



**MENTAL HEALTH
FIRST AID
COLORADO**

COMMUNICATIONS GUIDE

Contact

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MHFACO.org

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Print Ad

Awareness

Description:

Awareness print ads are used as a first level communication to let your community know what MHFA is all about. They are a brief overview of the program, specially designed to put MHFA in the consideration set of the reader and drive them to the website to learn more. They build our brand. And our message.

How To Use:

Use these as ads in your newsletters, newspapers and local magazines to get the word out about MHFA. Most local pubs will donate ad space for nonprofit organizations. Call their advertising sales department for more information. Paid media for ads like this are usually a few hundred dollars. A wise investment if the publication is going to run an article on your program or one of your instructors are featured.

FIRST AID FOR MENTAL HEALTH

KNOW THE SIGNS **LEARN THE ACTIONS** **BE A LIFELINE**

Think of it like CPR, but for mental health issues.

Think of it like CPR, but for mental health issues. Through our certification course, you'll become a mental health first aider. We'll teach you how to respond to someone with a mental health challenge. Challenges that include depression, suicide, substance abuse, eating disorders and panic attacks - to name a few. You'll learn the signs, evidence-based actions and how to connect those in crisis to support systems that can help them recover.

Learn how you can help.
www.MHFACO.org

MENTAL HEALTH FIRST AID COLORADO

COLORFUL COLORADO STILL SUFFERS FROM THE BLUES.

Think of it like CPR, but for mental health issues.

Depression. Anxiety. Substance abuse. Eating disorders. These are but a few of the mental health challenges people in Colorado struggle with every day. In fact, one out of four people you meet has struggled with a mental health problem at some point. But there is hope. And it is you. By taking our Mental Health First Aid course, you'll learn the signs of mental health issues, and the appropriate actions to take. It's not therapy. It's CPR. But for mental health.



**KNOW
THE SIGNS**



**LEARN THE
ACTIONS**



**BE A
LIFELINE**

**We'll Show You How to Help.
www.MHFACO.org**



**MENTAL HEALTH
FIRST AID
COLORADO**

Registration

Description:

Registration ads are used to drive attendance to your MHFA course. They give the dates, time and cost, while providing an overview of the program.

How To Use:


Use these as ads in your newsletters, newspapers and local magazines to get the word out about MHFA. Most local pubs will donate ad space for nonprofit organizations. Call their advertising sales department for more information. Paid media for ads like this are usually a few hundred dollars.

This ad has a field for customization. Add your course information into text boxes.


YOU WANT TO HELP. LEARN HOW.

One in four Americans has suffered from a mental health problem. That's a staggering statistic.


To put it in perspective, that's more people than effected by heart disease, lung disease and cancer combined. But there is hope. And it is you. Through our certification course, you'll become a mental health first aider. We'll teach you how to respond to someone with a mental health challenge. Challenges that include depression, suicide, substance abuse, eating disorders and panic attacks – to name a few. You'll learn the signs, evidence-based actions and how to connect those in crisis to support systems that can help them recover. It's like CPR. But for mental health.



KNOW THE SIGNS



LEARN THE ACTIONS



BE A LIFELINE


Register for our next course.

Aurora Mental Health Center

8:30am - 10pm November 21st, 2011

\$25 in Advance **Downtown Marriott**

Register Online: 1234 Mullberry Ln.
MHFACO.org/register Aurora, CO 80205
or by phone: 303.223.1234



**MENTAL HEALTH
FIRST AID
COLORADO**
www.MHFACO.org

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Poster/Flyer

Registration

Description:

Flyers and posters are a great way to get the word out. They do the majority of the grunt work for promoting course registration.

