



PROPOSAL: Statewide campaign for mental health awareness

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John R. Kasich, Governor
Tracy Plouck, ODMH Director
Orman Hall, ODADAS Director

BACKGROUND

One in five adults in the United States had a mental illness in the past year, according to the 2011 National Survey on Drug use and Health. Although mental illness is more common than heart disease, diabetes or cancer, the topic is still cloaked in stigma and myth. Both Ohio and the nation have been devastated by the news of heinous acts and multiple shootings of children and adults by people who may have exhibited signs of mental illness and/or substance abuse before the tragedies. We can't let these acts define the issue, but they are an opportunity to bring discussions front and center.

We know that the rate of mental illness is twice as high among people aged 18 to 25 (nearly 30 percent) than among those 50 and older (about 14 percent), and that women are more likely than men to have had a mental illness in the previous year. On top of these sobering stats, An estimated 8.5 million adults (3.7 percent) had serious thoughts of suicide in the previous year. This included 2.4 million who made suicide plans and 1.1 million who attempted. Many of these at-risk people also have substance abuse issues.

But what can we do?

GOAL

Encourage all Ohioans who notice that someone is struggling with mental illness or addiction issues to reach out in support of that individual.

MISSION

Create a statewide campaign to increase public awareness of behavioral health treatment and recovery success. Develop core messaging that avoids negative talk and promotes prevention, assessment, treatment and community/peer support. Involve consumers and provider stakeholders.

KEY MESSAGES

- Prevention is the best medicine.
- Behavioral health issues cross all demographics.
- Don't stay silent, act to help yourself or others.
- Coping skills can help youth and adults become resilient.
- Trauma-informed care is critical in supporting recovery.
- Integrated care is necessary for overall wellness.

TARGET AUDIENCES

• Individuals • Families • Physicians • Educators • Employers • Legislators • Media

COMMUNITY PARTNERS NEEDED

Media, public health system, faith-based organizations, schools at all levels, civic groups, law enforcement, businesses and others.