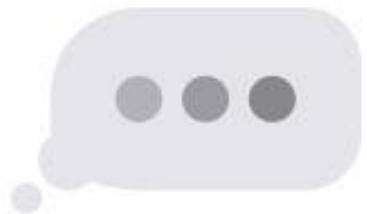




Make It **OK**

MakeItOK.org/IOWA



Make It OK Sponsors



Together, we can make it

OK

Make It 

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1 in 5 U.S. adults experience mental illness each year.



473,000 adults in Iowa have a mental health condition.

That's more than **3X** the population of Cedar Rapids.

It is more important than ever to build a stronger mental health system that provides the care, support and services needed to help people build better lives.



More than half of Americans report that **COVID-19** has had a **negative impact** on their mental health.

In February 2021, **42.2% of adults in Iowa** reported symptoms of **anxiety or depression**. **25.4%** were unable to get needed counseling or therapy.



1 in 20 U.S. adults experience serious mental illness each year.

In Iowa, **128,000 adults** have a **serious mental illness**.



1 in 6 U.S. youth aged 6–17 experience a **mental health disorder** each year.

37,000 Iowans age 12–17 have depression.

Iowans struggle to get the help they need.



More than half of people with a mental health condition in the U.S. **did not receive any treatment** in the last year.

Of the **154,000 adults in Iowa** who **did not receive needed mental health care**, **29.3%** did not because of cost.

4.7% of people in the state are uninsured.



Iowans are over **2x more likely to be forced out-of-network** for mental health care than for primary health care — making it more difficult to find care and less affordable due to higher out-of-pocket costs.

1,821,280 people in Iowa live in a community that **does not have enough mental health professionals**.



High school students with depression are more than **2x more likely to drop out** than their peers.

58.1% of Iowans age 12–17 who have depression **did not receive any care** in the last year.



2,647 people in Iowa are homeless and **1 in 5 live with a serious mental illness.**



On average, 1 person in the U.S. **dies by suicide every 11 minutes.**

In Iowa, **490 lives were lost to suicide** and 129,000 adults had thoughts of suicide in the last year.

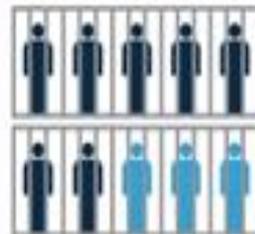
1 in 4 people with a serious mental illness has been arrested

by the police at some point in their lifetime –



leading to over **2 million jail bookings** of people with serious mental illness each year.

About **2 in 5 adults** in jail or prison have a history of mental illness.



7 in 10 youth in the juvenile justice system have a mental health condition.



National Alliance on Mental Illness

NAMI Iowa is part of NAMI, National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

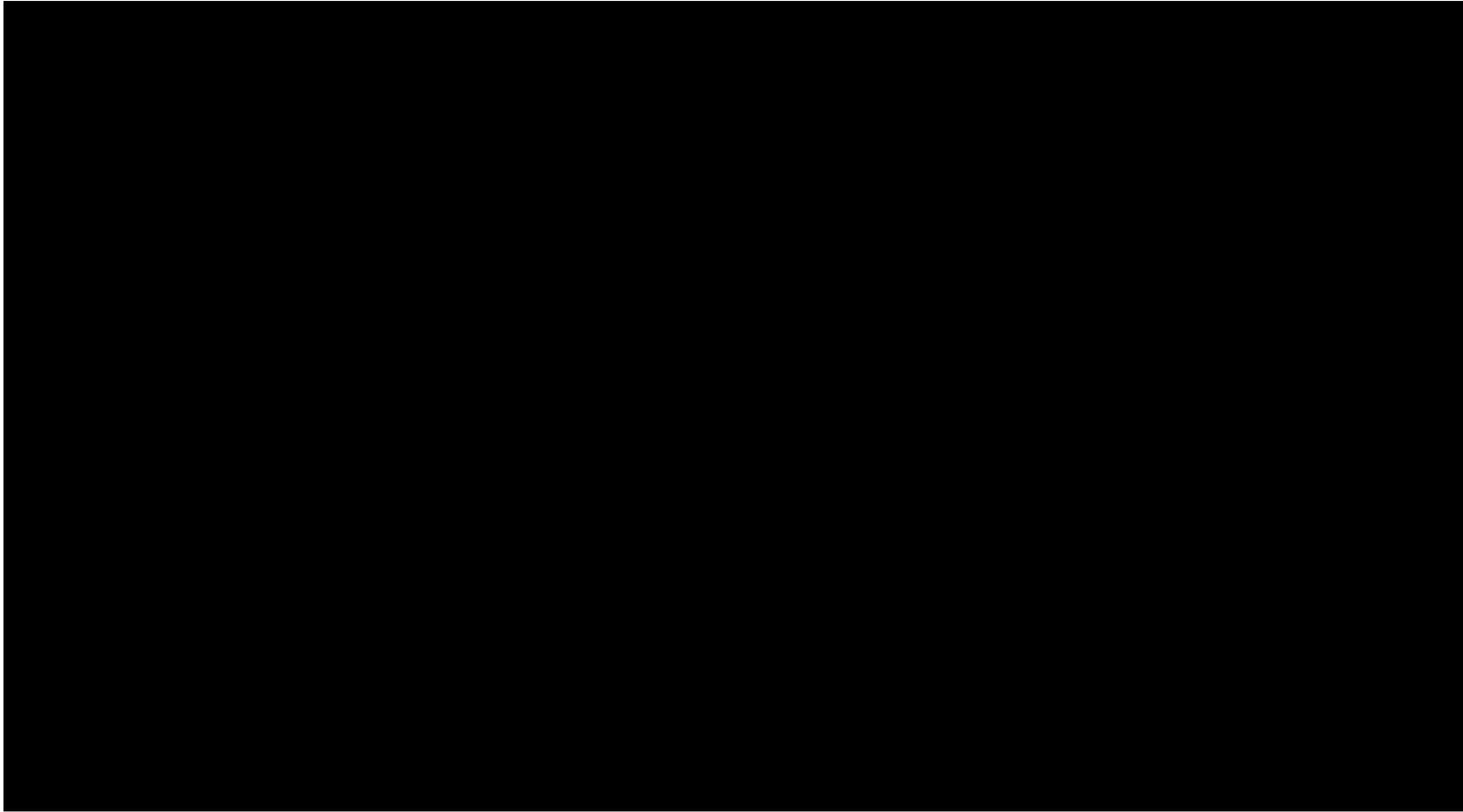
This fact sheet was compiled based on data available in February 2021. For full citations, visit nami.org/mentalhealth.

