



MAYORS WELLNESS CAMPAIGN®

Mental Health Toolkit



NEW JERSEY HEALTH CARE

QUALITY INSTITUTE



A PUBLICATION OF THE NEW JERSEY HEALTH CARE QUALITY INSTITUTE



The [Mayors Wellness Campaign](#) (MWC) is a statewide community health initiative directed by the [New Jersey Health Care Quality Institute](#) in partnership with the [New Jersey State League of Municipalities](#).

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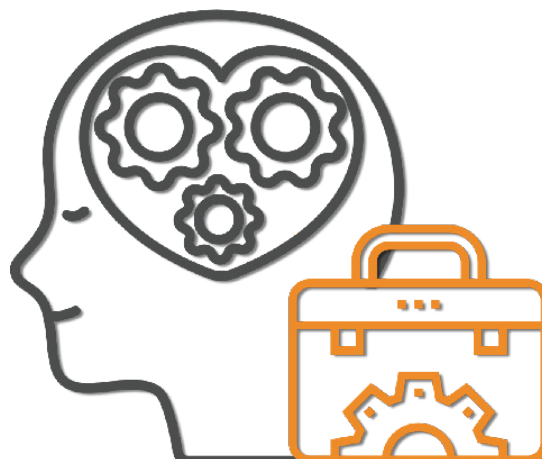
Please be advised it is not the intent of this publication to provide clinical or legal advice.

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INTRODUCTION TO THE TOOLKIT

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The New Jersey Health Care Quality Institute (Quality Institute) is the only independent, nonpartisan, multi-stakeholder advocate for health care quality, safety, and affordability in New Jersey. We work at the local, state, and national level to make New Jersey a healthier place to live, work, and thrive. At the local level, in partnership with the New Jersey State League of Municipalities, we run the Mayors Wellness Campaign (MWC). The MWC is a statewide community health initiative that provides mayors and community leaders with evidence-based tools and strategies to improve the health and wellness of their community.

The MWC has grown to include 422 participating communities with more joining every year. Local MWCs are encouraged to form diverse stakeholder committees to assess local health needs, plan and implement programs, and evaluate program impact. Committees include local leaders, municipal staff, business owners, non-profit social service and religious organizations, health care providers, schools, and residents – who are key to the success of programs. For more information about how to start or strengthen your local MWC, review our [MWC Handbook](#).

In response to the real-time needs of New Jersey communities, the MWC launched a comprehensive Mental Health Initiative. In addition to this toolkit, the initiative includes education and training for community leaders and residents to help increase understanding of mental health and stigma.

The intent of this toolkit is to:

- Provide a basic education and overview of mental health issues;
- Showcase strategies and program ideas that communities can implement to address mental health issues locally; and
- Highlight resources to share with residents that need mental health services and support.

The toolkit contains important mental health related definitions and research, concrete programs ideas, resources you can use in your community, tips for how to engage residents on this important topic, and information and referral guides to support individuals who may be struggling.



MENTAL HEALTH BASICS

2

What is Mental Health?

According to the Centers for Disease Control and Prevention (CDC), mental health includes our emotional, psychological, and social well-being. It impacts how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. There are many factors that impact mental health, including:

- Biological factors, such as your genes, gender, or brain chemistry,
- Life experiences, such as trauma or abuse,
- Family history of mental health issues.¹

Mental health challenges can be experienced on a wide scale and often change over the course of a person's life.

Key Terms

Serious Mental Illness: Someone over 18 years old who has had (within the past year) a diagnosable mental, behavior, or emotional disorder that causes serious challenges to everyday functioning that significantly interferes with or limits one or more major life activities.²

Substance Use Disorder: When the repeated use of alcohol and/or drugs causes clinically significant impairment, including health problems, disability, and failure to meet major responsibilities at work, school, or home.³

Stigma: A set of negative and often unfair beliefs that a society or group of people have about something. The stigma around mental health in the United States is a serious issue that affects individuals with mental health challenges.

Why Mental Health is Important

Mental health affects all of us.

To support the health and wellness of New Jersey communities, we must address whole health. This includes individual health and community health. It means expanding how we think of health from just physical health to include mental health as well. It also requires us to acknowledge that one impacts the other. Chronic health issues can cause an individual to be more likely to develop mental health issues. Similarly, poor mental health can cause an individual to be more likely to develop other medical conditions.⁴

¹ <https://www.mentalhealth.gov/basics/what-is-mental-health>.

