



Men & Mental Health
Public Service Announcements Toolkit
January 2024

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The Why

Behavioral health problems can impact anyone, but men are less likely than women to get help when they are stressed or feeling down. Bryan Health and project partners created the *Men and Mental Health* PSAs to:

- Make a difference in men of all cultures and their communities
- Encourage men to keep their minds healthy and know there is strength in asking for help
- Speak to men of all cultures and provide information on free screening tools as a resource

The Motivation

The motivation behind the *Men & Mental Health* PSA effort is to encourage men to ask for help. One of the first steps is making the public aware of existing tools and resources such as the free online screenings provided by Bryan Health at www.bryanhealth.org/behavioral-health.

Talking Points

1. Rates of depression and anxiety are increasing across the country, leading to a greater need for behavioral health services.
2. Mental illnesses affect both men and women.
3. Studies have shown that men of all ages and ethnicities are less likely than women to seek help.
4. Men are four times more likely to die by suicide than women.
5. Ninety (90) percent or more of those who die by suicide had a mental illness diagnosis or would have been diagnosed with a mental health condition — most often depression.
6. Not everyone who is depressed is suicidal. However, in severe cases, a person living with depression may have suicidal thoughts. Depression is very treatable.
7. Recognizing the signs you or someone you love may need help for mental health is the first step toward getting treatment. The earlier treatment begins, the more effective it can be.
8. Helping men identify that mental illnesses are real and treatable, and that there is hope, help and healing will help them find their path to recovery, which in turn could help save lives.
9. Digital health tools are becoming more common and user-friendly. Online screenings are a great tool for men to review their symptoms and determine if help is needed in privacy.
10. Take a mental health screening online at www.bryanhealth.org/behavioral-health or call 988 in a crisis.

Project Partners



Region's leading provider of mental health services
www.bryanhealth.org



Mission is to help refugees and immigrants from Burma build and sustain a high quality of life and self-sufficiency in Nebraska
www.karensn.org



Mission is to advocate and inspire positive change in the Latino/Hispanic community of Nebraska
www.facebook.com/LasVocesDeNebraska



Dedicated to creating unity and prosperity throughout Lincoln, Nebraska, while honoring African American heritage
www.malonecenter.org



Mental health clinic that service the community by offering care to children, adolescents and adults of all ages
www.morningstar-counseling.com



Accessing the Public Service Announcements

The *Men & Mental Health* PSA effort resulted in six (6) 30-second public service announcements. All PSAs can be accessed through the Bryan Health YouTube channel at youtube.com/bryanhealth. Each PSA includes the same message, delivered as a multicultural compilation as well as individually by key community leaders.

The multicultural PSA includes five (5) trusted leaders who represent different backgrounds and communities, all sharing this important mental health message for men regardless of race, ethnicity, background or life experience.

Multicultural PSA

A Mental Health Message from Community Leaders

www.youtube.com/watch?v=O4OtR6vIpls



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Individual Public Service Announcements

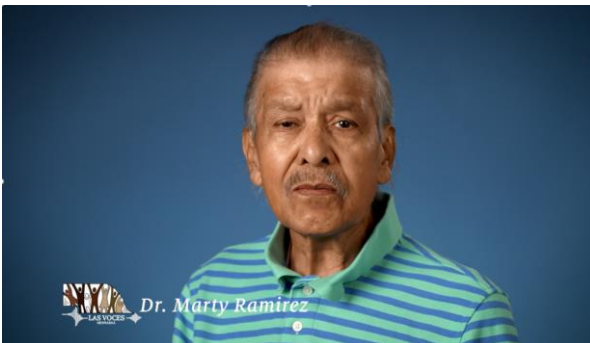
In addition to the message that includes all five (5) leaders, individual PSAs with each leader were developed (*listed here in order of appearance in the Multicultural PSA*).



Dr. Dave Miers, Bryan Health

www.youtube.com/watch?v=oNkvzKDPrRk

Dr. Dave Miers is the Senior Director of Behavioral Health Services at Bryan Medical Center in Lincoln, Nebraska. Dr. Miers is the founder of the state of Nebraska State Suicide Prevention Coalition and is involved in suicide prevention on a local, state and national level.



Dr. Marty Ramirez, Las Voces Nebraska

www.youtube.com/watch?v=fnewABPpqfM

Dr. Marty Ramirez is a retired Counseling Psychologist from the University of Nebraska-Lincoln. He remains active in the Hispanic/Latino community through organizations like Las Voces Nebraska. Dr. Ramirez has presented workshops, both nationally and locally, in the areas of mental health, career planning, diversity and cultural competence. He is a native of Scottsbluff, Nebraska, the son of Mexican immigrants, a Vietnam veteran and a recipient of the Purple Heart.



