# BEHAVIORAL HEALTH PREVENTION AND WELLNESS

**FACEBOOK TOOLKIT | VERSION 5** 





2024



### Publication brought to you by:

Community Mental Health Authority of Clinton, Eaton, and Ingham Counties

www.ceicmh.org www.facebook.com/ceicmh

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### **KEY**

- ✓ CMHA-CEI services
- Community training opportunities
- \* Resources and community supports
- Stigma reduction language
- Facts and tips



### **USING THIS TOOLKIT**

### **ABOUT THE TOOLKIT**

This toolkit has been specifically designed with our community partners in mind. It is the goal of Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) that this toolkit helps our community partners to disseminate information about behavioral health, prevention, and wellness, to the individuals and families they serve.

It is CMHA-CEI's hope that this will equip our partners with easy-to-use and useful information for their audiences. This Facebook Toolkit will increase awareness, promote local resources and training opportunities, and reduce stigma around behavioral health issues affecting our communities.

### **GETTING STARTED**

All of the information and resources within this toolkit can be used to make posts on your organization's Facebook page. You will find the information categorized by topics such as general mental health education, anti-stigma, substance use disorders, suicide prevention, and more.

All you need to do is simply:

- 1. Copy the post text,
- 2. Paste the post text,
- 3. Attach any images that may be specified, and
- 4. Post!

### **QUESTIONS?**

Should you have any questions regarding the information and resources provided in this toolkit you can contact our skilled staff for assistance.

### Rachel McCoy

Public Relations and Outreach Specialist Community Mental Health Authority of Clinton, Eaton, and Ingham Counties <a href="mailto:mccoy@ceicmh.org">mccoy@ceicmh.org</a>

### **Joel Hoepfner**

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### 1. MENTAL HEALTH EDUCATION

### **POSTS**

- ✓ Do you want to know how to help someone living with depression?
   1. Help them connect with a doctor or mental health professional.
   2. Offer support, understanding, patience, and encouragement by listening, invite them out for walks or other activities, and checking in.
   3. Remember! Never ignore comments about suicide. Direct them to Crisis Services at Community Mental Health Authority of Clinton, Eaton, and Ingham Counties at 517-346-8460. Crisis Services is open 24/7. <a href="http://ceicmh.org/services/cs">http://ceicmh.org/services/cs</a>
- ✓ Do you know what to do in a mental health emergency? Community Mental Health Authority of Clinton, Eaton, and Ingham Counties has a broad continuum of youth intensive crisis stabilization services including a free 24/7 free standing crisis center for walk-in crisis services needs, mobile crisis teams, urgent care (crisis stabilization), urgent access to psychiatry, and crisis respite. Call 517-346-8008 to access these services. Visit <a href="https://www.ceicmh.org">www.ceicmh.org</a> to learn more.
- ✓ Families Forward is teaming up with local partners in the community to offer fun and engaging skills-based groups called "Stress Busters" and "Coping with Life". These groups will help youth of all ages learn practical skills to help them manage life stress, improve their social skills, and have fun doing it! www.ceicmh.org/services/kids to learn more or contact Jody Nelson at nelsonj@ceicmh.org
  To learn more, visit <a href="http://www.ceicmh.org/services/kids">http://www.ceicmh.org/services/kids</a>
- ✓ If you see changes in someone in your life, it could be a sign they're struggling with their behavioral health. Let them know that you're there for them by sharing a behavioral health screening that they can take anonymously from their device.
  https://screening.mentalhealthscreening.org/CEI
  [Insert: Behavioral Health Screening Tool Image]

Image Description: Image of Behavioral Health Screening Button.

- You can make a difference with #MentalHealthFirstAid! For more information or to register for a class, go to <a href="www.eventbrite.com">www.eventbrite.com</a> and search for MHFA or call Customer Service at 517-346-8244. [attach the image "Show your Support"]
   Image Description: 1 in 5 people have a mental illness. Show your support and get trained in Mental Health First Aid Training.
- \* You don't have to struggle with your mental health alone. There's help. #988Lifeline #MentalHealthAwareness #Anxiety [Insert 988 Facebook, X/Thread, or LinkedIn Graphic]



- \* Especially during times of stress and uncertainty, it's important to keep tabs on our health including our behavioral health, which includes mental health, substance use, and more. A helpful step can be taking a mental health screening- an anonymous, no-pressure way to check-in: <a href="https://screening.mentalhealthscreening.org/cei">https://screening.mentalhealthscreening.org/cei</a>
- ◆ One of the most important ways that we can #StandAgainstStigma is by having open, honest conversations about mental health. Not sure what to say? This resource has great tips and conversation starters: <a href="https://www.mentalhealth.gov/talk">https://www.mentalhealth.gov/talk</a> [attach image You Can Talk To Me] Self Description: People standing in a circle with Stand Against Stigma logo.
- ◆ People with severe mental illness are over 10 times more likely to be victims of violent crime than the general population.

