

EMOTIONAL SUPPORT HUMAN CAMPAIGN



2018-2022

HORIZON MENTAL HEALTH

Programming Overview

One piece of the puzzle



<http://www.noevalleyministry.org/2016/05/join-us-for-worship-sunday-may-8-1030am-unity-a-community-effort/>

EDUCATE AND RAISE AWARENESS

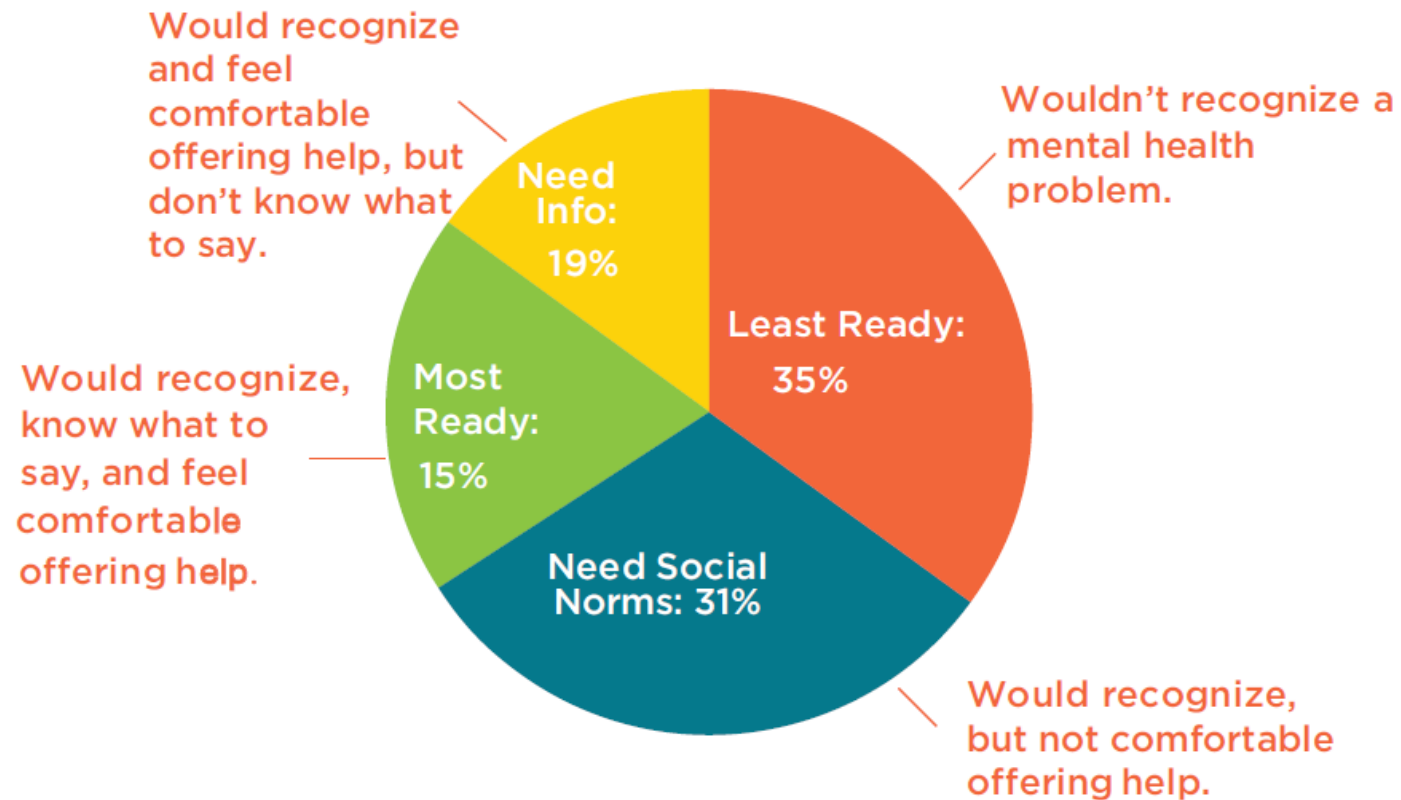


