

NORTHLAND HEALTHY MINDS

Annual Report, July 2018 - June 2019



Our 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 for your mental illness - life can get better

About us

Northland Healthy Minds (NHM) 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. Our work is informed by the Make It OK campaign developed by HealthPartners.

Our strategy

Northland Healthy Minds is overseen by an executive committee that develops a strategic plan. A large advisory coalition that is open to the community provides guidance and feedback. Detailed work plans are developed and executed by four work groups, focused on youth, communications, events, and employers. Together, we:

- Organized 11 community events in 2019, with seven events during May for Mental Health Awareness Month
- Created a guide for employers to implement a stigma-reduction campaign throughout the month of May
- Hosted four orientations to introduce employers to the guide
- Provided 10 Make It OK presentations at workplaces
- Created mental health resource wallet cards for five communities
- Sponsored Fidgety Fairy Tales, a mental health musical, in six elementary schools
- Developed metrics to measure effectiveness of events
- Developed an affiliate coalition charter and expanded to Northern St. Louis County

"The kids were engaged throughout and were able to discuss the meaning of each of the fairy tales at the end of the performance. The kids were respectful and truly wanting to listen to this!"

- A teacher at a Fidgety Fairy Tales performance

Our impact

- 170 people volunteered for NHM
- We worked with 42 employers on the Make It OK campaign in May, reaching 28,475 employees with our messaging, which is a 15% increase over last year. We reached nearly 20% of employees in northeastern Minnesota
- 1,376 people attended events sponsored by NHM or our partners, reaching 200 more people than last year
- 1,300 people attended events with a NHM table
- 2,070 unique visitors went to northlandhealthyminds.org in May 2019, tallying the most ever visits to our site in one month and 25% higher than the same period last year
- Our work was promoted in 11 news stories
- We more than doubled the number of Facebook followers since May of last year
- We added 168 newsletter subscribers in 2019



Making a difference

- 93% of employers agreed that their employees are more knowledgeable about mental illness because of the Make It OK campaign
- 100% of employers who signed up to receive our toolkit said they would implement the Make It OK campaign again
- 97% of event attendees said they were very or somewhat satisfied with the event
- 90% agree our events help make this community a more caring place for people with mental illness
- 90% agree our events increased their compassion for someone living with a mental illness

“Often our presentations ran behind - people were so willing to share their personal stories and ideas.”
- A participating employer

Event attendees were asked, “What will you do to Make It OK?”

Responses included:

Continue to speak openly + share vulnerably about my own experiences so others can feel more confident in sharing.

Continue my treatment plan and continue going to therapy.

Risk asking the question, be willing to hear the answer.

Join us!

- Visit northlandhealthyminds.org and sign up for our newsletter
- Follow us on Facebook @northlandhealthyminds
- Join our coalition - come to a meeting, the third Friday of the month at 11 a.m. Find the agenda at northlandhealthyminds.org.
- Join a work group - email info@northlandhealthyminds.org for more information.

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