



What
you
feel
is real

COMMUNITY TOOLKIT

“What You Feel Is Real” Advertising Campaign

LETTER

Dear Community Partner:

As COVID-19 continues to impact our community, the OC Health Care Agency (HCA) recognizes that many Orange County residents may be experiencing a considerable sense of distress, especially due to the emotional, financial and social disruption in their lives during this uncertain time. OCHCA's mission is to protect and promote the health and well-being of our community. This commitment has never been stronger. To this end, we would like to ensure the community knows about available behavioral health resources and how to access them. The OCHCA is launching the "What You Feel Is Real" campaign with a message that encourages residents to reach out and seek support.

Your support is critical and greatly appreciated in assisting us to share this important message with your clients, stakeholders, members, neighbors, friends and followers. It is vital for our most vulnerable populations to receive information from you – a trusted source.

People may be hesitant to seek help, but we want them to know they are not alone – the HCA's Behavioral Health Services division has many resources available to help.

Also, in the attached toolkit are materials, help specifically focused on hard-to-reach communities and people for whom English is not their first language, to guide you in starting a conversation about and promote the importance of seeking help. This information is available in English, Spanish, Vietnamese, Traditional and Simplified Chinese, Korean, Arabic and Farsi.

Informational materials including flyers, videos and additional behavioral health resources are available in multiple languages at www.ocgov.com/covid. We also encourage community members seeking immediate emotional support to call the NAMI Warmline (877-910-9276), a no-cost and confidential telephone service.

Attached you will find the following:

- A script for talking to a person or group
- Brief paragraphs you can cut and paste and include in newsletters or e-blasts
- Social media posts you can modify and share on Facebook, Instagram and Twitter

Thank you for your support in this important public awareness campaign. We need everyone in the county to help us share factual information about the importance of mental health. It is more important than ever to take care of yourself and each other, supporting all of our mental and physical health. We are all in this together.

Remember, be strong and reach out.

Sincerely,



Clayton Chau, M.D., Ph. D.

Agency Director and Acting County Health Officer, OC Health Care Agency

SCRIPT

(Please feel free to modify for what works for you)

Hello _____

I'm here (or calling) because I (or name of your organization) _____ understand(s) the distress you might be feeling during the COVID-19 crisis.

You might be experiencing multiple disruptions in your life, disappointment, uncertainty, isolation, financial worries, and concern for your health and the health of your loved ones – and you are not alone. We all need help sometimes and asking for it is the first step towards recovery.

There are behavioral health services available to help you and your loved ones cope with these stresses.

For flyers, videos and more information in multiple languages including tips for what to do if you or your loved ones are experiencing anxiety or depression, go to www.ocgov.com/covid for help. For community members seeking immediate emotional support, the NAMI Warmline (877-910-9276), a free and confidential telephone service, is available 24/7.

It is important now more than ever to take care of yourself and each other, supporting all of our mental and physical health. We are all in this together.

Be strong and reach out.

NEWSLETTER COPY – ENGLISH

The _____ (name of your organization) endorses the OC Health Care Agency's efforts to encourage people to take care of themselves and those around them.

You might be experiencing multiple disruptions in your life, disappointment, uncertainty, isolation, financial worries, and concern for your health and the health of your loved ones – and you are not alone.

We all need help sometimes and asking for help is the first step towards recovery.

There are behavioral health services available to help you and your loved ones cope with these stresses. Resources include telephone and telehealth support, extended hours of support and community educational resources.

For flyers, videos and more information in multiple languages, including tips for what to do if you or your loved ones are experiencing anxiety or depression, go to www.ocgov.com/covid for help. For community members seeking immediate emotional support, the NAMI Warmline (877-910-9276), a free and confidential telephone service, is available 24/7.

It is important now more than ever to take care of yourself and each other, supporting all of our mental and physical health. We are all in this together.

Be strong and reach out.

SOCIAL MEDIA POSTS

Facebook:

COVID-19 is impacting us all. You matter and so do your feelings. If you or someone you know is experiencing anxiety/depression, find out ways to get support at ocgov.com/covid or call NAMI for help at 877.910.WARM (9276) #WhatYouFeelsRealOC #OCCOVID19 #MentalHealthAwareness

Twitter:

COVID-19 is impacting us all. You matter and so do your feelings. If you or someone you know is struggling, find out ways to get support at ocgov.com/covid or call NAMI for help at 877.910.WARM (9276) #WhatYouFeelsRealOC #OCCOVID19 #MentalHealthAwareness

Instagram:

Option 1:

COVID-19 is impacting us all. You matter and so do your feelings. If you or someone you know is experiencing anxiety/depression, visit the link in our bio ([include ocgov.com/covid](http://ocgov.com/covid)) or call NAMI for help at 877.910.WARM (9276) #WhatYouFeelsRealOC #OCCOVID19 #MentalHealthAwareness

Option 2:

COVID-19 is impacting us all. You matter and so do your feelings. If you or someone you know is experiencing anxiety/depression, find out ways to get support at ocgov.com/covid or call NAMI for help at 877.910.WARM (9276) #WhatYouFeelsRealOC #OCCOVID19 #MentalHealthAwareness