² <https://www.samhsa.gov/find-help/disorders>

³ <https://www.merriam-webster.com/dictionary/stigma>

⁴ <https://www.nimh.nih.gov/health/publications/chronic-illness-mental-health>

Serious Negative Effect of Untreated Mental Health Issues: Suicide

- Suicide is the 2nd leading cause of death among people aged 10-34 in the United States (U.S.).
- Suicide is the 10th leading cause of death in the U.S.
- The overall suicide rate in the U.S. has increased by 35% since 1999.

Research has found that 46% of people who die by suicide had a known mental health condition. Several other things may put a person at risk of suicide, including:



- A family history of suicide.
 - Substance use. Drugs can create mental highs and lows that worsen suicidal thoughts.
 - Intoxication. More than 1 in 3 people who die from suicide are under the influence of alcohol at the time of death.
 - Access to firearms.
 - A serious or chronic medical illness.
 - Gender. Although more women than men attempt suicide, men are nearly four times more likely to die by suicide.
 - A history of trauma or abuse.
- Prolonged stress.
 - A recent tragedy or loss.

Mental Health Issues in the Community

According to the National Alliance on Mental Illness (NAMI)⁵:

- 20.6% of U.S. adults experienced mental illness in 2019 (51.5 million people), representing 1 in 5 adults.
- 5.2% of U.S. adults experienced serious mental illness in 2019 (13.1 million people), representing 1 in 20 adults.
- 16.5% of U.S. youth aged 6-17 experienced a mental health disorder in 2016 (7.7 million people).
- 3.8% of U.S. adults experienced a co-occurring substance use disorder and mental illness in 2019 (9.5 million people).

Mental health issues affect individuals from all races and ethnicities and disproportionately affect the lesbian, gay, bisexual, transgender, queer/questioning, intersex, and asexual (LGBTQIA) community.

- Annual prevalence, or frequency, of mental illness among U.S. adults, by demographic group:
 - o Non-Hispanic Asian: 14.4%
 - o Non-Hispanic white: 22.2%
 - o Non-Hispanic black or African American: 17.3%



⁵ <https://www.nami.org/mhstats>

- o Non-Hispanic American Indian or Alaska Native: 18.7%
- o Non-Hispanic mixed/multiracial: 31.7%
- o Non-Hispanic Native Hawaiian or Other Pacific Islander: 16.6%
- o Hispanic or Latino: 18.0%
- o Lesbian, Gay or Bisexual: 44.1%

Common Mental Health Issues^{6*}

Depression

Depression is a serious medical illness that negatively impacts how people feel, the way they think, and the way they act. It affects 8% of adults in the U.S. and impacts individuals in the LGBTQIA+ community at a higher rate than the general population.



Depression causes feelings of sadness and/or loss of interest in activities, can lead to physical health issues, and additional emotional problems. Furthermore, depression increases the risk of suicide significantly.

Fortunately, depression can be treated. Between 80% and 90% of people with depression have a positive outcome from treatment.

Anxiety



Anxiety is a common feeling that causes increased alertness, fear, and physical signs, such as a rapid heartbeat. Anxiety at any age can be described by high levels of distress, fear, and avoidance of feared situations or objects.

It is one of the most common mental health issues in the U.S. Almost 20% of adults have a diagnosed anxiety disorder and more so in women than in men. Anxiety disorders tend to begin in childhood or early adulthood.

Anxiety disorders are different from having anxiety because they are more severe, last longer, interfere with a person's daily life, and, if left untreated, can cause real pain and distress leading to poor outcomes for individuals.

Trauma

Trauma is a shocking and dangerous event that someone sees or that happens to them. Trauma can cause high levels of stress that can harm one's physical and/or mental health. Some examples include verbal, physical or sexual abuse, neglect, exposure to violence, alcohol/drug exposure,



⁶ Mental Health First Aid USA. 2020. *Mental Health First Aid USA for Adults Assisting Adults*. Washington, DC: National Council for Behavioral Health.

poverty, divorce, and many others. Trauma affects approximately 8% of the population.

The impact of trauma on an individual can vary greatly. It can interfere with daily life, cause intense emotional upset, depressive symptoms or anxiety, behavioral changes, difficulty interacting with others, and more. Recent studies have also shown serious long-term consequences of exposure to trauma in childhood such as depression, heart disease, and obesity, among others.

