





2024 Mental Health Awareness Toolkit

Introduction

Blue Cross Blue Shield of Michigan is continuing its mission to improve whole-person health and wellness this May by focusing on mental health. Mental health is a pillar of overall well-being as stress, anxiety, depression and other signs of concern can directly affect physical health outcomes. In a post-pandemic landscape, more than one-third of adults say they have a diagnosed mental health condition, a 5% increase from 2019 – with anxiety and depression being the most reported condition, according to the American Psychological Association.

The complex issues surrounding mental health, including substance use disorders and suicide, are affecting Michigan residents of all ages and backgrounds. Blue Cross Blue Shield of Michigan has created this toolkit, complete with lifesaving resources and detailed information, as a resource to address this public health crisis and connect individuals to trained mental health professionals.

You are NOT ALONE According

 According to the National Alliance for Mental Illness, 1 in 5 U.S. adults experience a serious mental illness each year.



 In February 2021, 39.9% of adults in Michigan reported symptoms of anxiety or depression.
 Additionally, 27% reported being unable to receive the needed counseling or therapy.







Social Media Messaging for Your Audience

Five weekly messages are provided for you to help bring awareness to mental health.

- You can copy and paste the messaging, including the hashtags and article link, into your social media platforms.
- Download the related image by double-clicking the image and attach it to the post.
- Tag @Blue Cross Blue Shield of Michigan on Facebook and LinkedIn, @BCBSM on Twitter and @bcbsmichigan on Instagram.

Week 1: May 1-7

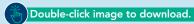
Topic: Stigma

May is Mental Health Awareness Month and we're changing the way we talk about mental illness to help eliminate stigma. Words matter. By addressing the stigma of mental illness, focusing on mental health, knowing the signs of mental illness and substance abuse disorder, and preventing suicide, we can all make a difference and save lives.

#MHAM2024

Learn how to talk with a friend or loved one about mental health from our partners at Blue Cross Blue Shield of Michigan.





https://www.mibluesperspectives.com/stories/mental-health/why-the-stigma-surrounding-mental-health-matters



Week 2: May 8-14

Topic: Stress

Long-lasting and overwhelming stress can affect a person's physical and mental health. Slowing down your breathing can help. Inhale, hold, exhale, hold. Repeat.

Did you know Blue Cross Virtual Well-Being offers free weekly webinars and meditation sessions to reduce stress and support your overall well-being? Visit bluecrossvirtualwellbeing.com to learn more.

To read about breaking stress-induced habits, take a look at this related article by Dr. Kristyn Gregory, D.O., medical director of Behavioral Health at Blue Cross Blue Shield of Michigan.

https://www.mibluesperspectives.com/stories/health-and-wellness/breaking-stress-induced-habits



your communications.





Week 3: May 15-21 Topic: Signs of Mental Illness

If you or someone you love is experiencing mental health-related distress, reach out to the nearest crisis response provider who, in many cases, can offer immediate therapeutic intervention or mobile crisis response.

- In an emergency, call 911.
- Common Ground Behavioral Health Urgent Care: 248-983-5454
 Pine Rest Psychiatric Urgent Care Center: 1-800-678-5500
- Call or text 988 or chat 988lifeline.org for crisis support, 24/7.

Recognize the signs that someone's mental health is worsening.

Adults*

Uncontrollable worry or fear
Extreme mood changes
Withdrawing from activities
Confused thinking or problems concentrating
Dinking much more than usual
Frequent and extreme tiredness

Little or no interest in playing with other children

Frequent physical complaints without obvious causes

Without obvious causes

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Double-click image to download.

Learn more about how new crisis services provide support for urgent behavioral health concerns, from our friends at Blue Cross Blue Shield of Michigan's MI Blues Perspectives blog.

https://www.mibluesperspectives.com/stories/mental-health/new-crisis-services-provide-support-for-urgent-behavioral-health-concerns



Week 4: May 22-28 Topic: Substance Use Disorder

This Mental Health Awareness Month, it's important to understand substance use disorder, how to prevent it and how to help a loved one who's struggling.

Substance use disorder and mental illness often co-occur and can be treated with rehabilitation, medications, talk therapy or support groups. This can be difficult for caretakers or loved ones to navigate, but help is available.

If you or someone you love need help, the nearest crisis response provider, in many cases, can offer immediate therapeutic intervention or mobile crisis response.

