



**Dear Community Partner,**

It is important that we talk about mental illness in ways that are supportive and open. Thank you for taking the first step toward starting the conversation regarding mental illness.

Make it OK is a national campaign which encourages individuals to talk more openly about mental illnesses. By breaking the silence, the Make It OK campaign hopes to de-stigmatize mental illnesses, so people will be more willing to seek out the care they need. By implementing Make It OK, you can foster an environment where everyone feels understood and supported.

The Make it OK materials are designed to be an easy to use communication tool for organizations to implement within their workplace. Use the accompanying toolkit for your business to help start the conversation that it's OK to talk about mental illness, seek treatment and get the help necessary.

This toolkit is intended to be used by anyone who is passionate about the topic and wants to help increase awareness and reduce stigma. It is designed to help guide you through the Make it OK campaign, upcoming events and activities, and access the resources that you could choose to utilize to highlight Mental Health Awareness month.

*Please note, this toolkit is intended to be used a general guide and may be edited as needed based on specific population needs. In addition, the toolkit is best utilized in an electronic format, due to many web-based resources or materials.*

**Sincerely,**

## IMPLEMENTATION PLAN AT A GLANCE/CHECKLIST

### Pre-work (Mid-April)

- Review Make it OK campaign at [www.makeitok.org](http://www.makeitok.org)
- Gain stakeholder buy-in and approval
- Set organization specific goals
- Inform internal and external key stakeholders

### Before Launch (May)

- Send out stakeholder communication to provide context
- Ensure managers are familiar with benefits/resources available in your organization to support campaign (EAP, mental health policy/guidelines, additional supports available)
- Send introductory letter to all community members

### June 1-8: Educate

- Launch promotional materials to introduce Make it OK- newsletter #1 (flyers, posters, social media posts, etc.)
- Encourage community members to sign online pledge in reducing stigma
- Share introductory video and online learning experiences
- Promote community events- Booth at Wilderness Days

### June 9-15: Get involved

- Post or send week 2 content
- Host lunch and learn with Make it Ok documentary or post/send video to community members
- Encourage community members to participate in “Wear Green Day” on Thursday, May 9
- Promote community events

### June 16-22: Take Action

- Post or send week 3 content
- Promote Hilarious World of Depression podcast
- Engage community members through prompted questions/feedback regarding the campaign
- Promote community events

### May 23-29: Take Action

- Post or send week 4 content
- Promote online learning activities and schedule lunch and learn with additional Make it Ok documentary or post/send video to community members
- Promote community events

### After June 29 Continue the Awareness

- Share video excerpts and online learning experiences
- Engage community members through prompted questions/feedback regarding the campaign
- Promote community events

## Pre-campaign work (April)

- Review [makeitok.org tool kit materials](https://makeitok.org/toolkitmaterials)
- Develop any employer specific action items or measurable goals of campaign, for example:
  - \_\_\_ of locations/departments to post promotional materials
  - \_\_\_ number of presentations
  - \_\_\_ increase in EAP utilization
  - [Pre/Post stigma survey- view sample survey here.](#)
- Stakeholder approval- Businesses, Organizations, volunteers willing to help
  - Use below data/talking points for the business case on “why”
    - [Why employers need to talk about mental health](#)
    - [How common is mental illness \(Make it OK\)](#)
    - [Mental Health Facts in America \(NAMI\)](#)
    - [State of Mental Health in America \(Mental Health America\)](#)
    - [We need to talk more about mental health at work \(Harvard Business Review\)](#)
- Draft talking points specific to your organization
- [Review leader guidelines](#)
- Customize implementation timeline (*use below dates as starting template*)
  - Develop employee facing calendar of events if you are offering anything specific to your organization
- Inform internal and external partners of launch plan (not all may apply depending on size of organization)
  - Wellness committees
  - Communications/Marketing department
  - Employee Assistance Program

## Before launch (May)

- Send out stakeholder email to provide context to upcoming campaign
- Make sure managers are familiar with the following before you launch Make It OK:
  - Your company or organization’s insurance benefits or the persons to contact with questions about mental health coverage
  - How to access your company’s employee assistance program (EAP)
  - How to connect community members to outside resources, information, and support for mental health issues. ○ Include information on any pertaining HR laws/regulations [—refer to leader guidelines and FAQs](#)
- [Send/post introductory letter last week of April](#) (*Day 1 message on webpage*)

## June 1-8-EDUCATE

- Launch promotional campaign-introduce topic via:

*This plan is an adaptation of the Make it OK toolkit  
The Make It OK campaign is made possible by HealthPartners, Inc.*

- [Introductory Newsletter](#) Post to social media- Send as email, add to church bulletins, etc.

