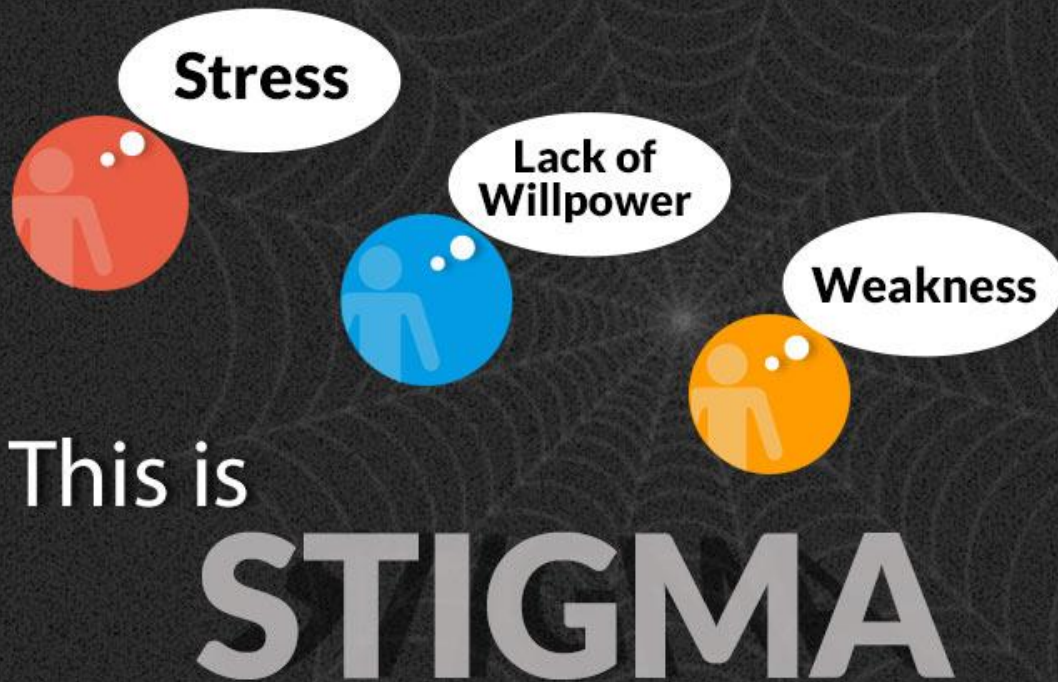
Let's talk about mental illness

Have you or a loved one ever struggled with a mental illness (immediate family, close friends)?



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

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



Source: World Health Organization

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

Make It OK

Launched in 2012 through a partnership between HealthPartners and NAMI to...

- Reduce mental illness stigma
- Start conversations and increase understanding of mental illness.
- Action item for community health improvement plans and employee wellness activities
- Inspire change



How to start the
conversation...

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?”



“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.”



NORTHLAND

Healthy Minds



Learn

Northland Healthy Minds seeks to educate about the stigma around mental illness and the damage it can do.

Talk

Northland Healthy Minds is starting the conversation by introducing the [Make It OK campaign](#) to Northland employers and organizations.

IT'S UP TO US To [Make It OK](#)

Through Make It OK we will provide people with the resources to talk about mental illness so that we can all support those who are struggling to find the resources and treatment they deserve.



KEY MESSAGES:

It's OK to have a mental illness- many people do.

It's OK to talk about mental illness- talking makes us feel less alone.

It's OK to get help with mental illness- life can get better.

Mission: Northland Healthy Minds is a collaborative of businesses, organizations and people in Northeastern Minnesota and Douglas County, Wisconsin, working together to eliminate the stigma surrounding mental illness through community outreach and education, so that all those affected by mental illness know how to seek support and resources without the barriers created by stigma.

Vision: Northland Healthy Minds envisions a world where anyone can get the support and assistance they deserve for their mental illness without fear of discrimination, marginalization, and criminalization due to stigma.

NORTHLAND HealthyMinds





Northland Healthy Minds wants you to know:

It's OK to have a mental illness – many people do

It's OK to talk about mental illness – talking makes us feel less alone

It's OK to get help with mental illness – life can get better

Northland Healthy Minds is a collaborative of businesses, organizations and people in Northeastern Minnesota and Northwestern Wisconsin working together to eliminate the stigma surrounding mental illness.

northlandhealthyminds.org

Local Mental Health Care Resources

- 1. Birch Tree Center Crisis Line**
24-hour crisis phone line for support, information and problem solving
Call: 218-623-1800
- 2. Txt4life/Crisis Text Line**
Text-based help with relationship issues, general mental health and suicidal thoughts
Text "MN" to 741741 and a counselor will text back
- 3. Northland Children's Mental Health Collaborative**
Youth mental health resources for children and families
northlandchildrensmentalhealth.org
- 4. NAMI (National Alliance on Mental Illness) Duluth Area**
Resources, support groups and advocacy
namidulutharea.com
- 5. Let's Talk, Region 3 Mental Health Initiative**
24-hour mental health resources
letstalkmn.com

Find out more



www.nami.org



www.northlandhealthyminds.org



www.letstalkmn.org

Questions?