  #StandAgainstStigma [attach the image "Myth vs Fact Violence"]

  Image Description: People with mental illness are 10 times more likely to be victims of violence.
- ◆ According to the National Institute of Mental Health, men are less likely to have received mental health treatment than women in the past year. Learn what men can do to overcome cultural stereotypes to better take care of their mental health at <a href="https://www.nimh.nih.gov/health/topics/men-and-mental-health">https://www.nimh.nih.gov/health/topics/men-and-mental-health</a>
- Recovery from a mental health disorder or substance use problem is possible! #StandAgainstStigma [attach the image "Recovery is possible"]
   Image Description: Motivational quote about recovery.
- Everyone feels stressed from time-to-time. But what is stress? How does it affect your health? And what can you do about it? For more information on stress and how to manage it, take a look at these quick resources!
  [attach the images "What is Stress?", "Sources of Stress", "Coping Strategies for Stress", and Weekly Wellbeing Checkup"]

Image Description: Ways to reduce stress and how to address it image.

- Do you know the difference between everyday anxiety and an anxiety disorder? [attach the image "Which is it anxiety"] Image Desciption: Image describing what the difference is between stress and anxiety.
- People with mental health problems are just as effective as other employees. #StandAgainstStigma [attach image "myth vs fact - employment"] Image Description: People with mental health problems are just as productive as people without mental health problems image.



- Your child may be struggling with their mental health. Be on the lookout for change in mood, low interest in participating in fun activities, and pulling away from loved ones. Starting meditation or a new hobby that will support their mental health and wellbeing is a great first step for parents to get involved. If you are a parent and interested in learning how to identify signs in youth and young adults, please visit Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) on <a href="https://www.eventbrite.com">www.eventbrite.com</a> and search for MHFA or call Customer Service at 517-346-8244 to view upcoming trainings.
- There are things that we can do to help cope with loneliness and stress. Here are some tips for staying mentally well during challenging times:
  - 1. Take care of your physical health: Eat nourishing foods and get your body moving with walks, yoga, or dancing!
  - 2. Connect with others: Find creative ways to connect (use video calling, play an online game, or send some old-fashioned snail mail).
  - 3. Relax: Find time to do things that are relaxing and feel good. Take a bubble bath, snuggle up with a pet, or start an art project or puzzle.
  - 4. Be kind to yourself: Give yourself a break. It's okay to be less productive while under high levels of stress-treat yourself with the same compassion and gentleness that you would a loved one.
  - 5. Ask for help: Mental health services are available, and there is no shame in reaching out for support.

[attach image Reminder: You Are Not Alone]

Image Description: You are not alone motivational image.

■ Do you know how common mental health challenges are in children and teens? Find out more (and what you can do to help). (Source: www. NAMI.org) [attach the image "Children and Teen Mental Health Facts NAMI"]

Image Description: Facts regarding children and teen mental health.

- It's okay to ask for help. [Insert American Foundation for Suicide Prevention Graphic]
  - Image Description: Motivational image for seeking help image.
- Mental Health Check In! Remember that you owe it to yourself to take a break, take a deep breath, and remember to check in with yourself. [Insert Mental Health Check-In Graphic]
  - Image Description: A check list image for identifing mental health.
- When a young person is struggling, they may exhibit severe emotional pain, feel trapped, or feel hopeless about the future. Caring help to find hope is within reach, the #988Lifeline is available 24/7/365. No judgment. Just compassion and support. If you or someone you know needs support now, call or text 988 or chat <u>988lifeline.org</u>.
  [Download and insert the 988 video HERE]



- Symptoms of mental illness can often appear similar to average teen development. Do you know the differences?
   [attach the image "Average Teen or Warning Sign"]
   Image Description: Average teen or warning signs image.
- Taking charge of your mental health can feel overwhelming at times, but it's an important part of staying healthy and well. Get practical tips and learn more about taking charge of your mental health from NAMI [attach the image "Taking Charge of your Mental Health"] Image Description: Productive ways to take charge of your mental health image.
- You can make a difference with #MentalHealthFirstAid! trainings are available now. For more information or to register for a class, go to www.eventbrite.com and search for MHFA or call 517-346-8244.
   [attach the image "MHFA poster"]
   Image Desciption: Mental Health First Aid Training flyer.
- Since Fall of 2016, when the trainings were first introduced, CIT has trained and certified over 425 officers in behavioral health crisis intervention.

The crisis intervention team (CIT) is an innovative police based first responder program of pre-arrest jail diversion for those in a mental illness crisis. They provide 40-hour trainings to first responders throughout the Tri-County area to become highly trained in mental health crisis de-escalation.

Community members may now call the police and request a CITcertified officer, and the officer sent will be an expert on de-escalation and recovery resources.

To learn more about CIT, get connected by visiting their website at <a href="https://www.tricountycit.com">www.tricountycit.com</a> or follow and Like the CIT Facebook Page <a href="https://www.tricountycit">@tricountycit</a>

- \* Know the signs of depression!

  [attach the image "9 Signs of Depression"]

  Image Description: 9 signs identifying depression.
- \* The National Alliance of Mental Illness (NAMI) has a Greater Lansing Chapter that is Mid-Michigan's Voice on Mental Illness.

The @namilansing has information on weekly support groups, classes, and community presentations to address mental health and behavioral health.

Visit their website to learn more about Lansing's local NAMI chapter: <a href="https://www.namilansing.org/">https://www.namilansing.org/</a>



\* Seeking a new health care provider? Look no further than the Ingham Community Health Centers, your go-to for quality, affordable healthcare for all. Visit <a href="https://doi.org/chc">HD.Ingham.org/CHC</a> for more information.

Ingham Community Health Centers' School-Based services provide Licensed Social Workers who offer screening and assessment for a variety of behavioral health issues facing adolescents today. Find participating school locations at HD.Ingham.org/CHC.