Websites

Posters

Flyers

Banners

Social media

*See full toolkit for flyers, posters etc. <https://makeitok.org/take-action>*

- Hang flyers on bulletin boards, in office cubes, the back of bathroom stalls, in the cafeteria, in conference rooms, in the lobby, and near copy machines
- Place table tents on cafeteria tables, on conference room tables, on receptionist desk, in lobby area, etc.
- Host a table in a high traffic area like a cafeteria or near a break room to increase awareness  
Encourage community members to take the [online pledge](#) or sign a poster to commit to help reducing the stigma
- Share introductory video to the [Make it OK campaign](#)
- Invite participants to spend 10 to 15 minutes learning about mental illnesses and people living with them by clicking on this Online Learning Experience:  
[www.makeitok.org/interactive/intro-to-mental-illnesses](http://www.makeitok.org/interactive/intro-to-mental-illnesses)
- Invite participants to spend 5 minutes learning about the stigma around mental illnesses by clicking on this Online Learning Experience: The Stigma Impact Checklist  
[www.makeitok.org/interactive/stigma-impact](http://www.makeitok.org/interactive/stigma-impact)
- Promote calendar of community events

### June 9-15-GET INVOLVED

- [Send newsletter #2](#) Post to social media- Send as email, add to church bulletins, etc.
- Encourage community members to [take the pledge](#)
- Send video [Make it OK: Reframing Mental Illness \(30 min\)](#) or schedule viewing during a “lunch and learn”. *Discover how people reframe perceptions of mental illnesses and the stigma associated with it. Features comedian Maria Bamford.*
- Invite participants to spend 5 or 10 minutes learning about the lives of three individuals who live with a mental illness by clicking on this Online Learning Experience:  
[www.makeitok.org/interactive/accomplishments-recovery](http://www.makeitok.org/interactive/accomplishments-recovery)

### June 16-22-TAKE ACTION

- [Send newsletter #3](#) Post to social media- Send as email, add to church bulletins, etc.
- Send video [Families and Mental Illness \(30 min\)](#) or schedule viewing “lunch and learn”. *Find out how mental illnesses and the stigma associated it can affect individuals, couples and families.*
- Invite participants to spend 10 or 15 minutes conducting a virtual interview with individuals living with mental illnesses by clicking on this Online Learning Experience: The Power of Story [www.makeitok.org/interactive/power-of-story](http://www.makeitok.org/interactive/power-of-story)
- Email flyers that include the [“Insert your custom text here.”](#) section to participants and ask them to add their own ideas about ending the silence and share them at the end of the month
- [Hilarious world of depression podcast promotion](#)

### June 23-29- TAKE ACTION

- [Send newsletter #4](#) Post to social media- Send as email, add to church bulletins, etc.
- Send video [Facing Mental Illness \(30 min\)](#) schedule viewing “lunch and learn”. *This documentary shares the story of three individuals who experience a mental illness: a nurse, a teacher and a student.*
- Invite participants to spend 5 minutes learning about some of the myths and facts surrounding mental illnesses by clicking on this Online Learning Experience: Did You Know [www.makeitok.org/interactive/did-you-know](http://www.makeitok.org/interactive/did-you-know)
- Invite participants to spend 5 minutes learning about the impact of the words we use by clicking on this Online Learning Experience: Hurtful Language [www.makeitok.org/interactive/hurtful-language](http://www.makeitok.org/interactive/hurtful-language)

### After June 29-CONTINUE THE AWARENESS

- Send an email blast that today is “It’s OK to Talk Day” and encourage participants to share their thoughts on the Make It OK campaign and what they’ve learned with others at lunchtime, on breaks, or at the end of meetings
- Share these short video excerpts  
[Lisa \(7 min\)](#) this excerpt, a nurse talks about her experience with depression  
[Adam \(5 min\)](#) In this excerpt, a student talks about how he balances his depression while in school
- Invite participants to spend 5 to 10 minutes learning about the many ways that people are impacted by mental illnesses by clicking on this Online Learning Experience: The Reach of Mental Illnesses <http://www.makeitok.org/interactive/reach-of-mental-illnesses/>

- CHOOSE A DATE to Host a Make It OK at the Edge of the Wilderness or Make It OK Bigfork Day-do proclamation, and encourage participants/community members to wear green.

