



Workplace Toolkit

How to Implement the
Campaign in Your Workplace

Powered by:

Let's Talk, Lancaster

A United Way of Lancaster County
Community Impact Partnership

Table of Contents

Introduction	3
What is the Change Direction Campaign	4
The 5 signs of Emotional Suffering	5
Creating an Implementation Plan	6
Appendix A	10
Appendix B	12
Appendix C	13
Appendix D	14
Appendix E	16

Building a Campaign Plan to Change Direction

This toolkit is designed for organizations implementing the Change Direction Campaign. The resources included provide a framework for organizing community awareness of the five signs of emotional suffering in an effort to advance the mental well-being in Lancaster County. The tactics provided emerged from the national campaign initiative led by Give an Hour, a network of mental health care providers who give an hour of their time each week to help members of the military and their families cope with the "unseen wounds" associated with military service. Over the past two years, these tools have been tested and refined and will allow you to empower your community through awareness. The Creating a Plan section helps organizers plan a direction for their initiative. With this toolkit you will be able to implement the awareness campaign, and change the culture of mental health, in your community.

Why Change Direction?

While we spend so much time, money, and effort doing all we can to care for our physical health, most of us spend little time or effort towards caring for our mental well-being. And while we are sympathetic and provide support and care for those who are physically sick or hurt, we often mistreat or misunderstand those suffering from a mental illness or recovering from psychological trauma. Those who are experiencing emotional pain feel embarrassed or ashamed and often do not seek the help they need and deserve to heal and recover.

1 in 5 American adults have a mental health disorder, but almost none of the 43.8 million people affected will talk about their illness with friends or family. The stigma that binds to mental illnesses is preventing individuals to not only from seeking treatment, but from recognizing the symptoms in themselves or others. These numbers reflect people in our very own Lancaster County who need our help. Join the conversation to help change our community's attitudes towards emotional health, so that we can make it safer and more comfortable to seek help for our family members, friends, neighbors, and colleagues all around the county.

What is the Change Direction Campaign?

The Change Direction Campaign is an **awareness** campaign working to change the culture around mental health in so that all of those in need receive the care and support they deserve. As a regional partner of the Change Direction Campaign, the Let's talk, Lancaster Coalition is reaching out to community organization, workplaces, and schools in Lancaster County as leaders and partners in helping us maximize our outreach. Central to the campaign is taking the **pledge to recognize the five signs** of emotional suffering: personality change, agitation, withdrawal, poor self-care, and hopelessness. By knowing the five signs, those who take the pledge are better equipped to help themselves and others who may be struggling with mental illness. Changing the conversation around mental health is key to decreasing the stigma and misunderstanding around mental health and increasing awareness to ensure that all those in need receive the care and support they deserve.

Although it may seem insufficient to simply spread the word about mental illness, understanding itself can create stronger communities and personal relationships (Mental Health and Emotional Well-Being Surgeon General Report 2017). Through awareness we can encourage true compassion and reduce suffering.

More Americans are expected to **die this year by suicide** than in car accidents. While many of us are comfortable acknowledging publicly our physical suffering, for which we almost always seek help, many more of us privately experience **mental suffering**, for which **we almost never reach out**.

Here are five signs that may mean someone is in emotional pain and might need help.



Their personality changes.

You may notice sudden or gradual changes in the way that someone typically behaves. He or she may behave in ways that don't seem to fit the person's values, or the person may just seem different.



They seem uncharacteristically angry, anxious, agitated, or moody.

You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People in more extreme situations of this kind may be unable to sleep or may explode in anger at a minor problem.



They withdraw or isolate themselves from other people.

Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities he or she used to enjoy. In more severe cases, the person may start failing to make it to work or school. Not to be confused with the behavior of someone who is more introverted, this sign is marked by a change in someone's typical sociability, as when someone pulls away from the social support he or she typically has.



They stop taking care of themselves and may engage in risky behavior.