Make It OK is a community campaign to reduce stigma by increasing understanding and creating caring conversations about mental illness.



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So, Let's Talk...

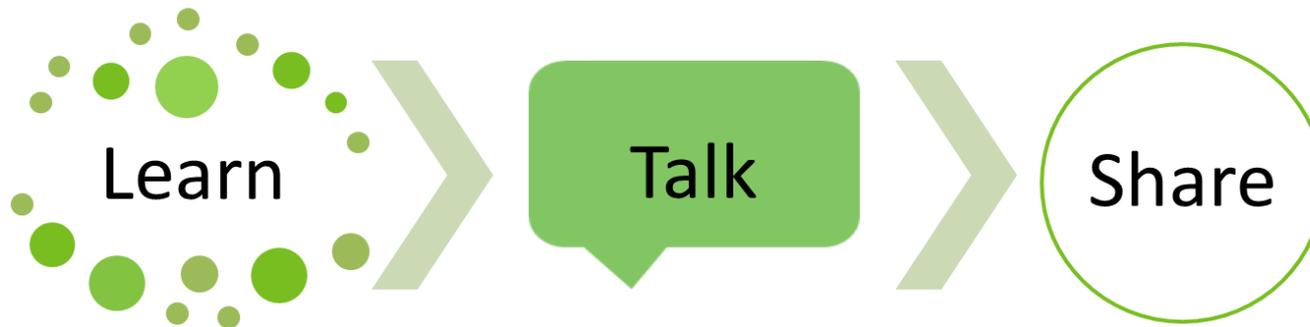


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What is Make It OK?

Make It OK is a community campaign to reduce stigma by starting conversations and increasing understanding about mental illness.



- What is stigma and learn its impact
- Common diagnoses and symptoms

- Scenarios
- Practice tips for talking
- What to Say & What Not to Say

- How to help
- What you can do to “Make It OK”

Mental Illness

- A diagnosable health condition involving changes in emotion, thinking or behavior (or a combination of these).
- Mental illnesses are associated with distress and/or problems functioning in social, work or family activities.
- It is important to distinguish that mental illness is a diagnosable health condition affecting daily life patterns and daily life relationships.



Stigma

- A negative perception that causes someone to devalue or think less of the whole person.
- Stereotyping or labeling a person because of their condition.



What kind of images are used to portray people experiencing mental illness?



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Kerry Washington

The Reality



Adele



Kevin Love



Our coworkers and employees



Michael Phelps



Our neighbors and
community



Our loved ones



Wil Wheaton

Let's talk about stigma

What are common terms for describing a person experiencing a mental illness?

What are common terms for describing a person experiencing cancer?

Why it matters



Stigma may be a barrier to seeking support and care



Isolation

**Lose job
and
income**

**Drop out
of school**

Jail

Suicide

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It's OK...

