Dear Colleagues—

As part of our partnership with Let’s Talk Colorado, we are supporting Mental Health Month with some messaging and awareness activities in our offices and we invite you to do the same! We have created a plan and some different ways to spread the word. The audience this year is *(insert your audience here)* e.g. *staff and the clients they reach*.

What is available at LetsTalkCO.org:

* **Communication Plan**—you can see that we have all types of communication modalities for each week of the month. If you post anything on Twitter or Facebook, we can build a bigger head of steam if we all include the hashtag #LetsTalkCO. Let’s retweet and share each other’s posts to get as much coverage as possible!
* **Social Media Calendar—Weekly Tweets and Facebook Posts**. If you come up with others—please share! I know that we will also be seeing/sharing posts during the month from national organizations and local partners.
* **Video**--Many of our offices have video screens in the lobby or waiting area. Great place to show the thirty second Let’s Talk Colorado message!
* **Fliers—**8.5x11--handy size for interior decorating
* **Posters—**11x17 for a bigger splash!
* **Infographics and Memes—**Easy to include with social media posts
* **PowerPoint Presentation/Template—**When you have opportunities to talk about the campaign, use these premade slides or your own content to tell the story.
* **Postcard—**Easy to hand out at resource tables or other events

You will see that a lot of our messaging comes from the Make It OK campaign developed by the Regions Hospital Foundation in Minneapolis. We have established a relationship with the Make It OK organization and have incorporated their messaging into the Let’s Talk Colorado resources.

There are lots of supporting resources for Mental Health Month on the web at the Mental Health America site and others. Let’s Talk Colorado’s materials help shine a light on the power of conversation—materials from other sources may have a different emphasis.

Please feel free to participate at whatever level works for your organization--let us know if you have questions, comments, feedback, etc. We are happy to help!

Thanks,

Patty Boyd

Monica Younger

Let’s Talk Colorado