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Behavioral Health Social Media Campaign Launching in February

Increased understanding and education are the goals

BLOOMINGTON – A year-long social media campaign aimed at informing and educating the community about behavioral health topics and conditions is launching on February 1st. The campaign is presented by the McLean County 2017-2019 Behavioral Health Campaign Subcommittee, which includes representatives from the McLean County Health Department, Advocate BroMenn Medical Center, Baby Fold, Center for Youth and Family Solutions, Chestnut Health Systems, Children’s Home + Aid, Illinois State University, McLean County Center for Human Services, OSF HealthCare St. Joseph Medical Center and Project Oz.

The development of a social media campaign talking about key issues related to behavioral health is one of the interventions identified in the 2017-2019 McLean County Behavioral Health Community Improvement Plan (CHIP) and targets the public, practitioners, and other community stakeholders. “Social media is a great launching pad for reaching a large audience and getting people talking about mental health, their own personal stories, or ways to get help,” says Sally Gambacorta, Subcommittee Chairperson and Director of Community at Advocate BroMenn Medical Center. “By getting a multitude of organizations to post and share the same message we hope to increase visibility and have a substantial impact.”

On the first business day of each month, the collaborative team of behavioral health stakeholders working on the campaign will take turns posting a new campaign message, which will then be shared by the other partnering agencies on their social media platforms. The campaign messages, primarily coming from the Mental Health First Aid program, builds on concepts introduced in the evidence-based training and addresses a variety of topics and age groups. Says Gambacorta, “We are excited to see if we can increase the number and frequency of conversations within the community about mental health and substance use disorders. The more we make it okay to talk about these issues, the better the chances are of people connecting with appropriate care before they have a crisis. We are all passionate about ending the stigma around mental health and addiction issues and see this campaign as another way we can help to improve behavioral health outcomes in our community.”

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