You may notice a change in the person's level of personal care or an act of poor judgment on his or her part. For instance, someone may let his or her personal hygiene deteriorate, or the person may start abusing alcohol or illicit substances or engaging in other self-destructive behavior that may alienate loved ones.



They seem overcome with hopelessness and overwhelmed by their circumstances.

Have you noticed someone who used to be optimistic and now can't find anything to be hopeful about? That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this situation may say that the world would be better off without them, suggesting suicidal thinking.

Creating an Implementation Plan

We highly encourage you to consider personalizing an **implementation plan to fit the needs and expectations of your community**. We have provided a list of suggested detailed steps and resources for your use and distribution. Because this is an awareness campaign, you can re-order, skip, or combines steps to your liking and still be committed to our efforts to get the word out! **Let's Talk, Lancaster** is a resource that is available to you at *any point* during your planning or implementation. Please reach out with any comments, concerns or questions.

Let's Talk, Lancaster

Coordinator: Nicole Hagen

Email: nhagen2@lghealth.org

Phone: 717-544-3820

Step 1: Host a Change Direction Presentation

Let's Talk Lancaster has committed to provide 30-minute Change Direction presentations free of charge to any party in Lancaster County that is interested in either joining our campaign or simply wants to learn more. These presentation offer an introduction to both the material and the campaign, and allow all attendees to take the pledge to know the five signs of emotional suffering. A presenter will come equipped with the knowledge and materials to distribute to your community. Please reach out to the Let's Talk, Lancaster Coordinator, Nicole Hagen, if you are interest in hosting a presentation or have any further questions.

Email: nhagen2@lghealth.org

Phone: 717-544-3820

Step 2: Distribute Campaign Materials

Hang Change Direction **posters** in common areas such as:

- Organization lobby/main entrance, windows, common areas

Distribute Change Direction **wallet cards** by keeping them on:

- Personal/front desk, reception areas

Both materials can be found in **Appendix A**. Feel free to print posters directly from the link provided. Contact **Nicole Hagen** if you would like to receive wallet cards for distribution.

Step 3: Share the Five Signs

Learn the definitions and share the five signs with [this](#) downloadable 2-pager during workplace gatherings or in organization E-newsletters. This information sheet is also found in [Appendix B](#).



Personality
Change



Agitated



Withdrawal



Poor Self-Care



Hopelessness

Step 4: Encourage Workplace Leaders to Get Certified

Mental Health First Aid is a certification course that teaches you how to help someone who is developing a mental health problem or experiencing a mental health crisis. Get yourself certified, or host a training at your workplace.

Find a course near you by clicking on this [link](#).



Step 5: Get Employees to Take the Pledge

Change Direction pledges can be made individually and collectively. To encourage your community to take the pledge you can:

- a) Share the Change Direction pledge site (included below)
- b) Distribute paper pledge forms to people inside and outside of your community organization, collect upon completion, and return to Nicole Hagen for submission
- c) Setup a Change Direction Table at a community event/gathering to engage community member in pledge making.
- d) Share these sites to encourage others to take the online/smartphone friendly pledge:
 - **Online group pledge**
<http://www.changedirection.org/make-a-pledge/partner-pledge/>

- **Online** personal pledge
<http://www.changedirection.org/make-a-pledge/personal-pledge/>
 - **Print** versions of the pledge can be found in **Appendix C**. These match the submission forms online, so when the event is over, transferring them is easy and a sure way to keep track of the pledges made by your community.
- e) Set up a table during community events/gatherings and promote taking the pledge.
- Print out the hand size pledges attached in **Appendix C**.
 - As employees take the pledge (either via smartphone or pledge form), have them sign the hand pledges with dark markers. These pledges can be hung anywhere in the workplace, such as employee common areas, to continue to spread the message and serve as a decorative art piece!

Step 6: Start a Conversation

Get together with fellow colleagues to discuss this issue, or simply distribute this powerful video and provide discussion handout as food for thought.