MENTAL HEALTH PERCEPTIONS IN HOWARD COUNTY

Online survey – December, 2018
Amelié Marketing Company

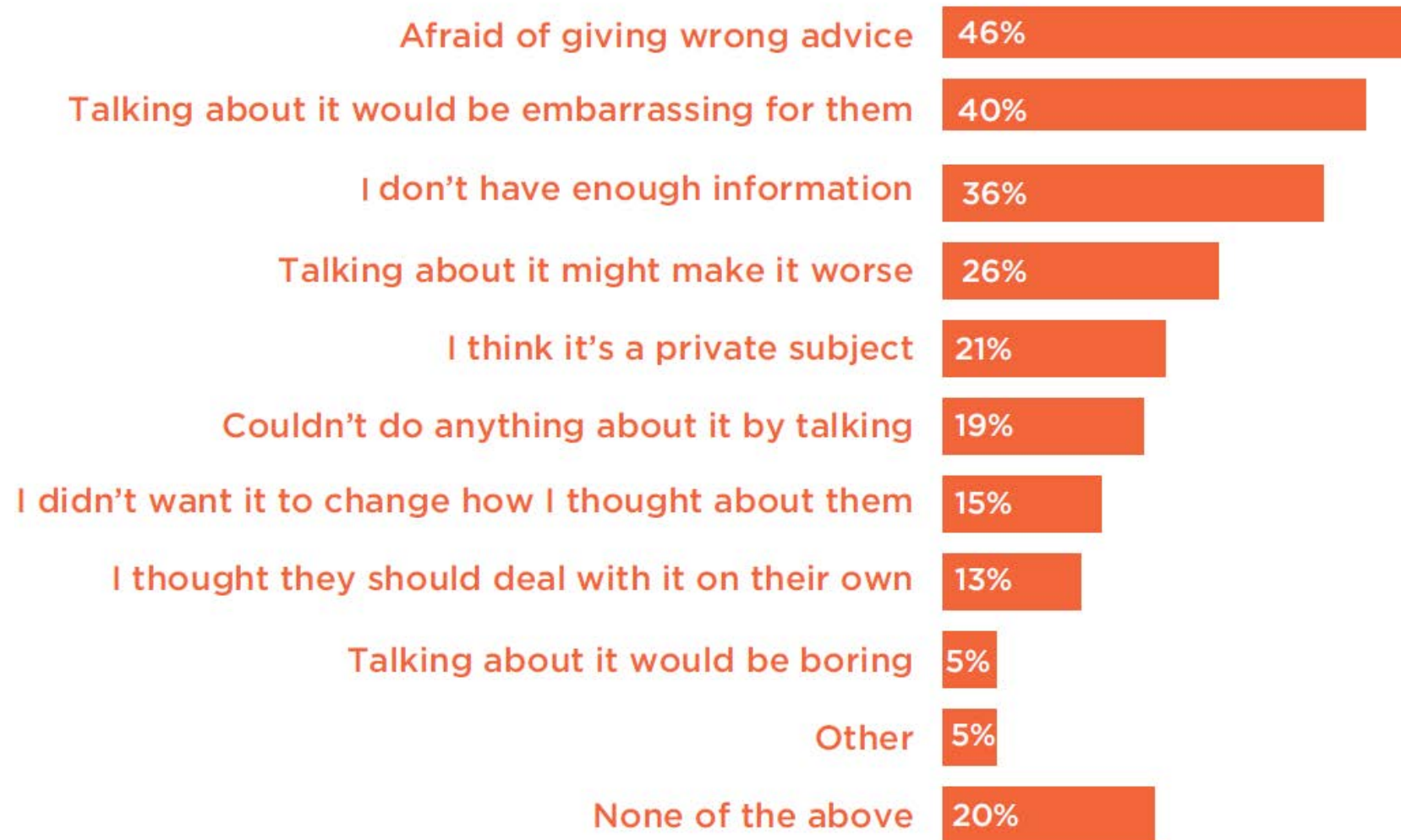
Research Findings

The research identified 4 key attitudinal segments based on readiness to have a conversation about mental health.