Supporting a person directly following a traumatic event can significantly reduce the impact of symptoms and the challenges a person will experience.

Substance Use Disorder

Substance Use Disorders are problematic patterns of using substances, including drugs and alcohol, that result in impairment in daily life or noticeable distress. This can have harmful effects on mental health and can result in physical harm or injury, and either accidental death or suicide.

Substance use usually begins in adolescence and early adulthood – a particular concern because the use of substances can harm the brain which continues to develop until age 26. Substance use affects approximately 20.3 million people over the age of 12 in the U.S. each year.

It is important to note that many people with substance use disorders have co-occurring mental health challenges – meaning that they experience substance use issues and mental health issues at the same time. One reason for this is because many people with mental health issues attempt to use substances to reduce the symptoms of their mental illness.



Commonly misused substances include alcohol, opioids (heroin and prescription pain relievers), stimulants (crystal meth, cocaine, ecstasy), and cannabis (marijuana). As with the other mental health issues, it is more likely that someone will recover from a substance use disorder if it is identified and treated early.

**This section is intended to provide a brief overview of common mental health issues. For more information you can visit the [National Alliance on Mental Illness](https://www.namh.gov/).*

Impact of the Pandemic on Mental Health

The pandemic has devastated our communities. Increased isolation, lack of social connection, blurring of work and home boundaries, and fears created by the atmosphere of uncertainty have amplified the impact of this deadly pandemic. These factors have only exacerbated an already existing problem, the rise of people experiencing mental health issues across the state. The Kaiser Family Foundation reported 53% of adults stated that their mental health had been negatively impacted due to worry and stress caused by the coronavirus.⁷ From April 28 to May 10, 2021, 27.8% of adults in New Jersey reported symptoms of anxiety and/or depressive disorder.⁸

⁷ <https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/>

⁸ <https://www.kff.org/statedata/mental-health-and-substance-use-state-fact-sheets/new-jersey/>

HOW TO LEVERAGE YOUR MWC TO ADDRESS MENTAL HEALTH

3

MWCs across the state have years of experience implementing physical health interventions such as exercise classes, nutrition support, and important health screenings in their communities. The same framework can be used to address mental health. Here are some ways that you can leverage your MWC to address mental health issues in your community.



Identify Community Needs

The Quality Institute always recommends using data to drive local programs. One way to support the mental health needs of your community is to first identify what those needs are. Some steps you can take include:

- Connect with local mental health providers to learn what issues and needs they are seeing in your community. This includes health systems, nonprofits, or county-run programs. Quality Institute staff can help get you connected to these providers in your community.
- Hold a Town Hall Meeting to hear from residents about mental health issues.
- Conduct a survey of your residents to learn more about their needs and experiences with mental health issues in your community. Quality Institute staff can help develop this type of survey.

Become a Stigma Free Community

Stigma is harmful to communities and residents. It creates fear and anger towards a marginalized, or powerless, individual or group. It prevents people from focusing on the disease that is causing the issue. Community leaders can help prevent stigma by taking the following actions:



- Use correct and appropriate language when talking about mental health issues. Check out the “Words Matter” Language Guide for examples from the Somerset County Department of Human Services in [Appendix A](#).
- You can also learn more about the importance of language by taking a [Mental Health First Aid Training](#), which the Quality Institute, as well as other organizations, offers throughout the year. See below for more information in the “Educate Your Community” section.
- Ensure images used in any communications (such as newsletters, social media platforms, flyers, etc.) show a diverse community and do not enforce stereotypes, or create an often-negative, oversimplified idea about an individual or group of people.
- Use municipal social media, newsletters, and other public information outlets to speak out against stereotyping.
- Increase resident awareness of available mental health resources.⁹ A great place to

⁹ <https://www.cdc.gov/mentalhealth/stress-coping/reduce-stigma/index.html>



start is with the “Resources for Your Community” section below.

Your local MWC program is a perfect fit for implementing a Stigma Free Campaign in your community. The goal of a Stigma Free Campaign is to raise awareness about the impact stigma has on the community and to reduce barriers for individuals living with mental health and substance use conditions. It communicates that your community is a safe space for all residents and values a culture of health and wellness.