How To Use:

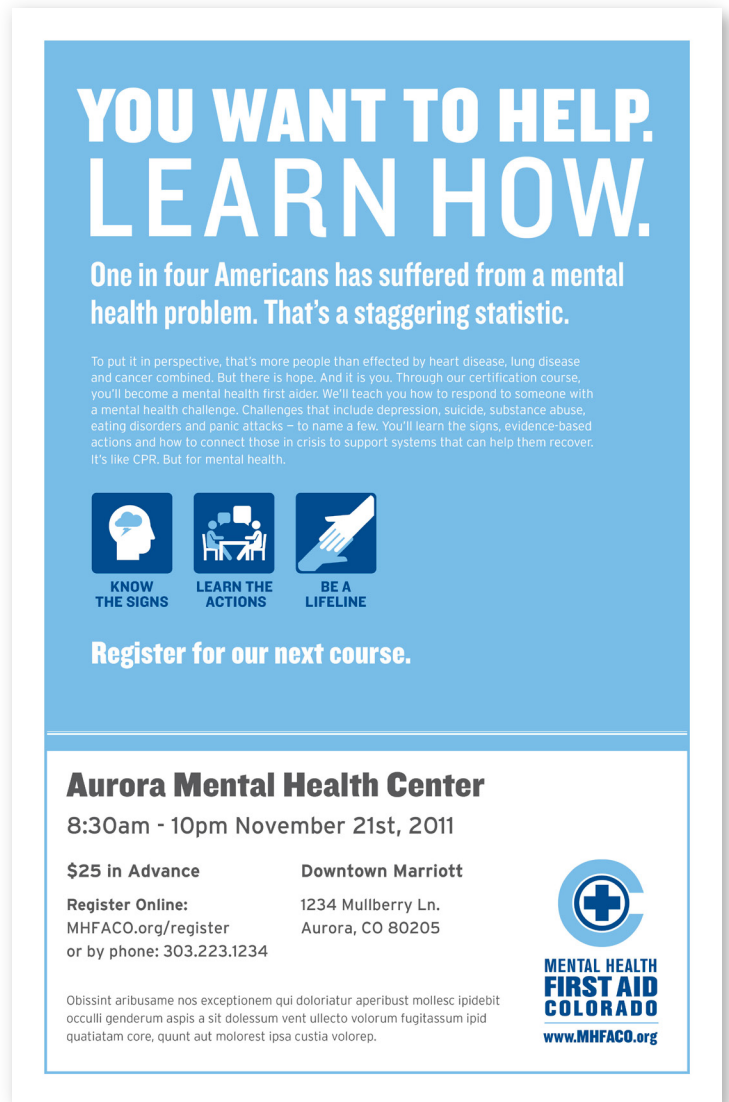
Put the posters up in facilities where people who are likely to register frequent. Also, put posters up by the take-one brochure/rack card. Hospitals, churches, schools, company bulletin boards are a few of the many places these materials can go.

Flyers are a great, in-hand way to give registration information to people you talk to.

These marterials have a field for customization. Add your course information into text boxes.



8.5" x 11"



11" x 17"

FIRST AID FOR MENTAL HEALTH

KNOW THE SIGNS **LEARN THE ACTIONS** **BE A LIFELINE**

Details on Our Certification Course

MENTAL HEALTH FIRST AID COLORADO

www.MHFACO.org

YOU WANT TO HELP. LEARN HOW.

One in four Americans has suffered from mental health problems. That's a staggering statistic. To put it in perspective, that's more people than effected by heart disease, lung disease and cancer combined.

But there is hope. And it is you. Through our certification course, you'll become a mental health first aider. We'll teach you how to respond to someone with a mental health challenge. Challenges that include depression, suicide, substance abuse, eating disorders and panic attacks – to name a few. You'll learn the signs, evidence-based actions and how to connect those in crisis to support systems that can help them recover.

- 12-hour certification course.
- We'll show you the signs of mental health emergencies.
- You'll learn a five-step action plan to connect people in crisis to support systems.
- MHFA breaks down the stigma of emotional problems.
- You'll learn how to listen without judgment.
- Get the tools to make a real impact in your community.

BE A FIRST AIDER FOR YOUR COMMUNITY'S MENTAL HEALTH

Visit us at www.MHFACO.org to learn more

Description:

This Rack Card is an in-hand, take-one brochure for people who are interested in learning more about MHFA. It gives them a detailed description of course and provides some quick bulleted overviews.

How To Use:

Rack Cards should be placed near poster and flyers. A poster is a first-level communication. The rack card is more info for them to take home and drive them to our site. Reception desks at hospitals, tables, or racks with other take ones are all great places to put them.