### [attach an image "ICHC Child & Adolescent Health"]

Image Description: Image of an adolescent boy wearing a backpack, smiling at the camera.

- \* Seeking a new health care provider? Look no further than the Ingham Community Health Centers, your go-to for quality, affordable healthcare for all. Visit <a href="https://doi.org/chc">HD.Ingham.org/CHC</a> for more information.
- \* The Ingham Community Health Centers offer behavioral health consultants who can help you manage aspects of your physical, emotional, and behavioral health. Contact any Ingham Community Health Centers location to schedule at your convenience.

### [attach an image "ICHC Behavioral Health Services "]

Image Description: Image of a woman talking to a behavioral health consultant.



# Coping Strategies for Stress



### **MHFA Poster**



# American Foundation Mental Health Resource



### Sources of Stress



### Which is it Anxiety



### Myth vs Fact -Employment



### What is Stress?



# Myth vs Fact - Violence



### Weekly Wellbeing Checkup



### Behavioral Health Screening Tool



You Can Talk to Me





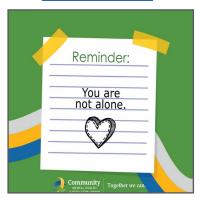
### **Show Your Support**



### 9 Signs of Depression



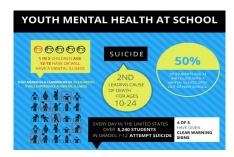
## Reminder: You Are Not Alone



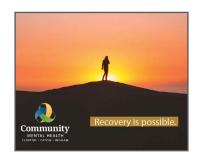
### Average Teen or Warning Sign



#### Mental Health at School



Recovery is Possible



988 Facebook Post



#### 988 LinkedIn Post



988 X Post





### ICHC Child & Adolescent Health Graphic





### 2. HEALTH & WELLNESS

### **POSTS**

- \* Check out this awesome map of parks and trails in the Capital Area, courtesy of the @CapitalAreaHealthAlliance! Visit their website at <a href="https://capitalareahealthalliance.org/healthy\_living\_resources.php">https://capitalareahealthalliance.org/healthy\_living\_resources.php</a> to view the latest map of the Capital Area parks and trials.
- ✓ CMHA-CEI offers a variety of health and wellness resources! Learn more about how you can take control of your health by following the link here: <a href="http://www.ceicmh.org/community-resources/wellness">http://www.ceicmh.org/community-resources/wellness</a> Insert Image: Hiking to Wellness Image Description: Wellness Works. Get moving and releave stress.
- Wellness Tip: Feeling stressed? Take a moment to be present. [attach the image "Get off the Grid"]
   Image Description: Spend time doing something fun.
- Wellness Tip: Put the power of health apps to work for you! Download nutritional guides, recipe ideas, meditation apps, or apps that help you track your activity and exercise. [Link: <a href="www.prevention.com/health/sleep-energy/g24736063/best-health-apps/">www.prevention.com/health/sleep-energy/g24736063/best-health-apps/</a>
- ✓ CMHA-CEI has launched their NEW Recreational Resource Directory! Discover fun ways to get active this year by discovering local parks, trails, and more. Download and view the new publication by visiting <a href="http://www.ceicmh.org/about-us/publications">http://www.ceicmh.org/about-us/publications</a> [Insert Recrational Resource Graphic by clicking HERE]
- \* Setting boundaries is a great way to establish your own sense of joy within your daily life. Boundaries are the limits that we set for ourselves and with others. Boundaries can apply to our physical space, mental capacity, and our time. Boundaries helps us establish what feels safe or what feels uncomfortable to us. Learn how to successfully set your own boundaries to cultivate your own sense of joy.

  Link: https://www.youtube.com/watch?v=vYboyJ2 w84
- How many Keys to Wellness can you work on? [attach the image "Keys to Wellness"] Image Description: Keys to wellness graphic.
- \* The average person will encounter over 60,000 germs a day between coughs, sneezes, shared drinks, and high-fives. ICHD can help you combat those germs while keeping our community healthy. Take your shot to help protect yourself and others from diseases such as influenza and COVID-19. It's never too late; learn more today at <a href="https://www.YourShotToHelp.com">www.YourShotToHelp.com</a>

[attach an image "Your Shot to Protect Loved Ones "]

Image Description: Image of a man and teenage girl smiling with bandages in the shape of a heart.



- Have you been thinking about starting on a track to wellness? Start here! [attach the image "Start Somewhere"] Image Description: 15 minutes of moderate excercise is a great start!
- Feeling stressed? Reduce your stress using these 5 tips! [attach the image "5 simple ways to reduce stress"]
  Image Description: Get moving, step away, build healthy habits.
- Be kind to others, it benefits you both! [attach the image "Wellness Works Smile"]
   Image Description: Be kind to others graphic.
- Be mindful of your eating habits, are you eating because you are hungry or because you are stressed? [attach the image "Wellness Works -Stress Eating"]
  Image Description: Eating more fiber and fruits and vegetables graphic.
- You should always aim for the stars, but setting smaller goals along the way will help you stay motivated! [attach the image "Wellness Works -Goals"] Image Description: Endorphins are released during exercise that are feel good chemicals.
- \* Looking for ways to educate your teen about their health? Encourage them to join CENTIVIZE, a new text-based resource promoting health and wellness to teens and young adults through the Ingham County Health Department. They can get involved by texting CENTIVIZE to 517-887-4315.

