**NEWS RELEASE**

Contacts:

*Insert Contact Names, phone numbers and email addresses here*

**(Your Organization’s Name) Partners on New Colorado Public Health Campaign That Takes on Mental Health Stigma**

*The “Let’s Talk Colorado” Campaign Works to Reduce the Stigma Around Mental Illness so that People Who Need Care Are More Likely to Access It*

DENVER – Date – (Your Organization’s Name) is working with a coalition of partner organizations on a new public health campaign called “Let’s Talk Colorado.” The campaign spotlights the stigma around mental illness so that the people who need this type of help are more likely to seek it.

(Optional quote – feel free to create your own quote here)

“We need to get to the place where we understand that mental health challenges are like physical health challenges,” said (insert one of your organization’s officials here, followed by your organization’s name and their job title). “When someone breaks their leg we don’t expect them to ‘just snap out of it’ or think they somehow brought it on themselves. Like physical health conditions, mental health conditions need treatment and the people who confront them need our support.”

The campaign launching in May, Mental Health Month, urges everyone to talk openly about mental health issues and to talk with people who are impacted by mental illness. One in five people struggle with a mental health condition. In fact, people with mental health challenges like anxiety, depression or eating disorders are as common as silver cars.

Let’s Talk Colorado includes a web site, [www.LetsTalkCO.org](http://www.LetsTalkCO.org), that includes ideas on how talk about mental illness, a toolkit of resources including a video, mental health stigma presentation, fliers and a newsletter article. The materials, created after a series of focus groups, draw from an award-winning campaign from Minnesota called [www.MakeItOK.org](http://www.MakeItOK.org).

People who need immediate support due to a mental health crisis should contact, or have a family member or friend contact, [Colorado Crisis Services](http://www.coloradocrisisservices.org/) at **1.844.493.TALK(8255).** This agency hastrained counselors who are available 24/7/365 to work with persons in crisis and the people supporting them.

(Optional quote – feel free to create your own quote here)

“As a coalition we’ve decided to stay away from ‘do say this’ and ‘don’t say that’ messaging because our focus groups told us that more than what you say, it’s important that you are sincere and present,” (last name of your organization’s official) said. “We heard from people with mental illness, ‘I need to be able to believe the person I’m talking to really cares about their conversation with me and that they are not just being polite.’”

The campaign stresses that talking about mental illness and a person’s mental health struggles can “save a life,” so it’s worth dealing with some awkwardness or embarrassment at not knowing what to say. The effort also emphasizes that treatment for mental health issues does help in most instances, so persons with mental health symptoms, like anxiety or trouble sleeping, should be urged to see a physician or therapist.

In addition to (your organization’s name) Let’s Talk Colorado was created by a coalition of organizations including:

9Health Fair, Aurora Mental Health Center, Boulder County Public Health, Broomfield Public Health, Centura/Denver South Group, Children’s Hospital Colorado, Clinica Family Health, ClinicNet, Community Reach Center, Denver Public Health, Doctors Care, Douglas County Government, Jefferson Center for Mental Health, Jefferson County Public Health, Mental Health Center of Denver, Metro Community Provider Network, SCL Health, Sheridan Health Services, Tri-County Health Department and West Pines Behavioral Health.

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