Web Banners

MHFA - Banner-180x100.gif

MHFA - Banner-250x250.gif

MHFA - Banner-720x90.gif



180x100 px



250x250 px



720x90 px

Description:

These banners are designed and programmed to provide direct links to our homepage and registration page. They give the people of the Internet a quick hit and encourage them to click. They've been designed for the most common digital ad placements and sizes.

How To Use:

Put them on your institution's website, and your partners' websites. Bloggers can use them, and there are web media services that can customize your banner placement on local, relevant websites targeted to demographics likely to register. Contact us for more information on how to buy ad placement.

Email Template


Registration

Description:

This piece is a powerful tool to utilize email lists to help boost registration.

How To Use:

A very low percentage of broadcast emails actually get opened. A simple and relevant subject line is very important. Work with your institutions and partners to utilize their email lists for this communication. If the instructor is well known in the community, include his or her bio.

(tag_viewinbrowser)

H1 - Main Story Headline

Ipsum optio quis, donec sit, vel sollicitudin leo felis. Ornare massa velit sapien, ut augue, nam sit ratione turpis, nam luctus orci massa. Sit dui sed suspendisse, eu magnis nonummy vestibulum imperdiet, veritatis libero sit lorem et. Lorem elit viverra, id imperdiet eget magna amet aliquam, tempor pellentesque convallis ut volutpat, et id, eget justo mauris. Ut elit cubilia sed, risus ipsum neque a a molestie eros, eget etiam dui imperdiet. Quisque convallis, velit pede convallis etiam velit gravida nisi, integer interdum ut, vitae pede porta, cursus ultrices quisque nulla consectetur eleifend vivamus. Ornare quis aspernatur justo, tincidunt aliquid a pellentesque et posuere lacinia, arcu est fusce donec, gravida enim tristique non ut maecenas ridiculus, mus vel dui eget urna. Velit in.

H2 - Secondary story headline

Ipsum optio quis, donec sit, vel sollicitudin leo felis. Ornare massa velit sapien, ut augue, nam sit ratione turpis, nam luctus orci massa. Sit dui sed suspendisse, eu magnis nonummy vestibulum imperdiet, veritatis libero sit lorem et. Lorem elit viverra, id imperdiet eget magna amet aliquam, tempor pellentesque convallis ut volutpat, et id, eget justo mauris. Ut elit cubilia sed, risus ipsum neque a a molestie eros, eget etiam dui imperdiet. Quisque convallis, velit pede convallis etiam velit gravida nisi, integer interdum ut, vitae pede porta, cursus ultrices quisque nulla consectetur eleifend vivamus. Ornare quis aspernatur justo, tincidunt aliquid a pellentesque et posuere lacinia, arcu est fusce donec, gravida enim tristique non ut maecenas ridiculus, mus vel dui eget urna. Velit in.

H3 - Subhead style

Ipsum optio quis, donec sit, vel sollicitudin leo felis. Ornare massa velit sapien, ut augue, nam sit ratione turpis, nam luctus orci massa. Sit dui sed suspendisse, eu magnis nonummy vestibulum imperdiet, veritatis libero sit lorem et. Lorem elit viverra, id imperdiet eget magna amet aliquam, tempor pellentesque convallis ut volutpat, et id, eget justo mauris. Ut elit cubilia sed, risus ipsum neque a a molestie eros, eget etiam dui imperdiet. Quisque convallis, velit pede convallis etiam velit gravida nisi, integer interdum ut, vitae pede porta, cursus ultrices quisque nulla consectetur eleifend vivamus. Ornare quis aspernatur justo, tincidunt aliquid a pellentesque et posuere lacinia, arcu est fusce donec, gravida enim tristique non ut maecenas ridiculus, mus vel dui eget urna. Velit in.