Discussion Guide for Chris Stapleton's *Fire Away*

Grammy Award winner Chris Stapleton used his impressive talent and powerful music to create a video about the painful topic of suicide. *Fire Away* has the potential to engage our nation in a conversation that is greatly needed. This guide is intended to help parents, teachers and community leaders in your efforts to facilitate this conversation.

- a) Play [this music video](#) to prompt discussion.
- b) Distribute handouts to supplement discussion available for print [here](#) or in **Appendix D**.



Step 7: Continue to Spread the Message Online

Use social media, or online sources as a platform to spread the message. Platforms such as your workplace **Facebook, Twitter, Instagram, or organization sites** are most recommended. This is a very effective way to broadly reach employees.

a) Content Suggestions:

- In **Appendix E** you will find a variety of different post examples which include graphics, videos and short captions. Feel free to use this exact content, or come up with variations of your own to make it personal to your community!
- You can also find more recent content to create posts on the <http://www.changedirection.org/> site under the [Read the news] and [Download tools] sections.
- Make sure you use this hashtag in every post:
#changementalhealthlanaster

b) Posting Timeline Suggestions:

- **Post once a week.** This prevents burdening your audience and assures that you spread out the content.
- **Alternate content.** Do not consecutively upload two posts of the same kind. Switch your content from video, to graphic, to quote with each post.
- Follow the best times to post online:

Facebook	Friday's 1pm/3pm
Instagram	Monday's 8-9 am
Twitter	Wednesday's 12pm/3pm

- Follow **Let's Talk, Lancaster** on social media, click the icons below.



Appendix A

Posters

Style A



Style B



Style C



Wallet Cards



Front



Back

The Campaign to Change Direction

Five Signs of Emotional Suffering

Nearly one in every five people, or 43.8 million American adults, has a diagnosable mental health condition. Half of all lifetime cases of mental disorders begin by age 14. In addition, 1.7 million Americans sustain a traumatic brain injury each year – which may affect their cognitive and emotional functioning. Drug use is on the rise in this country and 23.5 million Americans are addicted to alcohol and drugs. That’s approximately one in every ten Americans over the age of 12.

Often, our friends, neighbors, co-workers, and even family members are suffering emotionally and don’t recognize the symptoms or won’t ask for help.

Here are five signs that may mean someone is in emotional pain and might need help:



Their personality changes.

You may notice sudden or gradual changes in the way that someone typically behaves. He or she may behave in ways that don’t seem to fit the person’s values, or the person may just seem different.



They seem uncharacteristically angry, anxious, agitated, or moody.

You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People in more extreme situations of this kind may be unable to sleep or may explode in anger at a minor problem.



They withdraw or isolate themselves from other people.

Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities he or she used to enjoy. In more severe cases, the person may start failing to make it to work or school. Not to be confused with the behavior of someone who is more introverted, this sign is marked by a change in someone’s typical sociability, as when someone pulls away from the social support he or she typically has.



They stop taking care of themselves and may engage in risky behavior.