Stigma Free Initiatives can include activities such as:

- Stigma free community events. These can include stigma free walks, information sessions, [Overdose Awareness](#) events, or a film screening. NAMI has a list of recommended films depicting mental health that you can check out [here](#).
- Reach out to NAMI to host an “In Our Own Voice” event in your community. [In Our Own Voice \(IOOV\)](#) is a program, developed nationally and sponsored around the state by NAMI New Jersey, designed to train individuals with various mental health conditions to give presentations about their illness and recovery. The program is a powerful tool for community education and reducing stigma by putting a human face on an often-misunderstood area of human suffering.
- Town Hall meetings to hear from residents about mental health issues in your community.
- Include a section on your town’s website to feature resources for mental health support. Check out this great collaborative example from [Chatham Borough, Chatham Township, and the Borough of Madison](#).



- Partner with neighboring communities to increase visibility.
- Provide space on your township website for mental health resources.
- Let residents know about local services available to them.
- Highlight crisis support lines.

- Ongoing social media campaigns to spread awareness about community events, success stories, and educational information.
- Highlighting stories of recovery in your community. The Quality Institute staff is here to assist in strategies to collect and showcase these stories.
- Offer Mental Health First Aid Training.



- o This is a course that teaches people how to identify, understand, and respond to signs of mental illnesses and substance use disorders. The training provides the skills needed to reach out and provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis. Mayors, law enforcement, teachers, and interested residents can attend. Contact Quality Institute staff to learn more about bringing this training to your community.

Many communities across the state have robust Stigma Free Campaigns. These campaigns include stigma free toolkits, sample pledges community members and businesses can sign, sample resolutions, language guides, and action plans. Here are just a few examples of excellent resources from county Stigma Free Initiatives:



- [Bergen County Stigma Free Initiative](#)
- [Monmouth County Stigma Free Initiative](#)
- [Morris County Stigma Free Initiative](#)
- [Somerset County Department of Human Services Stigma Free Initiative](#)

To find out if your county has a stigma free initiative or for assistance getting connected to local campaigns, contact Quality Institute staff today.

Educate Your Community

Part of what fuels the stigmatization of mental health issues is a lack of understanding and education about what mental health really is and how we can support our mental health the same way that we support our physical health. Through your MWC, there are many options of how to improve your community’s understanding of the importance of mental health issues.



- **Host Mental Health First Aid Training**
 - o Trainings can be offered in person or virtually. They can be offered to a specific group in your community, for example, your library staff or members of your police force, or they can be offered to the public. This training is perfect for any member of your community.
- **Partner with a local health system to provide community education**
 - o The MWC partnered with Evesham Township and Cooper University Health Care to host a virtual presentation about the psychological impact of the COVID-19 pandemic. Mental health experts were available to answer residents’ questions. Quality Institute staff can connect you to experts in your local community to co-host similar events.
- **Provide yoga, meditation, and mindfulness classes through your MWC**
 - o These are very common programs offered through MWC initiatives across the state but are often seen as physical health activities. Research shows how effective these

types of interventions can be for improving mental wellness. Connect with a local yoga studio or gym that offers these classes to include your business community in your MWC and offer important resources to residents.¹⁰

More Examples from 2020 Healthy Towns

Highlands Borough made the best of the time when community gatherings were not an option and used a survey to collect important data about the mental health and wellness of residents. They used this data to guide programming for 2021.

Jefferson Township partnered with local health systems and services providers to educate residents about suicide prevention as well as advance care planning through the Mayors Wellness Campaign's [Conversation of Your Life \(COYL\)](#) program.

Norwood created a “Canvas of Hope” where residents could post messages of resilience and hope during a time when individuals were struggling.



Social Isolation and Mental Health

Social isolation is the lack of social connections which can lead to loneliness and have serious long-term effects on overall health and wellness. Health risks associated with social isolation and loneliness include premature death, increased risk of dementia, and increased rates of depression, anxiety, and suicide. Social isolation has increased because of the pandemic and the need for social distancing. Even prior to the pandemic, 43% of adults age 60 or older reported feeling lonely, and those numbers have only increased over the past year.



There are many benefits of being socially connected and integrated into a community. Individuals who have stronger social connections are happier, have fewer mental health concerns, and have better overall health outcomes.

Don't forget to check out the [MWC Reducing Social Isolation Toolkit](#) for a step-by-step guide on how to reduce social isolation and improve the mental health of your residents. The toolkit will assist in matching volunteers with older adults in your community to increase social connectedness.