[Find A Class](#) [About MHFACO](#) [Contact](#)

Mental Health First Aid Colorado
c/o Colorado Behavioral Health Council
1410 Grant Street, A-301
Denver, CO 80203

Social Media Posts

Description:

Social media is a great tool to get your message out there. There are tons of support groups and online communities where our message is relevant. It's not in the scope of this particular project to provide all the possible tools for best practices in social media. But we have a website update coming where we'll iterate this section. However, you can learn more by following this link: <http://mashable.com/2011/04/28/14-best-practices-for-long-term-social-media-success/>

How To Use:

Start posting and building an online community. Odds are you already have a few. Facebook. Twitter. Support groups. Chat groups. These are all amazing places to express what you're up to with MHFACO. Plus, build awareness on other people's Facebook pages by becoming friends with those who attend your course. Follow up with them, and thank them on their wall. That way, all their friends will learn about the course too.

Post 1

Be a First Aider for Your Community's Mental Health. [Date, Time, Location and Cost]
[registration link]

Post 2

You Want to Help. Learn How. Mental Health First Aid Colorado. [registration link]

Post 3

Colorful Colorado Still Suffers from the Blues. Mental Health First Aid Colorado. <http://mhfacolorado.org>

FACEBOOK WALL POST

Hey, Rob, thanks for taking my course. You are now a certified Mental Health First Aider. I hope your friends know how lucky they are to have you in their lives!

Blog Post

Description:

Bloggers with a large following are another way to get your message out there. Their followers are loyal, and view the blogger as a trusted source of unbiased information. Plus, many of your institutions have blog pages where you can post.

How To Use:

Every blog has a slightly different niche. Get to know what they post about, and send them the press release plus the copy below. Tailor your request to their niche. Praise them for the work they are doing. And get specific. Talk about how one of their posts moved you in a personal, authentic way.

Headline

You Want to Help. Learn How.

Subhead

One in four Americans has suffered from a mental health problem. That's a staggering statistic.

Body

To put it in perspective, that's more people than effected by heart disease, lung disease and cancer combined.

But there is hope. And it is you. Through our certification course, you'll become a mental health first aider. We'll teach you how to respond to someone with a mental health challenge. Challenges that include depression, suicide, substance abuse, eating disorders and panic attacks – to name a few. You'll learn the signs, evidence-based actions and how to connect those in crisis to support systems that can help them recover.

It's like CPR. But for mental health.

Blog Graphics

MHFA - BlogGraphic-A.gif
MHFA - BlogGraphic-B.gif

Description:

Add these graphics to blog posts.

How To Use:

When you write a blog post about Mental Health first Aid use one of these graphics at the beginning of the post. Share these with other organizations who are writing about the program on their blogs.



Newsletter

General Awareness-500 Words

Description:

This is a long form article that gets into great detail about the program and it's benefits.

How To Use:

Use this in your institution and partners' newsletters. Churches, hospitals and support groups are a few examples of partnerships you can make to get this published. Many newsletters are institutional marketing materials. For example, many hospitals outsource their newsletter to third party content parties – meaning they usually pay for their content. A free article would be welcomed if it is relevant. Also, as a best practice, place one of the general awareness ads next to the article.

Headline

Be a First Responder for Your Community's Mental Health.

Body

Most of us have been in a situation where a friend or family member was experiencing a mental health emergency. You want to help, but you don't know how. It's like sitting across the table from someone choking. If you don't know the Heimlich maneuver, all you can do is watch. "One in four Americans has suffered from a mental health issue at some point in their lives," said Brian Turner, Public Policy Specialist with the Colorado Behavioral Healthcare Council, one of a coalition of organizations and NGOs who are expanding Mental Health First Aid (MHFA) in Colorado. "We are all very likely to encounter someone, be it a co-worker, friend or family member, who is struggling with their mental health. And in those situations, most people do one of two things: They either try to play amateur therapist, or they ignore the issue because of the stigma associated with mental health problems." Turner went on to say that both options come up short. Giving people the power to help was the precise impetus for MHFA.

MHFA is first aid, for mental health emergencies. It offers a 12-hour certification course where attendees learn the signs of a mental health crisis and a 5-step action plan. "We're not going to turn you into a therapist," said Turner, "no more than CPR will make you a doctor." MHFA is all about giving you the tools

Continued on next page.

Newsletter -continued

General Awareness-500 Words

to connect someone in an emotional health crisis to the support they need to recover. Turner went on to say, “This is an evidence-based program founded on cognitive behavioral principles.”