[attach an image "CENTIVIZE"]

Image Description: Image of a teenage girl wearing headphones and drinking coffee

- There just doesnt seem to be enough hours in the day to keep up with the demands of work, school, etc. The slightest change in routine can make a big difference in your overall mood, self-esteem, and mental health. Here are some practices that will help you reach your daily goals. [Insert Wellness Practices Graphic] Image Description: Strategies listed to deal with stress and anxiety.
- Practicing different forms of mindfulness, such as Belly Breathing, can help calm and relax youth and young adults during times in stressful situations. Check out this catchy tune to learn about belly breathing you might spot some familiar famous faces! YouTube Link Here!
- Embrace the "magic" of endorphins! [attach the image "Wellness Works - endorphins"] Image Description: Wellness Works with endorphins image.
- Don't sweat it! [attach the image "Don't Sweat the Small Stuff"] Image Description: Phrase "Don't Sweat the Small Stuff" image.



\* Seeking information on housing, food, healthcare, or public benefits assistance? ICHD's Health & Resource Navigation team can help Ingham County residents find and enroll in the services they may be eligible for. Visit <a href="https://health.ingham.org/health/health\_promotion\_and\_prevention/healthresourcenavigation.php">https://health.ingham.org/health/health\_promotion\_and\_prevention/healthresourcenavigation.php</a> or call 517-887-4306 for more information and assistance.

[attach an image "Health & Resource Navigation Services"] Image Description: Image of a woman with a nurse and child high-fiving.



### Get off the Grid

nterruptions for a while.

Spend some time doing something fun with someone face-to-face instead.



# Don't Sweat the Small Stuff

MENTAL HEALTH

# DON'T SWEAT the small stuff

Try to remain calm.

Ask yourself if it is really worth upsetting yourself over. This can help you lead a life with less stress.



#### Start Somewhere



### Wellness Works -Stress Eating



## Rethink your Drink



Your Shot to Protect a Loved Ones Graphic



<u>CENTIVISE</u> <u>Graphic</u>



### 5 Simple Ways to Reduce Stress



### <u>Wellness Works -</u> <u>Goals</u>



### **Wellness Practices**



### Keys to Wellness



### Wellness Works -Smile



### <u>Wellness Works -</u> <u>Endorphins</u>





Health & Resource Navigation Services Graphic





### 3. SELF EFFICACY/MOTIVATION

### **POSTS**

- You can achieve your goals! [attach Motivational Quote #1] Image Description: "It does not matter how slowly you go as long as you do not stop." Confucious
- Set yourself up for success! [attach Motivational Quote #2] Image Description: "What you do today can improve all your tomorrows." by Ralph Marston
- You can do this! [attach Motivational Quote #3] Image Description: "Perserverance is not a long race, it is many short races one after the other." by Walter Elliot
- Surround yourself with support! [attach Motivational Quote #4] Image Description: "The key is to keep company only with people who uplift you, whose presence calls forth your best." by Epictefus
- Kindness breeds kindness. [attach Motivational Quote #5] Image Description: "Be kind whenever possible. It is always possible." by Dalai Lama.
- You matter! [attach Motivational Quote #6] Image Description: "Act as if what you do makes a difference. It does." by William James.
- Spread kindness! [attach Motivational Quote #7]
   Image Description: "No act of kindness, no matter how small, is ever wasted." by Aesop.
- You are strong! [attach Motivational Quote #8] Image Description: "With a new day comes new strengths and new thoughts." by Eleanor Roosevelt.
- Your accomplishments add up! [attach Motivational Quote #9] Image Description: "Great things are done through a series of small things brought together." by Vincent Van Gogh.
- Don't give up on hope! [attach Motivational Quote #10]
   Image Description: "Everything that is done in this world is done by hope." by Martin Luther King.
- Make your days count! [attach Motivational Quote #11] Image Description: "Don't count the days. Make them count." by Muhammad Ali.



■ Today is a new day! You can make your own future. [attach Motivational Quote #12]

Image Description: "The best way to predict your future is to create it." by Abraham Lincoln