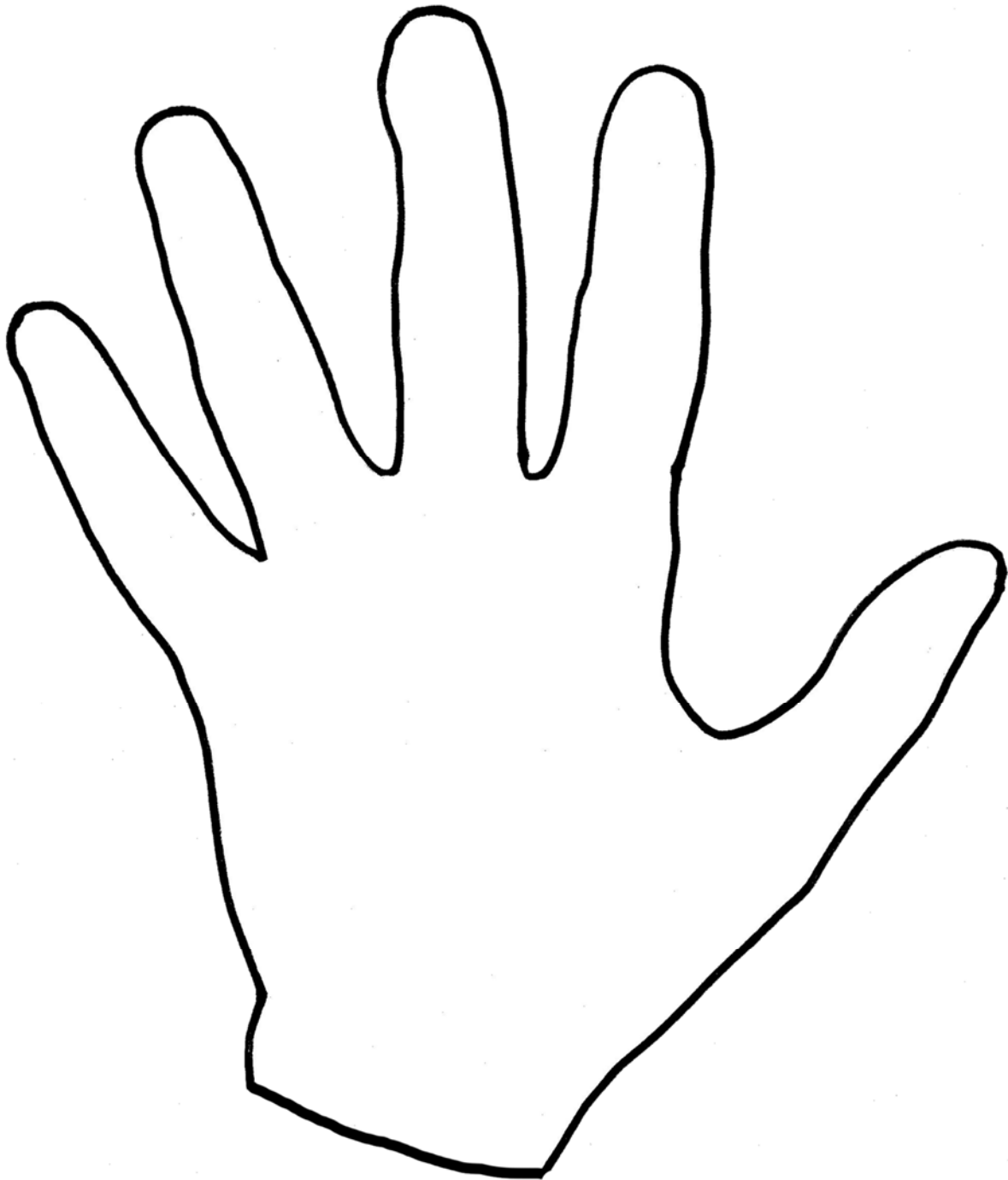
You may notice a change in the person’s level of personal care or an act of poor judgment on his or her part. For instance, someone may let his or her personal hygiene deteriorate, or the person may start abusing alcohol or illicit substances or engaging in other self-destructive behavior that may alienate loved ones.



They seem overcome with hopelessness and overwhelmed by their circumstances.

Have you noticed someone who used to be optimistic and now can’t find anything to be hopeful about? That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this situation may say that the world would be better off without them, suggesting suicidal thinking.

Appendix C



The Campaign to Change Direction

I Pledge

- To know the Five Signs of Emotional Suffering
- To do my part to change how my family, friends, neighbors, and I think and act about mental health, mental illness, and wellness

- To: (Check all boxes that you will do)

- ☐ Share info from the **changedirection.org** site to someone in need.
- ☐ Look out for friends and loved ones and support them when needed.
- ☐ Share my mental health story to help others learn about mental health.
- ☐ Call out mental health discrimination when I hear it or see it.
- ☐ Volunteer at a local event to raise awareness of mental health.
- ☐ I would like to add my own pledge (write below)

Spread the word! How many people will you share this pledge with?

A little about you

Name _____

Age _____

Email _____

City and State where you live _____ Zip Code _____

Are you a college student?

