



**FOR IMMEDIATE RELEASE**  
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### **Make It OK Mental Health Campaign Kicks off at Crow Wing County**

Crow Wing County employees are taking part in the Make It OK Campaign to coincide with Mental Health Awareness month in May. Make It OK is an anti-stigma campaign created to encourage individuals to talk more openly about mental illness. By breaking the silence, Crow Wing County employees can help friends, family, colleagues and the residents they serve feel understood and supported.

“Just as learning about physical health or financial health has helped us create stronger families and a more caring environment, we believe that combating mental health stigma will help us make Crow Wing County a more supportive and accepting organization which can create a positive impact on our community at large.” says Community Service Director Kara Terry.

In Crow Wing County, one in four adults and one in five children experience a mental illness each year. But because of the stigma, most people live with their symptoms for ten years before seeking treatment.

During the month long Make It OK campaign, Crow Wing County employees will learn the facts about mental illnesses, myths, misunderstandings and misconceptions. Staff can take a pledge to learn more, start talking and encourage others to do the same. Four presentations will also be offered in May to provide employees tools to stop the silence, stop the stigma and Make It OK.

The Make It OK campaign is made possible by HealthPartners, Inc. For more information, check out [makeitok.org/](http://makeitok.org/)

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**Our Vision:** Being Minnesota's favorite place.

**Our Mission:** Serve well. Deliver value. Drive results.

**Our Values:** Be responsible. Treat people right. Build a better future.