#### Motivational Quote #1



Motivational Quote #2



Motivational Quote #3



Motivational Quote #4



Motivational Quote #5



Motivational Quote #6



Motivational Quote #7



Motivational Quote #8



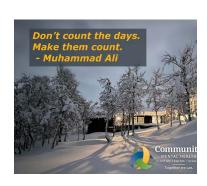
Motivational Quote #9



Motivational Quote #10 Mo



Motivational Quote #11



Motivational Quote #12





### 4. TRAUMA

### **POSTS**

- ✓ Do you know what to do if someone is having a mental health emergency? If they are in the tri-county area, direct them to Crisis Services at Community Mental Health Authority of Clinton, Eaton, and Ingham Counties at 517-346-8460. Crisis Services is open 24/7.\_ <a href="http://ceicmh.org/services/cs">http://ceicmh.org/services/cs</a>
- ✓ Community Mental Health Authority of Clinton, Eaton, and Ingham Counties has a broad continuum of youth intensive crisis stabilization services including a free 24/7 free standing crisis center for walk-in crisis services needs, mobile crisis teams, urgent care (crisis stabilization), urgent access to psychiatry, and crisis respite. Call 517-346-8008 to access these services. <a href="http://ceicmh.org/services/cs">http://ceicmh.org/services/cs</a>
- You can make a difference with #MentalHealthFirstAid! For more information or to register for a class go to, www.eventbrite.com and search for MHFA or call 517-887-5232.
   [attach the image "MHFA Poster"]
   Image Description: Know the signs, learn the actions, and be a lifeline training poster for Mental Health First Aid Training.
- \* This quiz is for anyone—teens, adults, elders—to assess and strengthen the resiliency building conditions in their lives. Use it for yourself or use it as a tool to help others you care about build their resiliency. <a href="https://www.resiliency.com/free-articles-resources/the-resiliency-quiz/">https://www.resiliency.com/free-articles-resources/the-resiliency-quiz/</a>
- \* Are you concerned that you or someone else in your life is experiencing symptoms of post-traumatic stress disorder or another behavioral health problem? Take a brief, anonymous screening today: <a href="https://screening.mentalhealthscreening.org/CEI">https://screening.mentalhealthscreening.org/CEI</a>

[Insert: Behavioral Health Screening Tool Image]

Image Description: Behavioral Health Screening Button Image.



- Taking time to care for yourself is an important part of recovery from trauma. [attach the image "Self-Care and Resilience"] Image Description: Strategies for self-care & resilience and on how to practice physical self-care, social self-care, spiritual self-care, and emotional self-care.
- Life has been challenging for many of us in more ways than one. These tips may help you find ways to cope during times of stress. [attach the image "Coping with Stress"]
  Image Description: Image identifying ways to check in with yourself, take care of your physcial health, prioritize rest and fun, and stay informed, but set boundaries.
- Know the Truth about ACEs. ACEs are Adverse Childhood Experiences. Based on the scoring of your ACEs can determine your risk for developing negative health outcomes. [Insert ACE's Graphic] Image Desciption: The truth about Adverse Childhood Experiences Image.
- Please read and share this informative resource for 10 tips on how to help someone experiencing trauma. Source <a href="www.mentalhealthfirstaid.org">www.mentalhealthfirstaid.org</a> [attach the image "10 Tips to Help Someone Experiencing Trauma"] Image Descripton: Image referencing ways to offer support to an individual after they have experienced something traumatic.
- Please read and share this important resource for identifying 10 signs someone is experiencing trauma. Source <a href="www.mentalhealthfirstaid.org">www.mentalhealthfirstaid.org</a> [attach the image "10 Signs Someone is Experiencing Trauma"] Image Description: Image referencing signs that someone my be experiencing trauma. Signs are shock, anger, sadness, etc.



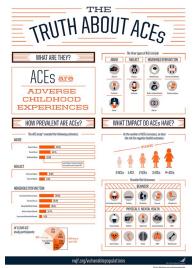
10 Tips to Help Someone Experiencing Trauma



### 10 Signs Someone is Experiencing Trauma



### **ACES Graphic**



### Self-Care & Resilience



### MHFA Poster



### Coping with Stress



#### COVID-19 Support Line



### Behavioral Health Screening Tool





### 5. SUICIDE PREVENTION

### **POSTS**

- ✓ Do you know where to go in a mental health emergency? Community Mental Health Authority of Clinton, Eaton, and Ingham Counties' Crisis Services is open 24/7 and can be reached at 517-346-8460.
- ✓ Do you know where to go when a young person experiences a mental health crisis? Community Mental Health Authority of Clinton, Eaton, and Ingham Counties has a broad continuum of youth intensive crisis stabilization services including a free 24/7 free standing crisis center for walk-in crisis services needs, mobile crisis teams, urgent care (crisis stabilization), urgent access to psychiatry, and crisis respite. Call 517-346-8008 to access these services.
- You can make a difference with #MentalHealthFirstAid! For more information or to register for a class, go to www.eventbrite.com and search for MHFA or call Customer Service at 517-346-8244.
   [attach the image "MHFA Poster"]
   Image Description: Know the signs, learn the actions, and be a lifeline poster for Mental Health First Aid Training.
- Want to help prevent suicide in your community? Get trained in QPR! QPR is a one-hour training that teaches participants to recognize the signs of suicide and the steps to getting a person to help. For more information on this training contact the Community Mental Health Authority of Clinton, Eaton, and Ingham Counties Prevention Specialist prevention@ceicmh.org or call Customer Service at 517-346-8244. [attach the image "QPR Poster"] Image Description: Question, Persuade, and Refer is an emergency mental health intervention training.
- \* "Effective prevention starts with YOU." Find out more by visiting the Suicide Prevention Resource Center! <a href="https://www.sprc.org/">https://www.sprc.org/</a>
- # #BeThe1To Ask
  The National Suicide Prevention Lifeline is a 24-hour toll-free phone line
  for people in suicidal crisis or emotional distress.
  [attach the image "BeThe1To Ask"]
  Image Description: Image for the Be The 1 To Ask campaign.
- \* You aren't alone support is out there. Text HELLO to 741741 to reach a trained Crisis Counselor. <a href="mailto:crisistextline.org">crisistextline.org</a>
  [attach any of the "CTL Ad" images]
  Image Description: Image of two cartoon characters texting the 741741



to each other.

\* Please share these national suicide prevention resources for members of the LGBTQ+ community from American Foundation for Suicide Prevention!

[attach the image "AFSP LGBTQ suicide prevention"]
Image Description: Contact resources for LGBTQ Suicide prevention.