¹⁰ <https://www.cdc.gov/mentalhealth/stress-coping/reduce-stigma/index.html>

4

RESOURCES FOR YOUR COMMUNITY

When someone is experiencing a mental health issue, one of the most important steps is knowing where to go for help. The resources below are for you to share on your community website, social media, or in your community spaces so that residents can access crucial mental health services in a time of need. You can also encourage municipal employees to familiarize themselves with these resources so that they can provide information and referrals to residents looking for help.



In the event of a medical emergency, call 9-1-1.

Crisis Hotlines



- **NJ Suicide Prevention-NJ Hope Line:** 1 (855) 654-6735
- **National Suicide Prevention:** 1 (800) 273-8255
- **Substance Use Disorders-NJ Connect:** 1 (855) 652-3737
- **Behavioral Health Information and Referral-Mental Health Cares:** 1 (866) 202-4357

Psychiatric Emergency Screening Services

Every county has a dedicated Screening Service for psychiatric emergencies, crisis intervention, and information and referral.

Atlantic County

Psychiatric Intervention Program at
Atlantcare Regional Medical Center
1925 Pacific Avenue,
Atlantic City, NJ 08401
HOTLINE: (609) 344-1118

Bergen County

Care Plus NJ, Inc.
New Bridge Medical Center
230 East Ridgewood Avenue,
Paramus, NJ 07652
HOTLINE: (201) 262-4357

Burlington County

Legacy Treatment Services
HOTLINE: (609) 835-6180

Camden County

Oaks Integrated Care
2201 W. Chapel Avenue,
Cherry Hill, NJ 08002
HOTLINE: (856) 428-4357

Cape May County

Acenda Integrated Health
2 Stone Harbor Boulevard,
Cape May Court House, NJ 08210
HOTLINE: (609) 465-5999

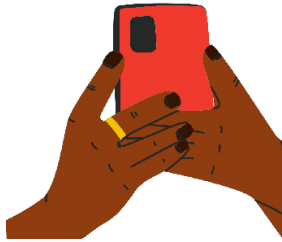


Cumberland County

**Cumberland Co. Guidance Center
at Inspira Health Network**
333 Irving Avenue, Bridgeton, NJ 08302
HOTLINE: (856) 455-5555

Essex County

Clara Maass Medical Center
1 Clara Maass Drive, Bellville, NJ 07109
HOTLINE: (973) 844-4357



**Newark Beth Israel
Medical Center**
201 Lyons Avenue,
Newark, NJ 07112
HOTLINE: (973) 926-
7444

**Rutgers University Behavioral
Health Care – Rutgers**
150 Bergen Street, Newark, NJ 07101
HOTLINE: (973) 623-2323

Gloucester County

Acenda Integrated Health
42 South Delsea Drive,
Glassboro, NJ 08028
HOTLINE: (856) 845-9100

Hudson County

**Primary Screening Center:
Jersey City Medical Center**
355 Grand Street, Jersey City, NJ 07302
HOTLINE: (866) 367-6023

**Affiliated Emergency Services (AES):
Palisades Medical Center**
7600 River Road, North Bergen, NJ 07047
HOTLINE: (201) 854-5760

Christ Hospital
176 Palisade Avenue, Jersey City, NJ 07306
HOTLINE: (201) 795-8374

Hoboken University Medical Center
308 Willow Avenue, Hoboken, NJ 07030
HOTLINE: (201) 418-2090

Hunterdon County

Hunterdon Medical Center,
Emergency Services Behavioral Health
2100 Wescott Drive, Flemington, NJ 08822
HOTLINE: (908) 788-6400

Mercer County

Capital Health Regional Medical Center
750 Brunswick Avenue, Trenton, NJ 08638
HOTLINE: (609) 396-4357 or (609) 989-7297

Middlesex County

**Primary Screening Service:
Rutgers University Behavioral Health Care**
671 Hoes Lane, Piscataway, NJ 08854
HOTLINE: (855) 515-5700

**Affiliated Emergency Service (AES):
Raritan Bay Medical Center**
530 New Brunswick Avenue, Perth Amboy, NJ
08861
HOTLINE: (732) 442-3794

Monmouth County

**Primary Screening Service:
Monmouth Medical Center**
300 second Avenue, Long Branch, NJ 07740
HOTLINE: (732) 923-6999

**Affiliated Emergency Services (AES):
CentraState Medical Center**
901 West Main Street, Freehold, NJ 07728
HOTLINE: (732) 294-2595