### Commit to reducing stigma year-round

- Consider reviewing or revising a mental health policy in your organization, [see sample here](#)
- Gather more ideas by reading [How to Create a Workplace that Supports Mental Health](#)
- Promote [classes and support groups in the community](#)
- Review [National Alliance on Mental Illness Minnesota \(NAMI\) employer resources](#), including an online employer quiz, health or resource fair booth, written resources, and a variety of workplace educational opportunities.
- Incorporate mental health “breaks” into meetings, workdays, other activities
- Incorporate mental health awareness education into standard employee and/or manager trainings to help everyone feel more comfortable and informed about how to recognize and deal with mental health issues


Here is a short [video](#) from the [Center for Workplace Mental Health](#)

- Partner with Employee Assistance Program to host informational session or use a guest speaker to discuss mental health
- Provide and discuss [tips](#), [flyers](#), and resources on bulletin boards, orientation packets, company website/intranet, monthly / quarterly meetings with managers and staff on a regular basis
- Incorporate mental health into monthly trainings/events/activities

## HELPFUL DOCUMENTS

Link to pdf: <https://namimn.org/wp-content/uploads/sites/188/2018/02/flyer-workplaceaccommodations-2017.07.27-1.pdf>

# Workplace Accommodations



800 Transfer Road, Suite 31, St. Paul, MN 55114 Tel. 651-645-2948 or 888-NAMIHELPS Fax: 651-645-7379

### Attendance:

- ♦ Flexible scheduling, e.g., earlier or later starting time
- ♦ Modified break schedules
- ♦ Leave for therapy appointments
- ♦ Work from home, flex space
- ♦ Part-time, job sharing
- ♦ Not requiring work time outside of typical hours

### Concentration:

- ♦ Reduce distractions – sound panels, white noise, ear buds, music, and organizers to reduce clutter
- ♦ Increase natural lighting, use full spectrum lighting
- ♦ Allow lamps instead of fluorescent lights which make noise
- ♦ Modify way instructions and feedback are given, written versus auditory or record instructions
- ♦ Restructure job temporarily, focus on essential functions
- ♦ Assign one task at a time
- ♦ Divide larger tasks into smaller ones
- ♦ Provide written checklists
- ♦ Use color-coding schemes to prioritize tasks
- ♦ Use memory aids, email applications
- ♦ Use calendars with automatic reminders
- ♦ Allow extra time to learn tasks

### Emotional:

- ♦ Encourage use of stress management techniques
- ♦ Allow presence of a support animal
- ♦ Allow telephone calls to people who provide support
- ♦ Refer to EAP

### Fatigue:


- ♦ Flexible scheduling
- ♦ Goal-oriented workload
- ♦ Reduce workplace stress
- ♦ Allow for walks outside
- ♦ Provide a place for a rest period

### Co-Worker Interactions:

- ♦ Encourage employee to walk away from frustrating situations
- ♦ Provide opportunities for privacy
- ♦ Provide mental illness awareness training to coworkers and supervisors
- ♦ Meet regularly


### When it's a Family Member:

- ♦ Treat like other illnesses - may need time off to take loved one to treatment
- ♦ Refer to EAP
- ♦ Refer to NAMI classes and support groups



COMMUNITY HEALTH CHARITIES

NAMI Minnesota (National Alliance on Mental Illness) is a non-profit organization dedicated to improving the lives of children and adults with mental illnesses and their families. NAMI Minnesota offers education, support and advocacy.



link to PDF:

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### FOR EMPLOYERS:

#### What to look for:

- ♦ Tardiness, absences
- ♦ Lack of cooperation, can't work with others
- ♦ Decreased productivity, frequent accidents, difficulty screening out stimuli
- ♦ Physical complaints such as stomach aches, pain, fatigue
- ♦ Difficulty concentrating, remembering things
- ♦ Making excuses for poor work or missed deadlines
- ♦ Anger, overly emotional, anxious
- ♦ Reduced interest in one's work
- ♦ Difficulty handling stress, schedules, multiple tasks
- ♦ Willingness to take on extra work, excessive energy, inappropriate work goals

