



May 2020

I am reaching out to request your support and participation in the relaunched [Let's Talk](#) campaign to reduce stigma associated with mental health.

The research-informed social messaging campaign launched in 2017 with funding from the State Innovation Model to reduce the stigma associated with mental health issues and increase openness to help-seeking attitudes and behaviors. The campaign's success was due to the leadership and support of its many partners and collaborators.

The campaign is being relaunched this month - in recognition of Mental Health Awareness Month - under the leadership of the Metro Denver Partnership for Health, a multisector collaboration of partners working to improve health regionally throughout the seven-county metro area. We would like to invite you to join us in spreading the campaign messages.

The campaign maintains the core, evidence-based messages of Let's Talk that acknowledges that everyone has mental health and encourages individuals of all ages and backgrounds to talk with one another about our mental health. It has also been modified to reflect the impacts that COVID-19 is having on everyone and the need for safe, human connections.

There are many ways you can participate, and any level of contribution helps!

- **Confirm if you would like to be listed as a partner on the [Let's Talk website](#) by **Friday, May 8.****
- If able, financially contribute to increase the campaign's reach.
- Commit to sharing Let's Talk materials and messages with your employees and customers/clients.
- Use your public communication channels to share Let's Talk messages. You can send out a press release, post information on social media, or add materials to your website. A social media toolkit with pictures, fliers, and talking points can be [found online](#).
- Identify an organizational spokesperson(s) to talk with the media about the importance of mental health and to use the Let's Talk messaging.
- Support your leaders to use Let's Talk messaging within your organization and when speaking to the public.

If you cannot participate now but would like to stay involved for future activities, the Partnership will continue promoting Let's Talk.

Please contact Nicole Steffens (steffensn@coloradohealthinstitute.org) with your feedback on participation, questions, or to receive updates on the campaign's efforts.

Thank you!



FOR IMMEDIATE RELEASE

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Healthcare coalition recommends conversation, connection during Covid-19 *Calling those we know, checking in on others benefits community*

DENVER — May 7, 2020 — A coalition of health care partners in the metro Denver region is working together to promote accessible strategies to manage the stress, anxiety and uncertainty caused by the coronavirus pandemic and support community well-being.

The [Metro Denver Partnership for Health](#) (MDPH) updated the [Let's Talk Colorado](#) campaign to coincide with Mental Health Month. Providers and experts in the coalition agree an important step all Coloradans can take is talking to one another about how we are all feeling.

“We’re all experiencing stress, worry, grief and other emotions, but we may not realize this is to be expected considering how the pandemic is affecting our mental health,” said Glenn Most, executive director at West Pines Behavioral Health, a member of the MDPH. “Talking to someone we trust when we feel overwhelmed can make us feel better. Reaching out to other people in our lives- coworkers, neighbors, an older person who may be isolated- supports our entire community as we deal with the uncertainty we’re all facing.”

Behavioral health providers add that while it is always beneficial to our health to talk with the people in our lives, it’s even more important when so many Coloradans are experiencing financial hardship, worry, grief, fear of contracting the virus, isolation and other stressors.

“It’s important to reach out and connect with others, especially at a time when we’re physically distanced from one another,” Most said. “Calling, texting, emailing, or video conferencing to stay connected is an important way we can all support ourselves and each other.”

Available in both English and Spanish, the Let’s Talk Colorado website features a [covid-19 page](#) addressing the range of challenges Coloradans are experiencing, strategies to understand and manage what we’re feeling, and resources offering behavioral health support to individuals and families of all ages, ethnicities, orientations and backgrounds.

About Let’s Talk Colorado

The Let’s Talk Colorado campaign is managed by the Metro Denver Partnership for Health, an inclusive and expanding coalition of public health organizations, hospital systems and human service partners in the metro Denver area. Let’s Talk Colorado encourages all Coloradans to start a conversation with others about our thoughts and feelings, especially when we feel overwhelmed and need support, and shares the message that mental health is as important to our well-being as our physical health.



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Final Draft: Let's Talk & COVID-19 Key Messages

These messages build upon the central Let's Talk theme: *We all experience challenges to our mental health; the first step we can all take to feeling better is to talk to someone about it. It's our shared responsibility to check in on one another when we think someone we know is hurting and needs to talk about what they are feeling.*

The messages will guide website content, talking points, press releases, taglines and other advertising copy, though they will not appear word for word as they are drafted here. There is some overlap between them as they are all facets of a central theme, but each message may be explored and emphasized individually to respond to specific situations and audiences.