Yes _____ No _____

Powered by:

Let's Talk, Lancaster

A United Way of Lancaster County
Community Impact Partnership

Appendix D

The Campaign to Change Direction

Five Discussion Topics

1. How are the Five Signs portrayed in the music video?
2. Have you or someone you care about struggled emotionally? Have you ever lost someone you know to suicide – have you ever contemplated harming yourself?
3. Why do you think it is difficult for people to acknowledge emotional pain? Why is it difficult for us to reach out for help?
4. What can we do to make it easier for everyone to talk about our emotional health, wellness, and illness?
5. When you see someone suffering emotionally, what can you do to help them? What are things that you do to take care of yourself emotionally?

Five Ways to Find Help

1. Check out our Help page at www.changedirection.org/help-line-resources
2. You can locate mental health support through community mental health centers – hospitals and emergency rooms also have information about resources in your community.
3. Contact your school and ask about available support – counseling and peer support groups are often available.
4. Contact your faith-based organization and ask for recommendations in your community for mental health support.
5. Many communities now have a 211 directory – a free and confidential service available 24/7 that connects you to local resources.

Five Ways to Change the Culture of Mental Health

1. Make a Pledge to learn and share the Five Signs at www.changedirection.org
2. Make mental health and wellness a priority by taking care of yourself and those you love.
3. Connect, reach out, inspire hope, and offer help when you see someone is in emotional pain. Show compassion and caring and a willingness to find a solution when the person may not have the will or drive to do it alone. It may take more than one offer, and you may need to reach out to others who share your concern about the person who is suffering.
4. Give your time to organizations and efforts in your community that are working to Change Direction. Contribute financially to national and local efforts that are making a difference.
5. One size doesn't fit all. If you have an idea or a notion about how you can help or fill a need in your classroom, school, or community, reach out to your networks and make it happen.

Change Direction Social Media Template

Let's Talk, Lancaster has created a sample calendar template for organizations containing suggested posts and examples. The template is broken down into daily posts over a 5 week period.

Note:

- All posts can be re-ordered or replaced based on an individual organizations discretion
- All suggested posts can be modified for any social media platform: Facebook, Instagram, Twitter, etc.

Types of posts:

1. 5 Signs of Emotional Suffering
2. Mental health statistics
3. Quotes
4. Personal Stories
5. What can you do?
6. Campaign pledges
7. Videos for different target groups
8. Share posts from **Let's Talk, Lancaster** and **Change Direction** social media pages

Week 1

	Time	Image	URL	Text
Monday	7:00 AM		www.letstalklanaster.org	The goal of the Campaign to Change Direction is to change the culture of mental health in America so that all of those in need receive the care and support they deserve. Let's Talk, Lancaster has joined the Campaign to Change Direction as a regional partner. We have pledged to share the 5 signs of emotional suffering with 275,000 people in Lancaster County and to work together to change the culture surrounding mental health.
Tuesday	5:30 PM			It is never too early to #changementalhealth. #Backtoschool
Wednesday	7:00 AM			As back to school approaches, remember to take care of your emotional well-being. Learn the Healthy Habits & more:
Thursday	5:30 PM		www.changedirection.org	Five Signs of emotional suffering. Learn them and #changementalhealth for you and your loved ones. Learn more at:
Friday	7:00 AM		www.changedirection.org	Personality Change. The first of the 5 Signs of Emotional Suffering. Visit changedirection.org to learn the other signs!