Travis Mallory, Morningstar Counseling

www.youtube.com/watch?v=uCh2LGeob4Y

Travis Mallory is a Case Manager at Morningstar Counseling in Lincoln, Nebraska. He has worked with youth in many capacities and also works with fathers, strengthening their relationships with their families and keeping them involved. Travis is a Peer Support Specialist and certified to teach the *Fatherhood is Sacred* and *Addressing Family Violence* curriculums. He was born and raised in Winnebago, Nebraska, and is an enrolled member of the Winnebago Tribe of Nebraska.

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Individual Public Service Announcements (*continued*)



James Knyawhtoo, Karen Society of Nebraska

www.youtube.com/watch?v=ihtWE-vrqQo

James Knyawhtoo is one of the founders of the Karen Society of Nebraska and has served as Executive Director since 2010. He is originally from Burma, arriving in the United States in 2008 with his family. James has served as an interpreter, social worker and a trusted Karen leader on local, statewide and national levels.



John Goodwin, Malone Center

www.youtube.com/watch?v=bZ5117fwnHI

John Goodwin has served as Executive Director of the Malone Center since 2019. Under his leadership, the youth program has expanded through athletics, STEM Plus/ Aviation programs, maternal wellness programs, mental health services, dance, reading, arts & crafts, and garden clubs. His passion to work with community organizations helps create opportunities for meaningful engagement. A native of Chicago, Illinois, John has made Lincoln, Nebraska, his home since 1996.

Thanks to all partners and leaders for their support!

**Men & Mental Health
30-second PSA message
(English)**

Are you stressed?

Feeling down?

Think mental health isn't an issue for men?

Think again.

Your family, friends and coworkers are counting on you.

Take a behavioral health screening at bryanhealth.org today.

If you're in crisis, call or text 9-8-8.

There is hope and healing.

Be strong.

Get help.

**Men & Mental Health
30-second PSA message
(Spanish)**

¿Estás estresado?

¿Te sientes decaído?

¿Crees que la salud mental no es un problema para los hombres?

Piénsalo otra vez.

Tu familia, tus amigos y tus compañeros de trabajo cuentan contigo.

Realiza una evaluación de salud conductual en bryanhealth.org hoy mismo.

Si estás pasando por una crisis, llama o envía un mensaje de texto al 9-8-8.

Hay esperanza y recuperación.

Sé fuerte.

Pide ayuda.

Translation support from Nebraska organizations, [Mundo Latino Network](#) and [El Centro de las Américas](#).

Tips for Putting the *Men & Mental Health* Public Service Announcements (PSAs) to Work

- Use PSAs as tools to ...
 - Start a discussion on mental health
 - Show how different populations are impacted by mental health and provide available resources
- Access PSAs from the Bryan Health YouTube channel at www.youtube.com/bryanhealth. Share them with your partners and community members or embed videos on your organization's website.
- Share PSAs through your social networks. Post the PSAs on your Facebook page. Encourage your followers and partners to do the same. Sample post: *"Are you feeling stressed or down? Think mental health is not a man's problem? Think again. Others care about you and are counting on you. Reach out, get help, be strong. Take a free online screening now: bryanhealth.org/behavioral-health"*
 - To share to your Instagram account or YouTube channel, download videos here: tinyurl.com/mental-health-psa
- Create a flyer or brochure on mental health that includes a QR code to the PSAs on the Bryan Health YouTube site or your organization's website.
- Go to the Bryan Health behavioral health landing page at www.bryanhealth.com/behavioral-health to access and share mental health resources, behavioral health screening tools and PSAs.
- Email the PSA link(s) to organizations and ask them to share this important mental health message to their partners/contacts.
- Show the PSAs at in-person or virtual community events. They can be played on a large screen for all to see, or at your booth on a laptop or tablet.
- Air the PSAs on video monitors in waiting rooms, during community outreach events and anywhere people are waiting for services.
- Contact your local and state health departments asking them to share the PSAs through their channels.
- Coordinate a community dialogue on mental health that includes a panel discussion. Send the PSAs in advance of the dialogue to prepare attendees for participation.
- Contact your local movie theater and ask them to donate time to play the PSA before the previews or in the theater lobby. If they need the master files for the PSAs, they can be located at tinyurl.com/mental-health-psa.

Questions/ideas: Contact Blanca Ramirez-Salazar at blanca.ramirez-salazar@bryanhealth.org

Questions/Feedback

For questions or feedback about the *Men & Mental Health* PSAs effort or this toolkit, please contact:

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