MENTAL HEALTH PERCEPTIONS IN HOWARD COUNTY

Barriers to having a conversation about mental health

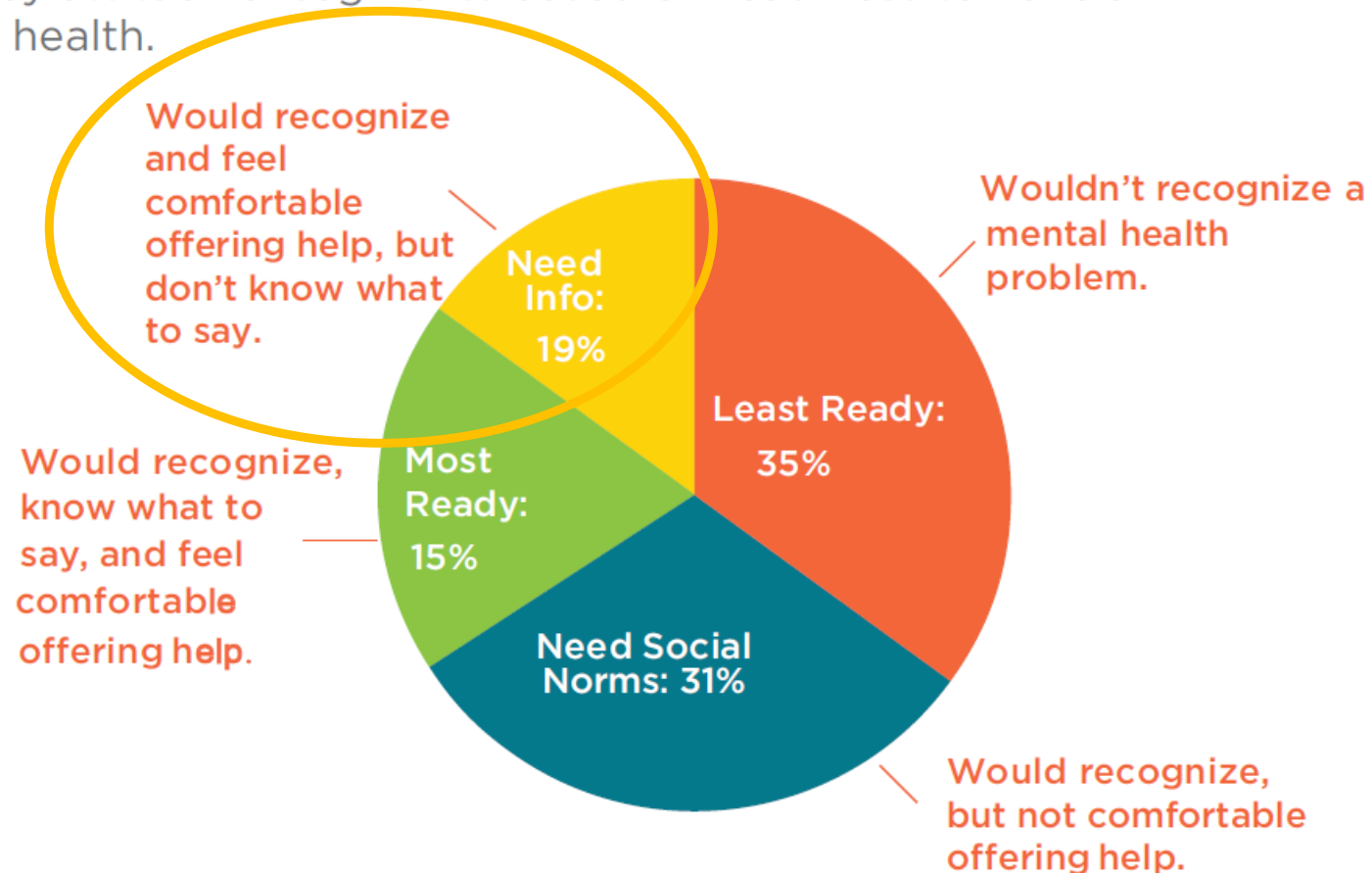


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The campaign answer

EMOTIONAL SUPPORT HUMANS

While Emotional Support Animals provide needed comfort to many, words are the most powerful medicine we can offer to someone struggling with their mental health. Let's normalize conversation around mental health by reinforcing the idea that we can all be a pillar in a time of need. We have to only let friends, colleagues and loved ones know that, as Emotional Support Humans, we're there to talk and listen.

We'll create a playful social guide about proper emotional human support, using humor to make the idea of starting a conversation about mental health seem less intimidating and all the more approachable. We'll encourage sharing of the guide and putting behaviors into practice.