It's a medical illness, not a character flaw

- Mental illnesses are **biological** in nature
 - Environment
 - Genetics
 - Chemical imbalances
 - Trauma

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Learn about Common Symptoms



Changes in sleep, energy, appetite

Lack of interest or pleasure

Difficulty thinking,
concentrating, remembering

Pounding heart, sweating,
trembling or dizziness

Delusions or hallucinations

Grandiose plans

Persistently sad

Impulsiveness

Learn about Mental Illness

- Anxiety
- Depression
- Bipolar Disorder
- Schizophrenia
- Post Traumatic Stress Disorder
- *Substance Use Disorder*
- Eating Disorders
- ADD/ADHD
- Borderline Personality Disorder
- Postpartum Depression
- Obsessive Compulsive Disorder



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It's OK...

Mental illnesses are treatable. Life can get better.



Did You Know?



Most mental illnesses can be treated effectively with medication, therapy, diet, exercise, and support.



Recovery is possible.



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Tips for supporting someone

- Stop the silence
- Be nice
- Listen
- Keep in contact
- Don't ignore it
- Offer to help
- Keep the conversation moving



Hurtful Language to Avoid



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Learn What To Say



"It could be worse."

"Snap out of it."

"Everyone feels that way sometimes."

"We've all been there."

"Pull yourself together."

"What's wrong with you?"

"Try thinking happy thoughts."

Other unhelpful language?



"Thanks for opening up to me."

"How can I help?"

"Do you want to talk about it?"

"I'm sorry to hear that. It must be tough."

"I'm here for you when you need me."

"Can I drive you to an appointment?"

"How are you feeling today?"

Other helpful language?



Helpful Language



MakeItOK.org/IOWA

Make It OK Key Messages

- Mental illness is common
- Mental illness is a treatable health condition
- Stigma keeps people from getting treatment
- Learning and talking openly helps to reduce stigma
- Reducing stigma can save lives
- Its never too late and never too early to get help for a mental illness



**Mental illnesses—
as common as
silver cars.**

1 in 5 adults will
experience a
mental illness



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Scenario 1:

You notice that your friend Jessica has seemed detached and disengaged during the past few months. She rarely comes to book club, and when she does, she doesn't say much. You're concerned about her. You ask her when you're alone if she's okay and she says she's been really depressed lately. What do you say?

Suggestions:

- **“I'm so sorry. I've noticed that you haven't been your usual self.”**
- **“Have you talked to your doctor lately about how you have been feeling? Are you seeing someone?”**
- **“I care about you and I am concerned. I will do whatever I can to help.”**
- **Sometimes being there for a person means letting them decide when they are ready to talk or get help. Let Jessica know that you will be there for her when she is ready.**

Scenario 2:

Your best friend from college comes over and says that he hasn't been feeling well lately. He says that he has been diagnosed with anxiety and sometimes it feels like his heart is pounding so hard it feels like he is having a heart attack.

Suggestions:

- **Listen, don't try to change the subject.**
- **Don't judge, laugh or dismiss the conversation.**
- **Keep your friend talking, don't rush. It was very hard for him to have this conversation with you.**
- **Offer to take him to a doctor or a mental health professional.**
- **Ask him what helps him feel better. If it is something that you can do with him or help him with, offer to do so.**
- **Next time you see them, ask them how he is doing. Don't be afraid to follow up with him and see how he is doing.**

Scenario 3:

An acquaintance shares with you that they have a mental illness. You don't know them very well, but are concerned. What can you say and do?

Suggestions:

- “Thanks for opening up to me.”
- “Is there anything I can do to help?”
- “Relapse is a part of recovery, not the end of it.”
- “I’m sorry to hear that. It must be tough”
- “I’m here for you when you need me.”
- “I can’t imagine what you’re going through.”
- “Can I drive you to an appointment?”
- “How are you feeling today?”

How to be Helpful

- **Don't try to play therapist.** Encourage them to get professional help. Offer to take them to a doctor or mental health professional.
- **Offer your support.** Mental illnesses such as depression, anxiety and bipolar disorder can make people feel isolated and alone. Offer to be there for them.
- **Listen.** Many people with mental illnesses feel like they don't have anyone to talk to. Open the lines of communication and try to make them feel comfortable.
- **Communicate effectively.** Be understanding and let them know you care. Don't judge, laugh, get angry or dismiss the conversation. Don't pretend there isn't a problem, but don't try to solve it either.
- **Offer practical support.** Cook dinner, arrange to go for a walk, make a date to see a movie or offer to run errands. Don't feel slighted if they don't take you up on your offer. Mental illnesses can be debilitating and people often feel exhausted. If you make an effort and they don't respond, don't give up. Keep letting them know you care.
- **Don't criticize or blame.** Realize that mental illnesses are real illnesses. You wouldn't criticize a heart patient, telling them to "stop having heart attacks! You could stop if you would just try harder!"
- **Be patient.** People with mental illnesses may have more bad days than good days. Don't give up on them.



