



Step Forward for Mental Health Walk 2017

Saturday, August 12
Harbor Lawn at Waterfront Park



How To Step Forward for Mental Health for Businesses

Mental illness affects all walks of life – it simply does not discriminate. With one in five adults directly dealing with mental health issues, your company and employees are bound to know somebody who currently feels alone, scared and worried. Mental illness can adversely affect a work place by decreasing productivity and efficiency, by contributing to increased healthcare costs and by causing some employees to feel unsafe, which is perpetuated by the stigma associated with mental illness.

You can take charge and show your employees they are not alone. You can make a difference.

NAMI Louisville (National Alliance on Mental Illness) exists to provide education, advocacy and support to loved ones and their families affected by mental illness. We rely on volunteers, partners and private and corporate donations to do the work we know helps with support and recovery. Without this help, those affected by mental illness will remain alone in their struggle.

Here's how your business can help:

Include an educational article/ad, such as "In Our Own Voice", which we can provide to you, in your regular newsletters/e-blasts.

Display/distribute literature about Depression, PTSD, and Bi-Polar Disorder, as well as about NAMI classes/groups.

Invite an outreach speaker to educate you and your leadership. We'd be honored to be a guest speaker about mental health issues and educate your group so they know how to help their fellow colleagues who might be struggling.

Adopt mental health as your annual cause and weave it into your various company-wide activities including meetings, events, public service projects, and signage.

Offer mental health education to your Healthy Employees Program



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Boost your staff morale with our advocacy walk. Consider starting a **Step Forward for Mental Health Walk** team for the August 12, 2017 walk and naming your team to honor those who you know are struggling. Show them your support by walking for them. It's good exercise and gives your staff a positive team-building activity.

Make a tax write-off monetary donation or use cause marketing with a Walk sponsorship to help fund the free support groups and classes that NAMI Louisville offers weekly in our community. Your funds raised can be leveraged and doubled by contributing them to our Step Forward for Mental Health Walk in our "Walk at Your Own Pace" virtual walking program.

Companies can have a lot of fun with the walk. Involve your staff with a Jeans/Casual Day, where for a donation of say \$5 or more, employees could wear jeans. Or do the same, for an early out on a designated day. Or, what about a Brown Bag Lunch Day where you ask co-workers to bring in their lunch instead of going out and use the saved money as a donation to the cause. Or for a week, "charge" a donation for the free coffee in the break room. (P.S. It's really fun to encourage some friendly competition amongst two or more departments, like finance vs. marketing, for example.)

Offer matching funds. Employees like to know that their company cares about causes important to them. Consider offer a matching contribution to any funds your employees raise to support NAMI Louisville.

Spread the word to other groups/people you know. Strength is in numbers and the power of positive support goes a long way when people feel alone. Tell others that you know about our free resources to help them during this difficult time.

Support and like us on Facebook and tag us in your social media. The more we can let people know about mental health issues, the more people that can be helped.

<https://www.facebook.com/NAMI-Louisville-143976592285757/?fref=ts>