

Start the Conversation, Stop the Stigma

#mymentalhealthidaho #stigmafree

May is Mental Health Awareness Month and you are invited to join Optum Idaho and the National Alliance on Mental Illness (NAMI) Idaho as they celebrate by starting the conversation to stop the stigma. This statewide campaign is designed to create a positive “buzz” about mental health and wellbeing, by sharing positive mental health images and stories through social media grass roots efforts. Optum Idaho and NAMI Idaho are distributing 100,000 green silicone wristbands printed with #mymentalhealthidaho and #stigmafree, along with marketing materials explaining how the campaign works.

Be part of the movement! It’s as easy as one, two three!

1. Get your green hashtag wristband.

This year Optum Idaho and NAMI Idaho have joined forces to give away 100,000 green wristbands with the hashtags #mymentalhealthidaho and #stigmafree on them. If you would like some to distribute at your business or organization, please email:

mymentalhealthidaho@optum.com

2. Take a photo.

Take photos of yourself wearing the wristband while you are doing something that makes you feel healthy and well.

3. Post the photo.

Post your shots on social media with a description and use the hashtags #mymentalhealthidaho and #stigmafree.

For example: “Taking my dog for a walk makes me feel well #mymentalhealthidaho #stigmafree” or “Reading a book makes me feel well #mymentalhealthidaho #stigmafree”

Invite your friends to do the same and like and share.

But wait! There’s more!

Please like and follow our Optum Idaho Facebook and Instagram pages. We invite you to share your pictures on our site too.