Jersey Shore University Medical Center
1945 Corlies Avenue, Rt 33,
Neptune, NJ 07753
HOTLINE: (732) 776-4555



Riverview Medical Center
1 Riverview Plaza, Red Bank, NJ 07701
HOTLINE: (732) 219-5325

Morris County

Primary Screening Service:
Prime Healthcare Services – St. Clare’s LLC
25 Pocono Road, Denville, NJ 07834
HOTLINE: (973) 625-6160

Affiliated Emergency Services (AES):
Morristown Memorial Hospital
100 Madison Avenue, Morristown, NJ 07960
HOTLINE: (973) 540-0100

Chilton Medical Center
97 West Parkway, Pompton Plains, NJ 07444
HOTLINE: (973) 831-5078

Ocean County

**Monmouth
Medical Center
South**
600 River Avenue,
Lakewood, NJ 08701
HOTLINE: (732)
886-4474 or (866)
904-4474



Passaic County

St. Joseph’s Hospital Health Care System
703 Main Street, Paterson, NJ 07514
HOTLINE: (973) 754-2230

Salem County

**Healthcare Commons Inc at
Memorial Hospital of Salem County**
310 Woodstown Road, Salem, NJ 08079
HOTLINE: (856) 299-3001

Somerset County

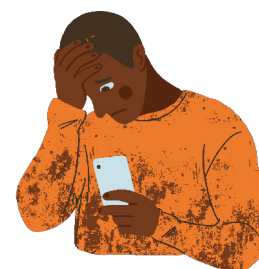
Bridgeway Rehabilitation Inc.
282 East Main Street, Somerville, NJ 08876
HOTLINE: (908) 526-4100

Sussex County

Newton Medical Center
175 High Street, Newton, NJ 07860
HOTLINE: (973) 383-0973

Union County

**Primary Screening
Service:**
**Trinitas Regional
Medical Center**
655 East Jersey Street,
Elizabeth, NJ 07201
HOTLINE:
(908) 994-7131



Affiliated Emergency Services (AES):

Overlook Medical Center
99 Beauvoir Road, Summit, NJ 07901
HOTLINE: (201) 831-5078

Rahway Hospital
865 Stone Street, Rahway, NJ 07065
HOTLINE: (732) 381-4949 or (732) 499-6165

Warren County

Family Guidance Center of Warren County
370 Memorial Parkway,
Phillipsburg, NJ 08865
HOTLINE: (908) 454-5141

County Mental Health Administrators and Alcohol and Drug Abuse Directors

Contact your [County Mental Health Administrator or Alcohol and Drug Abuse Director](#) for assistance seeking services locally. They are a great resource for getting residents connected to services.

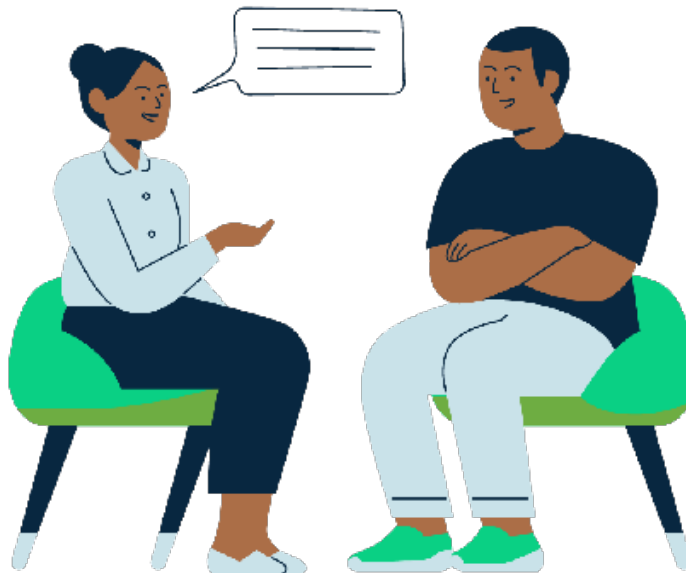
Alcohol & Drug Abuse Directors

Atlantic County

Jennifer Pielhau
Substance Abuse Coordinator
Dept. of Human Services
Division of Public Health
201 South Shore Road
Northfield, NJ 08225
Phone: (609) 645-5932
E-Mail: pielhau_jennifer@aclink.org

Mental Health Administrators

Kathleen Quish, LCSW
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Shoreview Building
101 South Shore Road
Northfield, NJ 08225
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E-Mail: quish_kathleen@aclink.org



