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# MAKE IT OK

Employer Implementation Plan  
2020



## WELCOME

Welcome to the 2020 Northland Healthy Minds Make It OK implementation plan for employers! Every year, we release this toolkit to guide employers through reducing stigma about mental illnesses in their workplaces.

We know this year is a lot different. Amid the COVID-19 outbreak, some employees are experiencing layoffs or a reduction in hours, some are transitioning to remote work and some have an increasingly demanding schedule. We still wanted to offer the toolkit, but we recognize that it may not be as relevant for you this year or you may have to delay implementation. We have taken the dates out of this toolkit so you can implement over any four-week period in the coming months. We also have a COVID-19 toolkit [here](#) if you want guidance on supporting employees' mental health through the outbreak.

Make It OK is a national campaign which encourages individuals to talk more openly about mental illnesses. By breaking the silence, the Make It OK campaign aims to de-stigmatize mental illnesses so people will be more willing to seek out the care they need.

By implementing Make It OK, you can foster an environment where everyone feels understood and supported. The Make it OK materials are designed to be an easy to use communication tool to implement within a workplace. The tools help your business start the conversation that it's OK to talk about mental illness, seek treatment and get the help necessary.

This toolkit is intended to be used by wellness coordinators, human resources staff or anyone passionate about the topic that wants to help increase awareness and reduce stigma. It is designed to help guide you through the Make it OK campaign.

If you have already implemented the Make It OK campaign and are looking for new ways to reduce stigma in your workplace, we recommend [NAMI's Stigma Free Company toolkit](#) or [the toolkits available from Mind Share Partners](#).

## NEED HELP?

[Northland Healthy Minds](#) is able to help you brainstorm how to implement this toolkit in your workplace. [Contact us](#) if you need some support.

## IMPLEMENTATION PLAN AT A GLANCE/CHECKLIST

### Pre-work

- Review Make It OK campaign at [www.makeitok.org](http://www.makeitok.org)
- Gain leadership buy-in and approval
- Set organization-specific goals
- Inform internal and external key stakeholders

### Before Launch

- Send out leader/manager communication to provide context
- Ensure managers are familiar with benefits/resources available in your organization to support campaign (EAP, mental health policy/guidelines, additional benefits supports available)
- Send introductory letter to all employees

### Week 1: Educate

- Launch promotional materials to introduce Make It OK- newsletter #1 (flyers, posters, social media posts, etc)
- Encourage employees to sign online pledge in reducing stigma
- Share introductory video and online learning experiences

### Week 2: Get involved

- Post or send week 2 content
- Host virtual Lunch and Learn with Make It OK documentary or post/send video to employees
- Encourage employees to participate in Wear Green Day

### Week 3: Take Action

- Post or send week 3 content
- Promote Hilarious World of Depression podcast
- Engage employees through prompted questions/feedback regarding the campaign

### Week 4: Take Action

- Post or send week 4 content
- Promote online learning activities and schedule Lunch and Learn with additional Make It OK documentary or post/send video to employees

### Week 5 Continue the Awareness

- Share video excerpts and online learning experiences
- Engage employees through prompted questions/feedback regarding the campaign

## PRE-CAMPAIGN WORK

- Review [makeitok.org toolkit materials](http://makeitok.org/toolkitmaterials)
  - Develop any employer specific action items or measurable goals of campaign, for example:
    - \_\_\_ of locations/departments to post promotional materials
    - \_\_\_ number of presentations
    - \_\_\_% increase in EAP utilization
    - Pre/Post stigma survey - [view sample survey](#)
- Leadership approval- Human Resources/Senior Leadership

- Use below data/talking points for the business case on “why”
  - [Why employers need to talk about mental health](#)
  - [How common is mental illness \(Make It OK\)](#)
  - [Mental Health Facts in America \(NAMI\)](#)
  - [State of Mental Health in America \(Mental Health America\)](#)
  - [We need to talk more about mental health at work \(Harvard Business Review\)](#)
- Draft manager talking points specific to your organization
- [Review leader guidelines and FAQ's](#)
- Register your organization as a 2019 employer participant at our website.
- Customize implementation timeline (*use below dates as starting template*)
  - Develop employee-facing calendar of events if you are offering anything specific to your organization
  - Reserve a room for mental health awareness Lunch and Learn style educational classes
- Inform internal and external partners of launch plan (not all may apply depending on size of organization)
  - Wellness committees
  - Communications/Marketing department
  - Employee Assistance Program

## BEFORE LAUNCH

- Send out leader/manager email to provide context to upcoming campaign
- Set up manager/supervisors virtual meetings or calls prior to the campaign launch addressing the following:
  - Your company or organization’s insurance benefits or the persons to contact with questions about mental health coverage
  - How to access your company’s employee assistance program (EAP)
  - How to connect employees to outside resources, information, and support for mental health issues.
  - Include information on any pertaining HR laws/regulations

