#### Let’s Talk ColoradoMental Health Month COMMUNICATION STRATEGY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| **May Week 1****Stigma and Early Childhood Mental Health** | Announce Mental Health Month—and link to Let’s Talk website | Let’s Talk posters in break rooms Promote Mental Health First Aid classes  | Share social media posts from SM calendar (themed) | Promote and share Governor’s proclamation of Mental Health Month  | Share Let’s Talk video on screens internally and link to Let’s Talk Colorado |
| **May Week 2****Stigma and Pregnancy Related Depression** | Share elements from state PRD campaign  | Share infographics via print or internal communications channels  | Share social media posts from SM calendar (themed) | Participate in stigma busting Twitter chat | Watch lunchtime movie-- suggestion: [Touched with Fire](http://www.imdb.com/title/tt2848324/) |
| **May Week 3****Stigma and Mens’ issues** | Incorporate Let’s Talk key messages or share PPT at a staff meeting | Share link to [Hilarious World of Depression](https://www.apmpodcasts.org/thwod/) podcast  | Share social media posts from SM calendar (themed) | Place Let’s Talk flyers in bath stalls | Share materials from ManTherapy |
| **May Week 4****Stigma and Veterans’ and First Responders’ issues** | Brainstorm ways to thank veterans and ways to start the conversation around mental illness  | Share PTSD resources, suicide prevention resources | Share social media posts from SM calendar (themed) | Rep from EAP to share resources (schedule in advance) | Watch lunchtime TedTalk—suggestion [Mental Illness: Being Brave Saves Lives | Jennifer Marshall](https://www.youtube.com/watch?v=0gU1n2ynGBA) |

**Have resources or stories to share? Let’s help each other spread the word.
Please contact Monica Younger for more information:
myounger@tchd.org or 720-200-1649**

Hashtags: #Let’sTalkCO #MentalHealth #Imnotashamed #StampOutStigma #Stigma #IAmStigmaFree #mentalhealthawarness