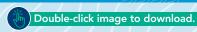
- In an emergency, call **911**.
- Common Ground Behavioral Health Urgent Care: 248-983-5454
 Pine Rest Psychiatric Urgent Care Center: 1-800-678-5500.
- Call or text 988 or chat 988lifeline.org for crisis support, 24/7.

Seeking help for a substance use disorder can lead to significant life-changing results for your health. Learn how to find a substance use disorder treatment facility in your area on Blue Cross Blue Shield of Michigan's MI Blues Perspectives blog.

https://www.mibluesperspectives.com/stories/mental-health/how-to-find-a-good-substance-use-disorder-treatment-facility.













Week 5: May 29-31

Topic: Suicide Prevention

Suicide is a preventable public health emergency in Michigan and throughout the nation. By addressing mental health stigma, recognizing warning signs and knowing how to communicate with someone considering self-harm, we're doing our part to prevent suicide.

If you or someone you love is experiencing mental health-related distress, reach out to the nearest crisis response provider who, in many cases, can offer immediate therapeutic intervention or mobile crisis response.

- In an emergency call 911.
- Common Ground Behavioral Health Urgent Care: 248-983-5454
 Pine Rest Psychiatric Urgent Care Center: 1-800-678-5500
- Call or text 988 or chat 988lifeline.org for crisis support, 24/7.

Know the warning signs and how to communicate when someone mention self-harm and suicide. Take a look at this article from Blue Cross Blue Shield of Michigan's MI Blues Perspectives blog.

https://www.mibluesperspectives.com/stories/mental-health/how-to-talk-about-suicide









By addressing the stigma of mental illness, focusing on mental wellness, knowing the signs of mental illness and substance abuse, and preventing suicide, we all make a difference during Mental Health Awareness month and throughout the year.





Blue Cross Virtual Well-Being[™]

Join Blue Cross Virtual Well-Being weekly to learn about a new well-being topic or to participate in a guided meditation. All webinars are also available on demand.

Blue Cross Virtual Well-Being webinars are 30-minute, science-based well-being discussions. Webinars are live at noon Eastern time, open to the public and available on demand the next business day. Each webinar includes downloadable content and live Q&A.



- <u>Employer webinars</u> are live **Tuesdays**. The webinars focus on helping employers improve workforce well-being. Employers also have access to off-the-shelf well-being challenges they can implement at their workplace.
- Member webinars are live **Thursdays**. The webinars focus on helping individuals improve overall well-being. This webinar includes the **Drop 5 Virtual Weight-Loss Community**, a group of people working to lose weight five pounds at a time. There is no fee or separate registration for Drop 5.
- Guided meditations are live **Wednesdays**. The meditations range from 2 to 20 minutes and include various types of guided meditations.

Blue Cross Virtual Well-Being supports people on their well-being journey, which includes mental health.









Light Your Building and Wear Green

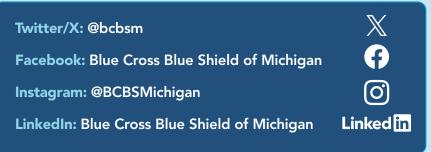
1.5 million people in Michigan. To raise awareness of these conditions, Blue Cross Blue Shield of Michigan buildings statewide will be lit green in observance of Mental Health Awareness Month. We encourage our community partners to light their buildings green to bring attention to the state of mental health in Michigan.

Will you join us in advocating for mental health this month? Here's how you can participate.

Wear green in support of raising awareness around mental health and destigmatizing the language surrounding it.

Light your building green by using light bulbs or filters.

Wear green and post a picture using the hashtag "#MHAM2024" Tag us on social media at:





#MHAM2024

#Together4MH

#MentalHealthMatters

#MHAM

#988Lifeline





Resources and Helpful Links

A Healthier Michigan

MI Blues Perspectives

BCBSM Health Program Grants for Michigan Communities

Blue Cross Virtual Well-being Webinars

Easterseals MORC*

Find Help - Michigan 2-1-1*

MDHHS Mental Health*

Mental Health Association in Michigan*

SAMHSA Substance Abuse and Mental Health Services Administration*

NAMI National Alliance on Mental Illness*

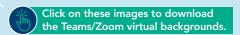
NIMH National Institute of Mental Health*

CDC Center for Disease Control Mental Health*

VETLIFE*

MHA Mental Health Association*





















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