## WEEK 1-EDUCATE

- Launch promotional campaign-introduce topic via:
  - [Introductory Newsletter](#)
  - Employee intranet
  - Posters
  - Social media
  - *See full toolkit for flyers, posters etc. <https://makeitok.org/take-action>*
- If your workplace is open, hang flyers on bulletin boards, in office cubes, the back of bathroom stalls, in the cafeteria, in conference rooms, in the lobby, and near copy machines
- Encourage employees to take the [online pledge](#) or sign a poster to commit to help reducing the stigma
- Share introductory video to the [Make It OK campaign](#)
- Invite participants to spend 10 to 15 minutes learning about mental illnesses and people living with them by clicking on this Online Learning Experience: [www.makeitok.org/interactive/intro-to-mental-illnesses](http://www.makeitok.org/interactive/intro-to-mental-illnesses)

- Invite participants to spend 5 minutes learning about the stigma around mental illnesses by clicking on this Online Learning Experience: The Stigma Impact Checklist [www.makeitok.org/interactive/stigma-impact](http://www.makeitok.org/interactive/stigma-impact)

### WEEK 2-GET INVOLVED

- [Send newsletter #2](#)
- Send video [Make It OK: Reframing Mental Illness \(30 min\)](#) or schedule viewing during a virtual Lunch and Learn.
- Invite participants to spend 5 minutes learning about the impact of the words we use by clicking on this Online Learning Experience: Hurtful Language [www.makeitok.org/interactive/hurtful-language](http://www.makeitok.org/interactive/hurtful-language)
- Wednesday: Wear green day- encourage employees to wear green at home or in the office in support of mental health awareness
  - Encourage posting on social media #weargreenday
  - Send in a picture of your team to [info@Northlandhealthyminds.org](mailto:info@Northlandhealthyminds.org)

### WEEK 3-TAKE ACTION

- [Send newsletter #3](#)
- Send video [Families and Mental Illness \(30 min\)](#) or schedule Lunch and Learn.
- Invite participants to spend 10 or 15 minutes conducting a virtual interview with individuals living with mental illnesses by clicking on this Online Learning Experience: The Power of Story [www.makeitok.org/interactive/power-of-story](http://www.makeitok.org/interactive/power-of-story)
- Email flyers that include the [“Insert your custom text here.”](#) section to participants and ask them to add their own ideas about ending the silence and share them at the end of the month
- [Hilarious world of depression podcast promotion](#)
- [Promote community events](#)

### WEEK 4- TAKE ACTION

- [Send newsletter #4](#)
- Send video [Facing Mental Illness \(30 min\)](#) schedule viewing Lunch and Learn (virtual or in-person). *This documentary shares the story of three individuals who experience a mental illness: a nurse, a teacher and a student.*
- Invite participants to spend 5 minutes learning about some of the myths and facts surrounding mental illnesses by clicking on this Online Learning Experience: Did You Know [www.makeitok.org/interactive/did-you-know](http://www.makeitok.org/interactive/did-you-know)

### CONTINUE THE AWARENESS EXAMPLE

- Send an email blast such as, “It’s OK to Talk Day” and encourage participants to share their thoughts on the Make It OK campaign and what they’ve learned with during a virtual lunch or at the end of meetings.
- Share these short video excerpts
  - [Lisa \(7 min\)](#) this excerpt, a nurse talks about her experience with depression

- [Adam \(5 min\)](#) In this excerpt, a student talks about how he balances his depression while in school
- Invite participants to spend 5 to 10 minutes learning about the many ways that people are impacted by mental illnesses by clicking on this Online Learning Experience: The Reach of Mental Illnesses <http://www.makeitok.org/interactive/reach-of-mental-illnesses/>

## COMMIT TO REDUCING STIGMA YEAR-ROUND

- Consider reviewing or revising a mental health policy in your organization, [see sample here](#)
- Promote [classes and support groups in the community](#)
- Give employees opportunities to step away from their desks or home offices for mental health breaks
- Incorporate mental health awareness education into standard employee and/or manager trainings to help everyone feel more comfortable and informed about how to recognize and deal with mental health issues
  - Here is a short [video](#) from the [Center for Workplace Mental Health](#)
- Partner with Employee Assistance Program to host informational session or use a guest speaker to discuss mental health
- Provide and discuss [tips](#), [flyers](#), and resources on bulletin boards, orientation packets, company website/intranet, monthly / quarterly meetings with managers and staff on a regular basis
- Incorporate mental health into monthly trainings/events/activities

## HELPFUL DOCUMENTS

Link to pdf:

<https://namimn.org/wp-content/uploads/sites/188/2018/02/flyer-workplaceaccommodations-2017.07.27-1.pdf>

Link to PDF:

<https://namimn.org/wp-content/uploads/sites/188/2018/02/flyermentalillnessesintheworkplace-2017.02.21-1.pdf>

Link to pdf:

<https://namimn.org/wp-content/uploads/sites/188/2018/02/flyer-doyouhaveahealthyworkplace-2017.02.21-1.pdf>

Link to pdf:

<https://namimn.org/wp-content/uploads/sites/188/2018/02/flyer-creatingahealthyworkplace-2017.02.22-1.pdf>