

MHRB Clark Greene Madison Warmline Social Media Toolkit

“You’re not alone. We’re here to prove it.”

Access information:

Number to call: (937) 662-9080

Hours of operation: 24 hours a day, seven days a week, 365 days a year (beginning August 1, 2020)

Basic information:

What is it?

A free, peer-to-peer, call line for anyone who needs mental health support. The warmline is intended to address mental health concerns before they escalate into a crisis. Please note that this line is not intended for crisis situations.

What it does:

The primary functions of the warmline are to 1) listen to callers and provide experience-based empathy and support, and 2) refer callers to resources in the community as needed. Peers, or people with lived experience, are trained to screen for indications that callers may benefit from a referral to treatment provider. Peers also will be trained in Question, Persuade, Refer suicide prevention, Trauma 101, and motivational interviewing.

What it is NOT:

- The warmline is not a crisis line or hotline, nor will callers receive advice, counseling or treatment directly from peers. People experiencing a crisis or emergency are encouraged to call 911 or use crisis lines like the National Suicide Prevention Lifeline (1-800-273-8255) or Crisis Text Line by texting 4HOPE to 741-741.
- This is also NOT the same as the Responder Resilience Program. The Responder Resilience Program is a clinical consultation pathway exclusively for frontline helpers and callers do NOT receive immediate help or support.

In the event that a caller should require a higher level of care, they will be referred to a licensed and credentialed mental health/chemical dependency professional or the appropriate resource

Communication best practices:

We invite you to share information about the MHRB warmline and build awareness of this important resource through your communications channels. On the following pages, we've provided several examples of social media postings and an email template and recommend that you customize the messages according to your audience's needs. To help guide you, here are a few best practices for talking about the warmline:

- Please refer to this service as the Clark Greene Madison Warmline
- Always include a caption with the warmline number with any images for accessibility purposes (in the event a visually impaired person is using a read-aloud function)
- Tagging MHRB on Facebook (@MentalHealthRecoveryBoard) is welcome but not required
- Please do not include information about other crisis lines or services in the caption, as the warmline is a separate service not intended for crises
- Please download the provided assets to your computer and upload them directly to your page or channel
- Adding relevant hashtags is helpful but not required. We recommend fewer than three hashtags per Facebook post. Please check to ensure any hashtags you use are not currently trending for topics that are unrelated to mental health or the warmline. Suggested hashtags include:
 - #mentalhealth
 - #warmline
 - #helpline
 - Do NOT use #hotline or #crisisline

Social media assets:

Full-resolution images are included in the toolkit folder. These images are best used in Facebook, Instagram and Twitter posts.



**Mental Health
Recovery Board**
Clark | Greene | Madison

Pathways for everybody, every family.

Sample captions:

- We all need a friend to talk us through our struggles sometimes. You're not alone, and we're here to prove it. Call the Clark Greene Madison Warmline at (937) 662-9080 anytime for help.
- The Clark Greene Madison Warmline is now available 24/7 for anyone who needs a little mental health support. Call (937) 662-9080 to reach a peer supporter.
- What's a warmline? It's a free, confidential mental health service where you can reach a trained peer supporter any time of day. Click through the images to learn more or call the Clark Greene Madison Warmline at (937) 662-9080.
- How does a warmline work? You call, and we care. It's that easy to get mental health support. Call (937) 662-9080 to reach the Clark Greene Madison Warmline.

Sample email description:

Mental Health Recovery Board of Clark, Greene & Madison Counties (MHRB) is introducing a new pathway to care for members of our communities. Starting August 1, everybody and every family can call the Clark Greene Madison Warmline at (937) 662-9080 to receive mental health support and information from certified peers, day or night every day of the year. Callers will be greeted by Thrive peer supporters who are trained to listen and provide additional resources as needed or requested. The warmline is completely free to use and confidential. We invite you to share this number with your friends and family, and learn more by going to the MHRB website at www.mhrb.org.

1055 E High St
Springfield, OH 45505
(937) 322-0648