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MHRB Launches Mental Health Month Campaign, Toolkit
This year's theme encourages people to talk about mental health

SPRINGFIELD, OH (April 12, 2021) – Mental Health Recovery Board of Clark, Greene & Madison Counties (MHRB) today announced the launch of a new awareness campaign for Mental Health Month in May. The campaign theme, “Be brave. Talk about mental health.” aims to normalize the discussion of mental health in public and private conversations using fictional and personal storytelling to reduce stigma. Stigma is when people hold negative attitudes and beliefs about those living with mental health conditions. To help share the message, MHRB’s digital campaign toolkit includes social media graphics, a press release template and resource and informational pages.

MHRB’s “Be brave” campaign features mental health quotes from comic book heroes, celebrity role models and local leaders to deliver three core messages:

- Talking about mental health is the first step to reducing stigma about finding help for yourself and others
- If superheroes and real-life role models experience mental health problems, then it is common for everyone else to have them, too
- Mental health problems don’t require superhero powers to solve – resources and information empower people to protect their own mental health, ask for help and advocate for change

“Mental health, like our physical health, needs a regular check-up. We all know what the flu feels like, and in response we say to each other, ‘Maybe you should see a doctor.’ But when it comes to mental health, we don’t always have the words or feel comfortable enough to say, ‘I’m not feeling like myself,’ or ‘Maybe it’s time to talk to someone about it,’” said Dr. Greta Mayer, CEO of MHRB.

Beyond the barrier of stigma and shame, talking about mental health is difficult without having the words to describe it. In some circumstances, using negative terms or judgmental phrases could make it less likely that someone would seek help. MHRB’s “Be brave” campaign materials include educational resources on how to safely talk about mental health, privacy considerations and content warnings about sensitive topics.

“Mental health problems commonly are portrayed as an exception rather than the rule, even though one in five American adults are living with a diagnosable mental health condition in any

given year,” said Dr. Mayer. “By introducing these concerns through recognizable superhero stories and testimony from real people, and encouraging people to speak openly about their experiences, we can all help make mental health less of a scary, abnormal thing, and more like any other health condition – something that gets better with treatment.”

The “Be brave. Talk about mental health.” campaign is available for download from the MHRB website at <https://www.mhrb.org/bravementalhealth/>. You also can view it on MHRB’s Facebook page throughout May at www.facebook.com/MentalHealthRecoveryBoard.

For more information about mental health and substance use resources in Clark, Greene and Madison Counties, please visit the MHRB website at www.mhrb.org.

ABOUT MHRB

Mental Health Recovery Board of Clark, Greene & Madison Counties (MHRB) assists partners, stakeholders, residents, and anyone at risk of mental health or substance use concerns in our three-county area, providing pathways to mental health and addiction services. In collaboration with more than 20 care providers, the board advocates for the mental health needs and facilitates delivery of quality care for all ages, regardless of income or ability to pay.

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