#### What to do:

- ♦ Ask open ended questions – What has your day been like? How are things going? Tell me about your workload
- ♦ Listen nonjudgmentally
- ♦ Give reassurance and information (e.g., FMLA)
- ♦ Encourage them to seek help

### FOR EMPLOYEES:

#### How to take care of yourself:

- ♦ Pay attention to diet, exercise and sleep
- ♦ Avoid or limit alcohol, tobacco, other drugs
- ♦ Engage in favorite hobby or activity
- ♦ Be with friends
- ♦ Take time to recharge batteries
- ♦ Spend time in nature
- ♦ Reduce stress
- ♦ Consider adjusting schedule, if possible

#### Seek help if you need to:

- ♦ Reach out to someone you trust – family, friend, faith leader
- ♦ Contact your primary care physician or employee assistance program
- ♦ Be aware of your rights (e.g., ADA, FMLA)

#### Suicidal behavior:

##### What it might look like—

- ♦ Talking about it, a preoccupation with death
- ♦ No hope for the future, making final arrangements, giving away possessions
- ♦ Self-loathing, unexplained anger
- ♦ Social isolation, changes in hygiene or appearance
- ♦ Alcohol or drug abuse

##### What you can do as a co-worker—

- ♦ Express empathy, offer hope
- ♦ Ask about it (don't worry, it doesn't promote it)—do they have a plan?
- ♦ Listen nonjudgmentally
- ♦ Contact crisis team or 911



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link to pdf: <https://namimn.org/wp-content/uploads/sites/188/2018/02/flyer-doyouhaveahealthyworkplace2017.02.21-1.pdf>

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# Is Your Workplace Mentally Healthy?



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## A QUIZ FOR EMPLOYERS

	Yes	No
1. Are your employees aware of mental illnesses and their symptoms? Some ways to do this include employee newsletters, posting Make it OK posters on the bulletin boards, or including NAMI informational sheets in breakrooms.	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you ensure that your health insurance includes a wide array of mental health benefits including depression screening, mental health crisis services and more?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you provide resources to help employees address life problems, for example, grief counseling, alcohol abuse programs, Employee Assistance Programs (EAPs) and referrals for mental health services?	<input type="checkbox"/>	<input type="checkbox"/>
4. Are your employees aware of what is available through your EAP or health insurance and of potential accommodations?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you have ADA (Americans with Disabilities Act) and FMLA (Family and Medical Leave Act) information prominently posted?	<input type="checkbox"/>	<input type="checkbox"/>
6. Have you ever surveyed your employees regarding their comfort in raising the issue of mental illness with their supervisor or HR department?	<input type="checkbox"/>	<input type="checkbox"/>
7. Have you educated your managers or supervisors about accommodations for people with mental illnesses?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you make efforts to help employees develop a healthy lifestyle, such as stress management, nutrition and smoking cessation programs?	<input type="checkbox"/>	<input type="checkbox"/>



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Link to pdf:

<https://namimn.org/wp-content/uploads/sites/188/2018/02/flyer-creatingahealthyworkplace-2017.02.22-1.pdf>

# Promoting Mental Health at Work



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## WHAT EMPLOYERS CAN DO

Achieve 3  
Goals to Qualify  
as a Mentally  
Healthy  
Workplace

1. Educate employees on mental illnesses in the workplace. There are three programs available through NAMI Minnesota: **Make it Ok**, the online **Make it Ok** training, and a one-hour **Good Mental Health in the Workplace** presentation. ☒ (required)
2. Increase awareness about mental illnesses by including information in employee newsletters, posting Make it Ok posters on the bulletin boards, including NAMI informational sheets in breakrooms. ☐
3. Sponsor the NAMIWalk, the largest public awareness raising event in the state, at the \$250 level and have a sign with your company's logo and/or name along the walk route which will be seen by over 4000 people. ☐

### OR

- Form a NAMIWalk team (no fees) as a way to let your employees know that you care about their and their family's mental health. ☐
4. Ensure your insurance includes a wide array of mental health benefits including depression screening, mental health crisis services and more. ☐
5. Make sure your employees know what is available through your EAP or health insurance and are aware of potential accommodations. ☐
6. Have your employees take the Make it Ok pledge. ☐
7. Survey the employees regarding their comfort in raising the issue of mental illness with their supervisor or HR department ☐
8. Educate your managers or supervisors about accommodations for people with mental illnesses. ☐
9. Add mental health to sick leave policy. ☐
10. Create a quiet room. ☐



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