The call to action is adapted from the original Let's Talk campaign, tailored to the current moment in time: *Reaching out and talking with someone you trust is especially important to maintain positive mental health during a time when we are physically apart from one another. As we face uncertainty and change, we can take care of ourselves and each other by talking about how we feel.*

Key Messages:

1. **We need personal connection and physical distance to be healthy.** Talking to someone we trust keeps our mind healthy just as physical distancing keeps our bodies healthy. Calling, texting, video conferencing or messaging a friend or loved one can help you both feel better.
2. **We are not alone.** This is affecting the way each of us feels, thinks and behaves - we are all afraid, anxious and overwhelmed at times, and that's normal. We face uncertainty about how it will change our lives, and how long these changes will last, but it *will* end. The better we support each other, the healthier we will feel as we go forward.
3. **Help is there when we need it.** We can all take steps to feel better. The first thing we can all do is talk to someone when we feel out of balance or overwhelmed. We can also call our doctor and explore telehealth options or find other low-cost, even free ways to obtain support. Everyone needs help from time to time and none of us should try to go it alone.
4. **We are all connected, and we will get through this together.** We all rely on each other. From grocery store workers to healthcare providers to those of us staying at home, we all play our part. Talking, and listening, to each other is something we can all do to support our families, friends, neighbors and others we care about.



5. **We need to be kind to ourselves.** We may lose our temper, be forgetful and let chores or responsibilities slide. None of us will be as productive or organized as we would be otherwise, and we won't be able to maintain a positive attitude all the time. We need to be as realistic, fair and gentle with ourselves as we hope others would be to us.

6. **Our feelings matter.** We may not be on the "front lines" like healthcare workers or first responders, but our grief, sadness and other feelings are all valid. Comparing our pain to anyone else's will not help us, or them. We need to treat everyone with kindness and empathy, including ourselves.



Let's Talk Covid-19 Social Media Toolkit

BEST PRACTICES

When posting about the campaign on social media, keep in mind the following:

- Use “support” instead of “help”
- Use “we” instead of “you”

When possible and appropriate, tag the other coalition members in your posts so they can share and amplify your content.

Use the hashtag #LetsTalkCo so that we can track the success of the campaign.

The Let's Talk messaging team is grateful for the guidance and support of the FrameWorks Institute, their input has been invaluable as public facing content has been created and reshaped over the span of the campaign. For additional guidance on how best to craft resonant and impactful messages around the covid-19 pandemic, follow this link to read FrameWorks' suggestions: <http://frameworksinstitute.org/framing-covid-19.html>

The following messages can be copied and pasted for use on social media.




Let's Talk Covid-19 Social Media Toolkit


IMAGE #1: Two girls texting/calling one another

FACEBOOK

We're all dealing with stress, worry and other powerful thoughts and feelings during this time. Talking to people we know about how we're feeling keeps our minds healthy, just as physical distancing keeps our bodies healthy. Calling, texting, video conferencing or messaging the people in our lives can help us all feel better.


Start the conversation with people you know.  Go to LetsTalkCO.org to learn more.

TWITTER

We're all dealing with stress, worry and other powerful thoughts and feelings during this time. Calling, texting, video conferencing or messaging the people in our lives can help us all feel better. Start the conversation.  Go to <https://letstalkco.org/> to learn more. #COVID19 #LetsTalkCO

INSTAGRAM

We're all dealing with stress, worry and other powerful thoughts and feelings during this time. Talking to people we know about how we're feeling keeps our minds healthy, just as physical distancing keeps our bodies healthy. Calling, texting, video conferencing or messaging the people in our lives can help us all feel better.

Start the conversation with people you know.  Go to LetsTalkCO.org to learn more.

#covid19 #LetsTalkCO #aparttogether #wewillgetthroughthis




Let's Talk Covid-19 Social Media Toolkit


IMAGE #2 Community members of different ages/backgrounds connected by dotted lines

FACEBOOK

The covid-19 pandemic is affecting the way we all feel, think and act - we are all afraid, anxious and overwhelmed at times, and that's to be expected. The better we can support each other now, the healthier we'll all feel as we go forward.


Start a conversation with someone you know today.  Go to LetsTalkCO.org to learn more.

TWITTER

#covid19 is affecting how we all feel, think and act. The better we can support each other now by talking and listening to each other, the healthier we'll feel going forward. Start a conversation with someone today.  Go to <https://letstalkco.org/> to learn more. #LetsTalkCO

INSTAGRAM

The covid-19 pandemic is affecting the way we all feel, think and act - we are all afraid, anxious and overwhelmed at times, and that's to be expected. The better we can support each other now, the healthier we'll all feel as we go forward.

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#covid19 #LetsTalkCO #aparttogether #wewillgetthroughthis




Let's Talk Covid-19 Social Media Toolkit


IMAGE #3 First responder, doctor, man with apron, pizza deliverer

FACEBOOK

We all rely on each other. From grocery store workers to healthcare providers to those of us staying at home, we all play our part. Talking - and listening - to each other is something we can all do to support our families, friends and community during this challenging time.


Start a conversation with someone you know today.  Go to [LetsTalkCO.org](https://letstalkco.org) to learn more.

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From grocery workers to healthcare providers to those staying at home, we all play our part. Talking - and listening - to each other is something we can all do to support others during this time. Start the conversation.  Go to <https://letstalkco.org/> to learn more. #LetsTalkCO

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