Mental Health First Aid Colorado is the local chapter of the national program, MHFA USA. It’s driven by a coalition of community and state agencies across Colorado. They have a network of instructors who preside over the courses and – thanks to the support of the Colorado Division of Behavioral Health – that network and the initiative are growing. As Turner said, “Our goal is to increase literacy on these issues, reduce stigma and give the public the tools to help those in need.” And it’s an important goal. From a community perspective, people suffering from emotional health issues often withdraw. People can become disconnected from the people in their lives and their communities. They can miss work, stop functioning, and – in extreme cases – take their own life.

Some of the disorders MHFA covers include depression, anxiety, eating disorders, panic attacks, substance abuse and suicide. As you can tell just from this list, there is a lot of cultural stigma associated with these issues. People affected by them are skeptical of those who offer help. One of the skills you’ll learn in MHFA is how to listen. Most of us are active listeners; meaning that when people talk to us, we’re thinking about how to respond and filtering what they are saying. Through the training provided by MHFA, you learn how to be present and listen without judgment. It will turn you into a person that people suffering from mental health problems will be

comfortable sharing with. Once they share with you, you form a bond of trust, and you can encourage them to seek the help they need.

Anybody who comes in contact with people who suffer from emotional health problems can benefit from this program. Given that one in four Americans has had mental health problems, that’s just about everybody. It’s especially helpful to friends and family of people with mental illness or addiction, police officers, primary care workers, teachers, faith communities, community leaders and human resource professionals. To learn more, visit their website at www.MHFACO.org.

Newsletter

Registration - 500 Words

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Continued on next page.

Newsletter -continued

Registration - 500 Words

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without judgment. It will turn you into a person that people suffering from mental health problems will be comfortable sharing with. Once they share with you, you form a bond of trust, and you can encourage them to seek the help they need.

Anybody who comes in contact with people who suffer from emotional health problems can benefit from this program. Given that one in four Americans has had mental health problems, that’s just about everybody. It’s especially helpful to friends and family of people with mental illness or addiction, police officers, primary care workers, teachers, faith communities, community leaders and human resource professionals. To learn more, visit their website at www.MHFACO.org.

The next course is offered for \$50 at _____.
Go to www.MHFACO.org/register to sign up.

Description:

Press releases are a great way to get the media to cover your program. They are free, and if they get published, it sounds like information coming from an unbiased, trusted source.

How To Use:

Most newspapers and lifestyle/healthcare magazines have an editor dedicated to healthcare issues. You can find that person on their website, or call their general line and ask who the contact person is. Editors have a stack of press releases in their inbox every day. So, the best way to get covered is to stand out. If that person is in your network, ask a mutual friend to give them a call. Follow up the press release with a personal phone call. And again, like bloggers, get to know their work and tell them how much their writing means to you.

Headline

Colorado Behavioral Healthcare Council Launches Mental Health First Aid Colorado.

Body

“One in four Americans has suffered from a mental health issue at some point in their lives,” said Brian Turner, Public Policy Specialist with the Colorado Behavioral Healthcare Council, one of a coalition of organizations hoping to expand Mental Health First Aid in Colorado.

“We are all very likely to encounter someone, be it a co-worker, friend or family member, who is struggling with their mental health. And in those situations, most people do one of two things: They either try to play amateur therapist, or they ignore the issue because of the stigma associated with mental health problems.” Turner went on to say that both options come up short. Giving people the power to help was the precise impetus for Mental Health First Aid (MHFA).

MHFA is first aid, for mental health emergencies. They offer a 12-hour certification course where attendees learn the signs of a mental health crisis and a 5-step action plan. “We’re not going to turn you into a therapist,” said Turner, “no more than CPR will make you a doctor.” MHFA is all about giving you the tools to connect someone in an emotional health crisis to the support they need to recover. Turner went on to say, “This is an evidence-based program founded on cognitive behavioral principles.”

Mental Health First Aid Colorado is a local initiative of the national program Mental Health First Aid USA,

Continued on next page.