Bergen County

Laurie Crocco
Bergen County Dept. of Health Services
Program Coordinator,
Office of Alcohol & Drug Dependency
One Bergen County Plaza, 4th Floor
Hackensack, NJ 07601
Phone: (201) 634-2744
E-mail: lcrocco@co.bergen.nj.us

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Bergen County Dept. of
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One Bergen County Plaza, 4th Floor
Hackensack, NJ 07601
Phone: (201) 634-2745
E-mail: sklein@co.bergen.nj.us

Burlington County

Cyndy Pappaterra
Burlington County Drug & Alcohol
Coordinator
Office of Human Services
795 Woodlane Road - PO Box 6000
Westampton, NJ 08060-0600
Phone: (609) 265-5530 / 5536
E-mail: cpappaterra@co.burlington.nj.us

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efrancis@co.burlington.nj.us

Camden County

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Blackwood, NJ 08012
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Cumberland County

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MORE RESOURCES

- Mental Health First Aid from the National Council for Mental Wellbeing: <https://www.mentalhealthfirstaid.org/>
- National Alliance on Mental Illness: <https://nami.org/Home>
- National Institutes of Health Emotional Wellness Toolkit: <https://www.nih.gov/health-information/emotional-wellness-toolkit>
- New Jersey Division of Mental Health and Addiction Services: <https://www.state.nj.us/humanservices/dmhas/home/>
- Total Wellness Mental Health Activities for the Workplace: <https://info.totalwellnesshealth.com/blog/mental-health-awareness-month-activities->



LET US HELP

Quality Institute staff is here to help you implement mental health programming in your community. We are here to assist with:

- Creating your education and awareness campaigns,
- Partnering with community organizations and health care providers to provide programming,
- Connecting you with local experts to support your work,
- Providing Mental Health First Aid Trainings in your community,
- Creating evaluation surveys and tools to measure the impact of your program.

For technical assistance with your Mental Health Initiative, contact [MWC Program Officer, Julie DeSimone](mailto:jdesimone@njhcqi.org) at jdesimone@njhcqi.org or 609-452-5980. For more information about the MWC, visit: <http://bit.ly/NJHCQIMWC>.



APPENDIX A: SOMERSET COUNTY DEPARTMENT OF HUMAN SERVICES “WORDS MATTER” LANGUAGE GUIDE

“Words Matter” Language Choice Guide

Language matters, but it can change depending on the setting we are in. Choosing when and where to use certain language and labels can help reduce stigma and discrimination towards mental health, substance use and recovery.



	Self Identifiers	Family / Friends	Public / Media	Professionals
Insane / Crazy / Nuts / Unstable / Whackjob	STOP	STOP	STOP	STOP
Schizo(phrenic) / Bipolar	STOP	STOP	STOP	STOP
Alcoholic / Drunk / Junkie / Drug Addict	STOP	STOP	STOP	STOP
Slip / Lapse / Relapse	STOP	STOP	STOP	STOP
Committed Suicide / Killed Themselves	STOP	STOP	STOP	STOP
Medication Assisted Treatment	STOP	STOP	STOP	STOP
Substance Abuser / Drug User	OK	STOP	STOP	STOP
Dopehead / Crackhead / Pothead	OK	STOP	STOP	STOP
Substance Abuse / Misuse Dependence	OK	STOP	STOP	STOP
Clean / Dirty	OK	STOP	STOP	STOP
Staying Clean / Abstinence	OK	STOP	STOP	STOP
Mental Illness	OK	STOP	STOP	STOP
Person In Recovery / Maintaining Recovery	✓	✓	✓	✓
Long Term Recovery	✓	✓	✓	✓
Medication Assisted Recovery	✓	✓	✓	✓
Co-Occurring (Mental Health & Substance Use)	✓	✓	✓	✓
Died by Suicide	✓	✓	✓	✓
Person with a Substance Use Disorder	✓	✓	✓	✓
Person with a Mental Health Disorder	✓	✓	✓	✓
Reoccurrence of Substance Use	✓	✓	✓	✓

Use these
**Words
or
Phrases**
Instead...

Somerset County
**PROUD TO BE
stigma free**

Source: Ashford, Brown, Curtis (2018)

There is no health without mental health.
#breakthestigma #SCNJstigmafree





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Please be advised it is not the intent of this publication to provide clinical or legal advice.



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