



## Questions and Answers



### **What is the Think Again campaign?**

DMH and the MS Think Again Network launched the *Think Again* campaign in October 2009. The campaign encourages people to think again about some of the negative attitudes they may have about mental health. The campaign encourages people to speak out and tell others about mental health. The first segment of the campaign targets teens by encouraging them to support their friends who have mental illness and increase help-seeking behaviors. One of the main reasons young adults do not seek help for mental health problems is because of the negative thoughts associated with mental illness. This campaign works to change the way teens view mental health.

### **What is the Shatter the Silence campaign?**

DMH launched the youth suicide prevention campaign *Shatter the Silence* in September 2008. With suicide being the third leading cause of death among young adults, the agency believed it was important to develop a campaign focused on education and prevention. The campaign seeks to increase awareness of suicide warning signs, encourage teens to shatter the silence around suicide by speaking out if they or someone they know are having thoughts of suicide, and link teens to help. The campaign also has suicide prevention information for educators and parents.

### **What are the goals of the campaigns?**

The goals of the campaigns are:

- a. To encourage individuals to think again about negative attitudes that many have towards mental health;
- b. To educate communities on the importance of shattering the silence that often surrounds suicide; and
- c. To encourage people to seek help.

### **Why is it important for me to be involved?**

Mississippians need to invest in taking the time to learn about mental health and how mental health and physical health go hand-in-hand. In order to do this, we must focus on the truth of mental health and discourage the misconceptions and stereotypes. When you learn how to seek help, how to support others and warning signs of suicide and how to seek help for yourself or a friend, who will feel empowered. It is important to educate yourself and others in order to support a better tomorrow.

### **How do you plan to reach young adults in Mississippi?**

DMH and the MS Think Again Network will work together to distribute educational materials in schools and colleges statewide. Press releases will be distributed to newspapers and college newspapers statewide. Presentations will be offered to schools, colleges, clubs/organizations and other venues statewide. Information will be on the DMH Web site and other Network partners Web sites. A radio Public Service Announcement will be developed. A YouTube video featuring young adults will be developed.



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### **How will you know the campaign is a success?**

The campaigns will be monitored and evaluated. A post-test will be given to all individuals who participate in a presentation. Presenters will also participate in evaluation. Presentation requests, media coverage and educational materials will be tracked. Focus groups will provide feedback on the educational materials, radio PSA and YouTube video.

### **What funding do you have for the campaigns?**

The *Shatter the Silence* campaign is funded by the Hurricane Katrina grant through the Substance Abuse and Mental Health Services Administration. The *Think Again* campaign is a grassroots, public service campaign which does not receive funding. Windsor Health Group provided a donation to purchase brochures and posters for the *Think Again* campaign.

### **What future goals do you have the campaign?**

- To branch to other target audiences including men, older adults, adults and other groups.
- To develop a Web site for the two campaigns.
- To create information packets for educators.
- To create information packets for the faith-based community.