Press Release^{-continued}

and is driven by a coalition of community and state agencies across Colorado. They have a network of instructors who preside over the courses and – thanks to the support of the Colorado Division of Behavioral Health – that network and the initiative are growing. As Turner said, “Our goal is to increase literacy on these issues, reduce stigma and give the public the tools to help those in need.” And it’s an important goal. From a community perspective, people suffering from emotional health issues often withdraw. People can become disconnected from the people in their lives and their communities. They can miss work, stop functioning, and – in extreme cases – take their own life.

Boiler Plate

Mental Health First Aid Colorado is a public-private partnership of the Colorado Behavioral Healthcare Council and Colorado Division of Behavioral Health, with collaboration from a statewide coalition of healthcare providers, advocacy organizations, educational institutions and state agencies. We’re committed to empowering people to identify, understand and respond to those in mental health and substance abuse crises through a 12-hour, evidence-based certification program founded on proven cognitive behavioral principles. It’s first aid, for mental health.

Marketing Best Practices

We've developed a powerful set of tools to help you promote your courses. This page describes how to use them. We realize this is a best-case scenario, and in the real world, it won't always work out like this.

PHASE 1 AWARENESS

You're starting a MHFACO course in your area.

1. General Awareness Print Ads and Web Banners.

Banners can go up as soon as possible. Newspaper ad submissions are usually due a week out from publication. Magazine ad timelines vary.

2. Build Your Digital Social Community.

Become an authority on MHFA issues. But remember, social media is a soft sell. Don't just post about the program. Post about your life too.

3. Press Releases Sent to All Local Newspapers and TV Stations.

Follow up with the editor or journalist one week after you send the release.

4. General Awareness Newsletter Sent to Institution/Facility and Partners.

If this gets published, make sure to put a general awareness ad in there too.

5. Rack Card Distributed to Institutions/Facilities and Partners.

Now, from a marketing perspective, you are building awareness for MHFACO in your local community. A potential attendee has seen your message a few different times at a few different touch points. Of course, they won't see everything, but the name of the game here is awareness and consideration. So they are aware of the program and considering it.

Marketing Best Practices^{-continued}

PHASE 2 REGISTRATION

1. Poster and Flyers Go Up

Put these up anywhere you think they may catch someone's eye. And put them anywhere you have access, especially by the rack cards. If you've done your job in Phase 1, people are aware of the program, and considering it. Now it's time for them to register. Always have a flyer on you. Share what you're up to, and if people are interested, give them a flyer and a personal invitation to attend.

2. Registration Ads Goes Out.

3. Registration Newsletter Goes Out.

4. Switch out your digital general awareness ads with registration ads.

5. Send out your registration email.

Logos

Print Logo

MHFA-logo-Horizontal-PMS.eps
MHFA-logo-Horizontal-CMYK.eps
MHFA-logo-Horizontal-Black.eps

MHFA-logo-Vertical-PMS.eps
MHFA-logo-Vertical-CMYK.eps
MHFA-logo-Vertical-Black.eps

MHFA-Icon-PMS.eps
MHFA-Icon-CMYK.eps
MHFA-Icon-Black.eps

Web Logo

MHFA-logo-Horizontal-RGB.jpg

MHFA-logo-Vertical-RGB.jpg

MHFA-Icon-RGB.jpg

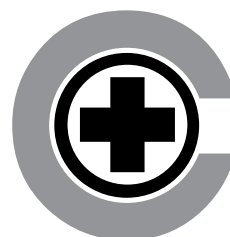
Horizontal Logo



Vertical Logo


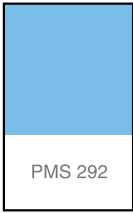

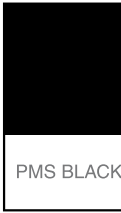


Icon



Colors & Fonts

COLORS

| | | | |
|---|---|---|---|
|  |  |  |  |
| PMS 288 | PMS 292 | PMS 232 | PMS BLACK |
| R 0 C 100 | R 121 C 49 | R 69 C 23 | |
| G 75 M 67 | G 189 M 11 | G 85 M 2 | |
| B 141 Y 0 | B 232 Y 0 | B 96 Y 0 | |
| K 23 | K 0 | K 77 | |

FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KNOCKOUT JUNIORWELTERWT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

KNOCKOUT FULLWELTERWT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KNOCKOUT LITEWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv
1234567890

INTERSTATE LIGHT