EMOTIONAL

SUPPORT

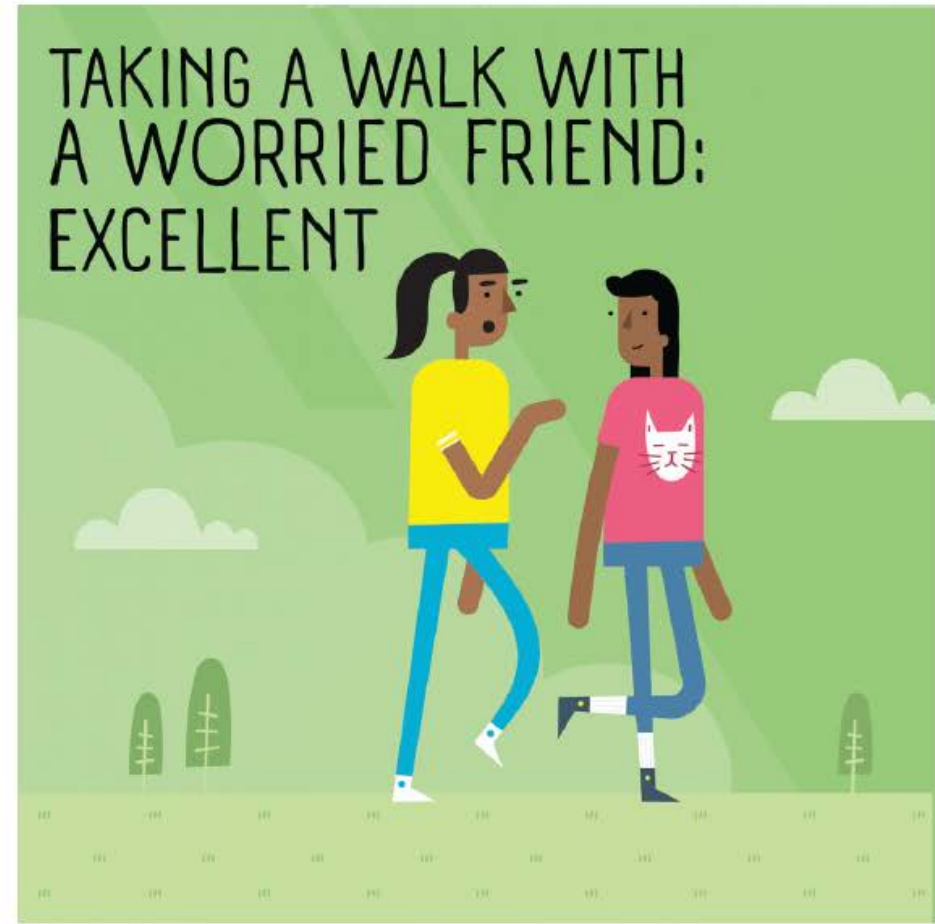
HUMAN

ETIQUETTE

SOCIAL MEDIA AD EXAMPLE



SOCIAL MEDIA AD EXAMPLE



SUPPORTHUMAN.ORG



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[NEWS](#)

Emotional Support Humans Welcome

Emotional Support Human

/əˈmɒʃ(ə)n(ə)n(ə)l/ /səˈpɔːrt/ /ˈ(h)yooˈmæn/

noun

An individual of the human (homo sapien) species who is committed to helping other people dealing with emotional and mental health challenges. Emotional Support Humans are characterized by compassion, care, love and a willingness to help the people around them – their friends, loved ones and community. Formal training is not required.

CAMPAIGN SITE

What do I say?

I'd like to ask if they're ok, but what do I say to bring it up? Finding the words to ask a friend or loved one if they're dealing with a mental health challenge might be the hardest part. Consider using one of these phrases – they might help break the ice.

**IS THIS A GOOD
TIME TO TALK?
WOULD THERE BE
A BETTER TIME?**

**IT MIGHT
JUST BE ME,
BUT YOU HAVEN'T
SEEMED LIKE
YOURSELF
LATELY. IS
EVERYTHING OK?**

CAMPAIGN SITE

How do I say it?

I know what I want to say, but how (and where) do I say it? Maybe you need help creating a comforting space to have a conversation. Consider these tips to encourage a positive discussion.

DON'T CONVEY JUDGMENT.

Ask questions like “Are you feeling ok?” or “Are you dealing with a stressful time right now?” instead of “You’re not anxious, right?”