“How are you?”

IT'S OK NOT TO BE OK.



It is natural to feel stress, anxiety, grief and worry.

Prioritizing your mental health and staying connected is more important than ever.

Find healthy coping activities:

Healthy coping activities are important for your mental health. Try:

- Meditation
- Exercise
- Setting a routine
- Taking a break from news or social media

Lean on your support system:

It is critical during this time to maintain open communication with your support system. There are ways to check-in with loved ones through phone calls or video chat.

Seek professional resources:

You may want to seek professional help. Ask your employer for information on EAP resources. If no EAP is available, visit YourLifelowa.org to talk, chat or text.

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Make it OK in the Workplace

- [Organization Registration - Iowa Healthiest State Initiative](#)

What to expect:

- The registration is simple and free! By registering you are joining an elite group of workplaces in the state who are committed to reducing stigma.
- In addition, registering gives your workplace access to exclusive resources and recognition:
- Make It OK: Employer Toolkit
- Quarterly Make It OK Workplace newsletter
- Resources to share Make It OK with employees
- Participate in statewide initiative to exchange knowledge and share tools, ideas and strategies to reduce stigma of mental illness
- Receive recognition for your commitment to reduce stigma of mental illness by being listed as a registered Make It OK organization on the Healthiest State Initiative's Make It OK website.

**FMLA and EAP availability

I PLEDGE TO: **Make It OK**

NAME

Three steps to Make It OK

- 1 LEARN.** The more we learn about mental illnesses, the more common we realize they are.
- 2 TALK.** The more we talk about mental illnesses, the closer we come to stopping the stigma.
- 3 SHARE.** Encourage others to join by taking the pledge online.

Start the conversation and get tips at MakeItOk.org/iowa

How to Engage with Make It OK



Request a Speaker



Become an Ambassador



Register your Workplace

Make It  **OK**

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How can I help?

Crisis:

- If risk of imminent danger to self or others call 911-convey that it is a mental health emergency if you are aware.
- If you are unsure if something is a mental health crisis or unsure how to help utilize crisis resources.

Non-crisis:

- Make it Ok conversations
- Know where to find non-crisis services in your community



Linn
County
Resources

Linn County Mental Health
Resources:

[Mental Health Resources | Linn
County, IA - Official Website
\(linncountyiowa.gov\)](https://linncountyia.gov/mental-health-resources)

Crisis Resource

Linn
County
Resources



319-362-2174 or 1-800-332-4224

[Mobile Crisis Outreach | Foundation 2 Crisis Center | Crisis prevention and intervention](#)

Crisis Resource

Linn
County
Resources



319-892-5612; after hours: 319-362-2174

[Mental Health Access Center | Linn County, IA -
Official Website \(linncountyiowa.gov\)](https://www.linncountyia.gov/mental-health-access-center)

Non-crisis Resource

Linn
County
Resources

[Counseling & Therapy
Resources
\(linncountyiowa.gov\)](http://linncountyiowa.gov)

Non-crisis Resource

Linn County Resources

Iowa Warm Line

The Iowa Warm Line is a peer-run, telephone based, non-crisis and confidential listening line for anyone struggling with mental health or substance abuse issues. The Warm Line is staffed by individuals who have been through a similar journey and are in recovery themselves

The phone number to call is [1-844-775-9276](tel:1-844-775-9276). Calls are answered seven days a week from 8:00 a.m. - 2:00 a.m. (CST).



National Alliance on Mental Illness

NAMi

Linn County

- Family to Family Support Group
- Family to Family Educational Program
- Connections Peer Support Recovery Support Group
- Advocacy Campaigns
- Educational Presentations
- Community Partnerships
- Volunteer Opportunities
- Membership

Visit Namilinncounty.org or email at nami-lc@hotmail.com



Additional Resources



NAMIIowa.org: For more information and resources for mental illnesses.



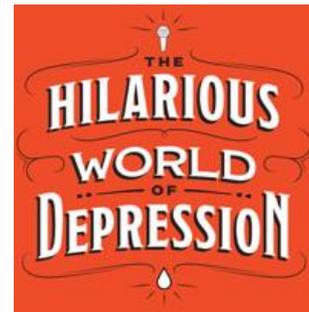
MakItOK.org/IOWA

MakItOK.org/Iowa: For more tips on talking about mental illnesses.



YourLifelowa.org: If facing a problem with alcohol, drugs, gambling, mental health or suicidal thoughts.

Podcasts



Together, we can make it

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Make It 

MakeItOK.org/IOWA