- \* Call. Text. Chat. The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer & questioning (LGBTQ+) young people under 25. <a href="https://www.thetrevorproject.org/get-help-now/">www.thetrevorproject.org/get-help-now/</a>
- \* Call. Text. Chat. The Veterans Crisis Line connects veterans with caring, qualified responders with the Department of Veteran Affairs. Many of them are Veterans themselves. Seeking support for mental health is a sign of strength and courage. Contact someone today. <a href="https://www.veteranscrisisline.net">www.veteranscrisisline.net</a>
- Do you know the warning signs and risk factors of suicide? Find out more today. <a href="https://afsp.org/risk-factors-protective-factors-and-warning-signs/">https://afsp.org/risk-factors-protective-factors-and-warning-signs/</a>
- Learn more at the American Foundation for Suicide Prevention website www.afsp.org #SuicidePrevention [attach the image "Michigan Suicide Facts 2018"] Image Description: Suicide is the 10th leading cause of death in Michigan graphic.
- "We can all prevent suicide." Read stories of hope and help: #SuicidePrevention <a href="http://suicidepreventionlifeline.org/stories/">http://suicidepreventionlifeline.org/stories/</a>
- There are Suicide Prevention Resources for Military and Veterans available that can assist anyone in need. If you are a veteran and are struggling with behavioral health, please contact CMHA-CEI Veterans Navigation Team by calling our Access Center at 517-346-8313. [Insert Veteran and Military Suicide Resource Graphic]
- Did you know that by acknowledging a change in someone's attitude, mood, or habits is a chance to speak with someone directly about your concerns? If you or a loved one is experiencing behavioral health changes, have them take the behavioral health screening tool here: https://screening.mentalhealthscreening.org/cei.
- Suicide is the second leading cause of death for young people between 10 to 24. Sometimes your struggle can be underestimated because of your age. But we hear you, and help is available! Learn more by checking out the Suicide Prevention Lifeline's tips for young people and those who love them.

https://988lifeline.org/help-yourself/youth/



- \* We need your help! The Michigan Association for Suicide Prevention (MASP) is looking for donations, so they can continue preventing suicide throughout Michigan. Your gift helps them provide support to those who need it along with their families. Go to their website <a href="https://www.mymasp.org">https://www.mymasp.org</a> and donate today.
- \* While texting, group chats, and DMs can be common forms of keeping in touch with friends and loved ones, they can cloud any evidence of concerning body language or tone you would typically see hanging out in person. So how do you know if something is off? Learn the signs on @AFSPMichiganChapter Seize the Awkward website!
- \* Please share these national suicide prevention resources for military and veterans from American Foundation for Suicide Prevention!

  [attach the image "AFSP veterans suicide prevention"]

  Image Description: Resources listing Suicide Prevention Resources for Miliary and Veterans. Military and Veterans Crisis Line is 1-800-273-8255, Press 1 or text 838255, 24/7.
- \* Suicide prevention hotlines save lives. Be prepared for an emergency-save one or more in your phone contacts today.

  [attach image "National Suicide Prevention Hotlines"]

  Image Description: Flyer identifying suicide prevention hotlines. The National Suicide Prevention Lifeline is 1-800-273-8255, the Crisis Text Line is text Hello to 741-741, the Trans Lifeline is 877-565-8860, and the Trevor Lifeline is 1-866-488-7386.
- \* There are many signs that someone may be struggling, including changes in behavior, sleeping too much or too little, increased drug or alcohol use, behaving recklessly, and more. Know the signs. Be a lifeline. If you or someone you know needs support now, call or text 988 or chat 988lifeline.org. #988Lifeline

  [Download and insert eh 988 video HERE]
- \*When a young person is struggling, they may exhibit severe emotional pain, feel trapped, or feel hopeless about the future. Caring help to find hope is within reach, the #988Lifeline is available 24/7/365. No judgment. Just compassion and support. If you or someone you know needs support now, call or text 988 or chat <a href="mailto:988lifeline.org">988lifeline.org</a>. [Download and insert the 988 video <a href="mailto:HERE">HERE</a>]
- \* Today, the community can text, call, and chat with the Suicide Prevention Lifeline by dialing either 988 or 1-800-273-8255. To view more frequently asked questions about the new 988 line, please visit here: <a href="https://www.samhsa.gov/find-help/988/fags">https://www.samhsa.gov/find-help/988/fags</a>