Week 2

	Time	Image	URL	Text
Monday	5:30 PM			What could you do today to #changementalhealth? #mondaymotivation
Tuesday	7:00 AM			Are you taking care of your emotional well-being? Here are Five ways that you can take care of yourself and #changementalhealth.
Wednesday	5:30 PM		www.huffingtonpost.com/entry/5911d7d2e4b07e366cebb5f2	Being open and honest about #mentalhealth allows people to get the care they need and deserve. It will also help families talk about and face trauma when it occurs. Read Dr. Barbara Van Dahlen's article about her Mother's struggle and the trauma her family went through. Mental health is something we ALL have. Will you #changementalhealth for your family?
Thursday	7:00 AM		www.changedirection.org	Larry George, Executive Director of Lancaster County Behavioral Health & Developmental Services has taken the pledge to Know the 5 Signs. Have you? Join us in taking the pledge.
Friday	5:30 PM		www.changedirection.org	Sign #2 of the Five Signs of emotional suffering. Learn more and take the pledge at changedirection.org. You can #changementalhealth



Week 3

	Time	Image	URL	Text
Monday	7:00 AM	 <p>"Faith is taking the first step even when you don't see the whole staircase." Martin Luther King, Jr. #changementalhealth</p>	www.changedirection.org	We have faith that we can #changementalhealth. Do you? #mondaymotivation
Tuesday	5:30 PM	 <p>"While we may not all have a disorder, we all have mental health, and we all experience emotional pain and suffering at some point in our lives." Dr. Barbara Van Solanen Founder & President of Open an Hour #changementalhealth</p>	www.changedirection.org	Pledge to know the Five Signs of emotional suffering at changedirection.org . #changementalhealth
Wednesday	7:00 AM	 <p>NEED HELP? text SIGNS to 741-741 CRISIS TEXT LINE FREE ANONYMOUS 24/7</p>		If you need someone to "chat" with. Someone at Crisis Text Line is just a text away. Text SIGNS to 741-741. #changementalhealth
Thursday	5:30 PM	 <p>"In times of stress, the best thing we can do for each other is to listen with our ears and our hearts and to be assured that our questions are just as important as our answers." Fred Rogers #changementalhealth</p>	www.changedirection.org	Pledge to know the Five Signs of emotional suffering at changedirection.org . #changementalhealth
Friday	7:00 AM	 <p>the campaign to changedirection</p>	www.changedirection.org	Withdrawal. Third sign of the Five Signs of emotional suffering. Learn all five at changedirection.org . #changementalhealth.

Week 4

	Time	Image	URL	Text
Monday	5:30 PM		www.changedirection.org	The School District of Lancaster (SDOL) staff pledged to help change the conversation about mental health in Lancaster County! Join us in taking the pledge. Visit:
Tuesday	7:00 AM			Nearly 1 in 5 people, or 42.5M American adults, has a diagnosable mental health condition. #changementalhealth
Wednesday	5:30 PM		www.changedirection.org	What can YOU do to change the Mental Health conversation? Check out our website to learn and take the pledge to know the five signs of emotional suffering. www.changedirection.org #changementalhealth
Thursday	7:00 AM		www.changedirection.org	Learn the Five Signs of emotional suffering so you can reach out, connect and offer help. #StopSuicide and #changementalhealth
Friday	5:30 PM		www.changedirection.org	Poor Self Care. The fourth of the 5 Signs of Emotional Suffering. Learn all five at changedirection.org . #changementalhealth

Week 5

	Time	Image	URL	Text
Monday	7:00 AM		www.changedirection.org/tools/	Visit the Change Direction tools page for free downloadable PSAs, posters, education material, sample social media posts & Spanish documents.
Tuesday	5:30 PM		www.changedirection.org/make-a-pledge/	You know the Five Signs of emotional suffering. Now join 10,000+ who want to #changementalhealth & take our pledge.
Wednesday	7:00 AM		www.changedirection.org/lancaster-county	United Way has pledged to help change the conversation about mental health in Lancaster County! Join us in taking the pledge. Visit: http://www.changedirection.org/lancaster-county
Thursday	5:30 PM		www.letstalklancaster.org	We live in a world where talking about our mental health is quickly becoming a new norm. But there is still a lot of work to be done. Visit the Let's Talk, Lancaster website to learn about our continuing efforts as well as upcoming events near you to #ChangeMentalHealth!
Friday	7:00 AM		www.changedirection.org	Hopelessness. Fifth sign of the Five Signs of emotional suffering. Learn all five at changedirection.org . #changementalhealth.