USE FEELING WORDS.

Try asking about “stress,” “worry,” “sadness” or other words they can use to share how they’re feeling.

CAMPAIGN SITE

What else can I do?

I'd like to show my support in actions as well as words. How can I offer help? Showing someone you care can be another powerful way to express support. Consider one of these ideas to offer practical help to a friend or loved one struggling with mental or emotional health.

OFFER A RIDE.

Sometimes the simple offer of a ride to an upcoming appointment, and offering to join them, can help make a difference.

ASK IF YOU CAN HELP WITH EVERYDAY TASKS.

Offer your help with things they need to get done (like laundry, groceries or taking a pet for a walk) until they're feeling better.

CAMPAIGN SITE

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SELF-CHECK

AM I TAKING IT PERSONALLY?

Remember, mental health is a continuum with days that are better and worse. Be understanding during both, and don't avoid the hard times.

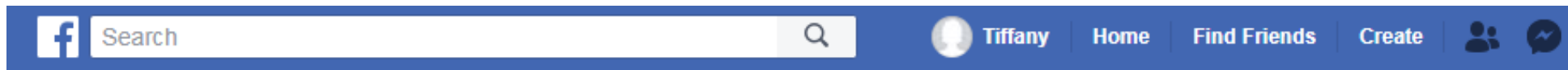
Do I have certain expectations...?

**WE
NEED
YOU!**

**BUILD THE
“ETIQUETTE”:
SUGGEST A TIP OR
PIECE OF ADVICE**

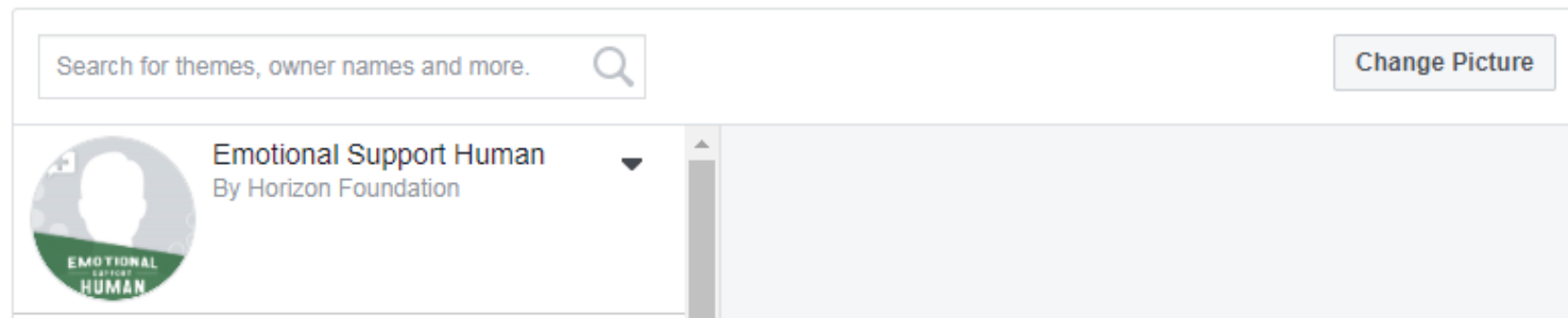
SHOW YOUR SUPPORT...

WE NEED YOU! ESTABLISH YOURSELF AS AN EMOTIONAL SUPPORT HUMAN



Change Your Profile Picture

Show your support for a cause, cheer on your favorite sports team or celebrate a moment in life.



TIMELINE

- **LAUNCHED: Monday, May 6th**
 - Website and ads went live
 - Toolkit available on website
- **REMAINDER OF 2019**
 - Ongoing ads and communications
 - “Etiquette” additions

FOR MORE
QUESTIONS,
COMMENTS
OR FEEDBACK

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Program Director

Horizon Foundation

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What's your big idea to
SPARK SOCIAL CHANGE
in Howard County?



Here's your chance to
win up to **\$25,000**
in prize money

- **The Changemaker Challenge is coming back!**
- Live event on November 11
- Applications open July 23
- We hope to see new ideas and fresh faces!

- **Stay informed...**
 - Email signup at the bottom of our homepage: thehorizonfoundation.org
 - Facebook: facebook.com/thehorizonfoundation
 - Twitter and Instagram: [@thehorizonfound](https://twitter.com/thehorizonfound)