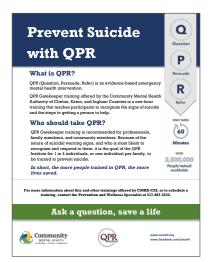
### Michigan Suicide Facts 2018



#### **MHFA Poster**



#### **OPR Poster**



### #BeThe1To Ask



### CTL Ad



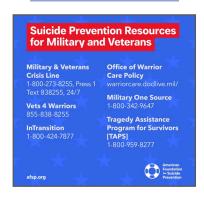
CTL Ad



### National Suicide Prevention Hotlines



## AFSP Veterans Suicide Prevention



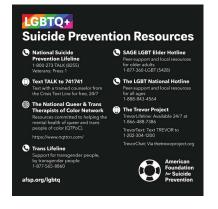
### Behavorial Health Screening Tool



### CTL Ad



### AFSP LGBTQ Suicide Prevention





### 6. SUBSTANCE USE DISORDERS

### **POSTS**

- ✓ Recovery Coaches are here to help. Contact a Recovery Coach today for assistance in Substance Use Recovery.
   [attach the image "Recovery Coach Cards"]
   Image Description: Contact a recovery coach at CMHA-CEI by calling
  - Image Description: Contact a recovery coach at CMHA-CEI by calling 517-887-5316 image.
- ✓ Community Mental Health Authority of Clinton, Eaton, and Ingham Counties provides services for people experiencing a substance use problem that will require withdrawal management. Contact the Recovery Center today at 517-267-7623 for more information. Walk-ins are available 24/7 at 812 E. Jolly Rd. Lansing, MI. [attach the image "The Recovery Center"] Image Description: Image of the Recovery Center and ways to contact.
- ✓ Need help with a Substance Use Disorder? Call Community Mental Health Authority of Clinton, Eaton, and Ingham Counties to start accessing services and resources at 517-346-8318. <a href="http://ceicmh.org/services/itrs">http://ceicmh.org/services/itrs</a>
- You can make a difference with #MentalHealthFirstAid for more information or to register for a class, go to www.eventbrite.com and search for MHFA or call 517-887-5232.
   [attach the image "MHFA Poster"]
   Image Description: Know the signs, learn the actions, and be a lifeline poster for Mental Health First Aid Training.
- \* Unsure if your substance use is something to be concerned about? Take a quick screening here to help you to determine where you are at and how to seek help. https://screening.hfihub.com/CEI
- \* The Capital Area Take Back Meds program is available for safe disposal of your unwanted drugs. <a href="https://www.dea.gov/takebackday">https://www.dea.gov/takebackday</a>
- \* Resource for teens! My Life, My Quit is the free and confidential way to quit smoking or vaping. Text "Start My Quit" to 36072 or visit www. mylifemyquit.org to talk with a Coach. It's YOUR LIFE and they're there to help you live it YOUR WAY.
  - [attach the image "My Life My Quit"]
  - Image Description: Image of teens laughing for My Life. My Quit.
- Is your drinking pattern risky? Find out. <a href="https://www.rethinkingdrinking.niaaa.nih.gov/">https://www.rethinkingdrinking.niaaa.nih.gov/</a>



- "Whether you know it or not, people look up to you." #BeARoleModel #StayTrueToYou\_https://youtu.be/zmdRdcGP4b8?si=V-VrdqRzy2eIHQVc
- Safe storage of opioid medications is a great way to prevent opioid misuse. [attach the image "Safe Storage Flyer"] Image Description: Identifying ways for safe storage for perscribed opioids.
- Turning down drugs especially if you're at a party or hanging out with friends – can be a little awkward and uncomfortable even for the most confident people. You know that you really don't want to do drugs. But just saying "NO" to your buddies can be difficult. Struggling with what you can say? Here are eight honest and anxiety-free ways to say "no" and still keep your cool: Link: <a href="https://www.justthinktwice.gov/article/just-say">https://www.justthinktwice.gov/article/just-say</a>
- Need resources and advice on how to quit vape and tobacco use? Quitting cold turkey may not be the answer, but the CDC can help you create a plan for a sustainable nicotine free life. Visit the CDC 1-800-QUIT website here: <a href="https://www.cdc.gov/tobacco/quit\_smoking/how\_to\_quit/index.htm?scid=OSH\_misc\_M298">https://www.cdc.gov/tobacco/quit\_smoking/how\_to\_quit/index.htm?scid=OSH\_misc\_M298</a>
- Quitting tobacco is a process. Whether you are thinking about quitting, are not yet ready to quit, or have already quit, Michigan Tobacco QuitLine can help you with each step of the way.
  [attach the image "Michigan Quitline"]
  Image Description: Blue and white image of the QUIT line and it's contact information.
- ✓ Substance use impacts our mental health. The reasons we use substances and/or the effects that substances have on our brain chemestry, influences our overall behavioral health and how we live and function in our daily lives. If you are interested in learning what the different levels of care may look like, you'll see that seeking help for addiction is not as scary as it seems. Taking the first step is the hardest part. Integrated Treatment and Recovery Services (ITRS) is here to help. Give the CMHA-CEI Access Center a call at 517-346-8318. [attach the images: ITRS Graphics]
- Ingham County Health Department offers free Narcan training & kits, including virtual/online training and bulk Narcan kit delivery. To schedule group and/or individual training and request kits, contact Tammy Maidlow-Bresnahan at 517-887-4315 / tmaidlow@ingham.org / learn more at <a href="https://health.ingham.org/health/health\_promotion\_and\_prevention/naloxone.php">https://health.ingham.org/health/health\_promotion\_and\_prevention/naloxone.php</a> [attach an image "Narcan Training"]

Image Description: Image of a narcan kit displayed.



\* Naloxone, commonly known as Narcan, is an emergency rescue medication that can be easily administered in the event of an opioid overdose. Find a location where Naloxone is available to the public for free using the Ingham County Health Department's map: https://health.ingham.org/health/health\_promotion\_and\_prevention/naloxone.php.

### [attach an image "Carry Narcan"]

Image Description: Image of a Narcan kit displayed.

- \* Gradual, positive change is possible. Harm reduction provides tools for safer substance use for when a person is not yet able to go into recovery. Get access to free, anonymous resources.

  More at <a href="http://InghamHarmReduction.org/support">http://InghamHarmReduction.org/support</a>.

  [attach an image "Harm Reduction-Safety Not Judgment"]
  Image Description: Text about Harm Reduction.
- ✓ Everyone's sobriety journey is different. Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) and their Integrated Treatment & Recovery Services Department (ITRS) are dedicated to being a friendly face when an individual is ready to take that first step towards recovery.

