**Center for Community Health, May Mental Health Efforts - Report Summary Document 2016**
**Updated 6.29.16**

## MAKEITOK Pledges - 262 more pledges than in 2015

| | |
|---|---|
| 5.1.16 to 5.7.16 | 8.985 |
| 5.7.16 to 5.14.16 | 9,083 |
| 5.15.16 to 5.21.16 | 9,118 |
| 5.22.16 to 5.28.16 | 9,136 |
| 5.29.16 to 5.31.16 | 9,143 |

## MAKEITOK ACTIVITIES

| | |
|---|---|
| Employee awareness Campaigns | • Information Table in Cafeteria – Park Nicollet Foundation<br>• 1 campaign – Dakota County<br>• Psychological first aid card to all ee's of health dept. – Mpls Health Dot<br>• Make it OK training 9.16 – Ucare<br>• Organization huddle in May – HealthPartners<br>• Annual Training for all employees at Maple Grove Hospital (960 ee's)<br>• PHE dept. 90 FTE's |
| Community Promotion | • UCare, HealthPartners, BCBS, MHP, Medica – Fall health fair focused on depression awareness at church with large Latino congregation<br>• 5 (from MIO May events)<br>• PHE dept. children's/mental health partnership – 145 recipients Washington Cty PH<br>• MIO workshops 9.16 – Allina (Scott & Carver County) targeting churches, families & individuals, Partnering with Shakopee Mdewankanton Sioux Community, Mormon church, Chinmaya Mission Twin Cities (Hindu Center) |
| Distributing MIO Resources | • 2 tabling events – Dakota County<br>• MIO pledge and scenarios featured in Commissioner note to staff Mpls health dept.<br>• 5 (from MIO May events) |
| Other | |

## PROCLAMATIONS SIGNED

| | |
|---|---|
| Departments of Public Health | • 1 signed – Dakota County<br>• Washington County resolution (dept. PH and Environment) |
| Nonprofit Health Plans | |
| Hospital Systems and Foundations | |
| CCH Partner Groups | |
| Others | |

## NEWSLETTER AND PRESS RELEASES

| WHO | NUMBER OF RELEASES OR NEWLETTERS |
|---|---|
| Dakota County e-newsletter | 1 newsletter issue |
| Mpls health dept. newsletter | Featured in commissioners corner – reached 110 staff |
| HealthPartners Colleagues | Internal huddles to HP colleagues; Stories related to MH posted in Beat (internal newsletter) |
| Washington County | May recognized as Mental Health Month in Washington County |

## TRAININGS AND WORKSHOPS NUMBER

| MAKEITOK | MENTAL HEALTH FIRST AID | PSYCHOLOGICAL FIRST AID | OTHER |
|---|---|---|---|
| Dakota County<br>2 events – 18 | Dakota County<br>Adult – 2 classes /46 attendees | | Dakota County<br>MH overview – 5 events/ 61 attendees |
| HealthPartners<br>2 events | Dakota County<br>Youth – 1 class/22 attendees | | Dakota County<br>QPR – 4 events/60 attendees |
| Washington Cty<br>1 event - 10 people | Maple Grove Hospital<br>For Community<br>Youth – 1 class/ 25 attendees | | HealthPartners<br>2 partnership development with community partners |
| Allina<br>5 presentations<br>NW metro - ~200 attendees | | | |
| Allina, Regina, Dakota PH<br>Launching in second half of 2016 cross-refer, cross promote MIO & First Aid Programs to community members | | | |

## SOCIAL MEDIA CAMPAIGNS

| MAKEITOK | MENTAL HEALTH FIRST AID | PSYCHOLOGICAL FIRST AID | OTHER |
|---|---|---|---|
| Mpls Health dept. – 4 posts Reach: 334, Likes: 19 | | Mpls Health dept. –<br>1 post Reach: 216; Likes:5 | Park Nicollet – General MH awareness – 2 LinkedIn postings – 140 views |
| HealthPartners<br>4 Facebook posts | | North Memorial EMT Training – 500 EMT's – required training | Park Nicollet – YouTube posting school based MH – 271 views |
| Washington PH<br>4 Facebook posts | | | Dakota County 2 e-mails to county staff |
| | | | Mpls Health Dept.<br>Silver Ribbon Campaign at South High<br>Reach: 130; Likes: 10 |
| | | | Allina<br>"Change to Chill" (free, online MH and resiliency resources for teens<br>www.changetochill.org<br>Jan – May –<br>CTC 16,297 users; 41,77 page views<br>8,000 online sessions<br>14,590 user visits (38,686 views)<br>975 Facebook sessions<br>130 Pinterest session<br>49 tweets (1,156 sessions first five months 2016) |

## OTHER MMHM ACTIVITIES and or ACTIVITIES DONE IN MONTHS OTHER THAN MAY

- HealthPartners
  - Ambassador training Washington County
  - Ambassador training African American Community at Regions
- Allina
  - "Be the change" Allina employee training (aiming to eliminate stigma around MH conditions and addiction within Allina Health – educating 27,000 employees)
    - Results: 571 "Be the Change" champions recruited/volunteered
    - 30+ two hour training for "be the change" champions delivered
    - 10,000+ employees reached through direct dialogue or presentations
    - 500+ presentations to employees
    - 7 system-wide articles to 30,000 employees
    - 3 all-employee e-mails promoting "Be the change" from Allina CEO
    - 2 leader e-mails "promoting "be the change" from Allina CEO
    - One e-mail promotion from every hospital president/business unit leader
    - Weekly promotion of "be the change" huddle vis system-wide internal communications
    - Bi-weekly e-mail to "be the change" champions
    - Plan to begin integrating "be the change" or part of it into de-escalation training, new EE orientation, New leader orientation, community EMS training and patient experience in 2016
  - Sponsor of the September NAMI walk
  - Sponsor of September Recovery Walk