Learn more about ITRS by watching the video below: YouTube Video Link: <a href="https://www.youtube.com/watch?v=mrl2FZM0Et4">https://www.youtube.com/watch?v=mrl2FZM0Et4</a>

Upload the video in the post, which will automatically play the video in your news feed. Download <u>Here</u>



## The Recovery Center



### Michigan Quitline



#### **MHFA Poster**



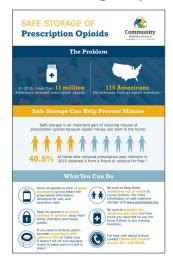
# Recovery Coach (Tabel Tent Cards JPEG and PDF)



### My Life, My Quit



### Safe Storage Flyer



# Naloxone social post Image





### <u>Carry Narcan</u> <u>Image</u>



# Harm Reduction Safety Not Judgement Graphic



# ITRS Grouped Graphics: Click on each graphic to download













### 7. ANTI-STIGMA

### **POSTS**

- ✓ Join the movement! Hundreds have already joined the #StandAgainstStigma movement and now you can too! [attach the image "Stand Against Stigma Flyer"] Image Description: Flyer describing the mission, who can join the movement, and how you can join the movement.
- ✓ Join the movement! Hundreds have already joined the #StandAgainstStigma movement and now you can too! <a href="www.ceicmh.org/stand-against-stigma">www.ceicmh.org/stand-against-stigma</a>
- \* #StandAgainstStigma by improving your mental health literacy with Mental Health First Aid! For more information or to register for a class, go to www.eventbrite.com and search for MHFA or call 517-887-5232. [attach the image "MHFA Poster"]
  Image Description: Know the signs, learn the actions, and be a lifeline poster for Mental Health First Aid Training.
- It's time to start talking about mental illness. #StandAgainstStigma https://makeitok.org/
- Download the Know Bullying App today! <a href="https://www.samhsa.gov/">https://www.samhsa.gov/</a> [attach the image "SAMHSA KnowBullying"] Image Description: Talk with your child about bullying flyer. White flyer with an image of a mom and child holding hands.
- Do you know how common mental illnesses are? #StandAgainstStigma [attach the image "MakeitOk Graphic"]
  Image Description: Infographic explaining how common having a mental health illness is.

### **COVER PHOTO**

- See the images "StandAgainstStigma 1, 2, & 3" in attachments and use one of them as a cover photo for your Facebook page!
- Image 1 Image Description: Group of teens and their shoes in a circle.
- Image 2 Image Description: Young mom holding hands with a young girl.
- Image 3 Image Description: Young man smiling at camera on a busy street corner.



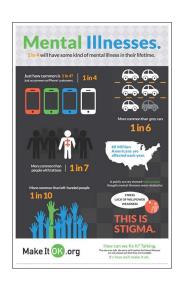
### StandAgainstStigma - 1



### StandAgainstStigma - 2



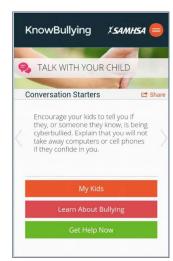
### MakeitOk Graphic



### SAMHSA -**KnowBullying**

AGAINST

STIGMA



### MHFA Poster



### Stand Against Stigma Flyer





### **AWARENESS DAYS/WEEKS/MONTHS**

### **AWARENESS MONTHS**

#### March

National Nutrition Month

### **April**

Autism Awareness Month

### May

Mental Health Month

#### June

Post Traumatic Stress Disorder Awareness Month

### July

BIPOC (Black, Indigenous, and People of Color) Mental Health Month

### September

National Recovery Month

#### October

National Depression & Mental Health Screening Month Health Literacy Month National Bullying Prevention Month

#### **December**

National Stress-Free Family Holidays Month

### **AWARENESS WEEKS**

March 11-17, 2024

Brain Awareness Week

May 5-11, 2024

Children's Mental Health Awareness Week

May 12-18, 2024

National Prevention Week

**September 8-14, 2024** 

National Suicide Prevention Week

October 6-12, 2024

Mental Illness Awareness Week

October 13-19, 2024

International OCD Awareness Week

### **AWARENESS DAYS**

April 2, 2024

Autism Awareness Day

May 9, 2024

Children's Mental Health Awareness Day

June 27, 2024

National Post Traumatic Stress Disorder Awareness Day

September 10, 2024

World Suicide Prevention Day

October 7, 2024

National Depression Screening Day

October 10, 2024

World Mental Health Day

December 3, 2024

International Day of Persons with Disabilities



### **SOURCES**

- 1 Mental illness and victimization information from U.S. Department of Health & Human Services https://www.mentalhealth.gov/
- 2 Address Your Stress information from Mental Health First Aid England https://mh-faengland.org/
- 3 Everyday anxiety vs anxiety disorder information from Anxiety and Depression Association of America https://adaa.org/
- 4 Mental health and employment information from U.S. Department of Health & Human Services https://www.mentalhealth.gov/
- 5 Endorphins information from Harvard Health Publishing https://www.health.harvard.edu/
- 6 Stress and resilience building information from Federal Occupational Health https://foh.psc.gov/
- 7 Coping with stress during a disease outbreak information from the Substance Abuse and Mental Health Services Administration https://www.samhsa.gov/

