

Make It OK

2022 ANNUAL REPORT

ENDING THE STIGMA OF MENTAL ILLNESS IN IOWA



Healthiest State
INITIATIVE

2022 HIGHLIGHTS



184

**Make It OK
Ambassadors**
trained in 2022



1,316

reached through
**Make It OK
presentations**



64

**Registered
Workplaces**
signed-up in 2022

Make It OK is a community campaign to reduce stigma by starting conversations & increasing understanding about mental illness.

In 2022, Make It OK reached thousands of Iowans through virtual and in-person events, presentations, messaging efforts, plus our network of Ambassadors and Registered Workplaces, and exciting new partnerships across Iowa

**Thank you for helping us
#MakeltOK in Iowa!**

Healthiest State Initiative Board poses for a picture in Make It OK gear for "Wear Green for Make It OK Day" on May 20th



#MakeltOK

MakeltOK.org/IOWA

2022 EVENTS & OUTREACH

Lead-Header-Ship Retreat

Hip-Hope Inc.

A retreat held at the Boone YMCA Camp for young woman to explore and develop leadership skills through non traditional activities.



Make It OK Night

Des Moines Menace

Make It OK partnered with the Des Moines Menace soccer team to feature branded kits and mental health messages through the game.



Back 2 School Bash

Des Moines Public Schools

Make It OK was represented at the Des Moines Public Schools back to school event to provide resources to parents and children.



Be The Light GLOW Walk

Wapello County Children's Alliance & Resilient Communities Wapello County

Suicide Prevention GLOW Walk featuring mental health providers and resources from across the community, and activity booths along the walk path!



Mental Health Awareness Month

Mental Health Awareness Month & "Wear Green for Make It OK" Day on May 20 saw participation and support all month long across Iowa.



Make It OK Ambassador Trainings

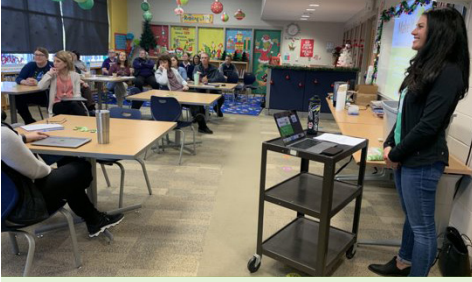
Linn County Public Health

Linn County Public Health employees received trainings to serve as Make It OK Ambassadors to fight stigma, help others that are struggling, and spread the Make It OK message in their community.



SPECIAL MESSAGING EFFORTS

Partnerships

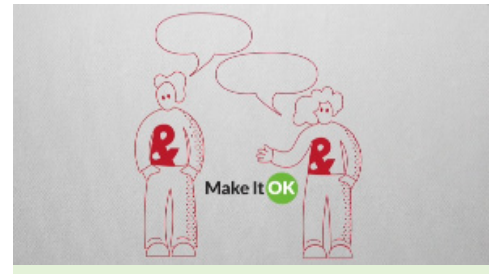


SWITCH - ISU Extension and Outreach

Make It OK has partnered with the SWITCH school wellness initiative and Iowa State University Extension and Outreach to implement mental health messaging into its programming. We are excited to share more information in 2023!

Kum & Go

Kum & Go partnered with Make It OK to create a video series focused on the basics of mental illness, including common conditions and what to say vs. what not to say, to be shown internally and at gas station locations.



Mental Health Awareness Month



TOOLKIT

Free digital toolkit with resources to share Make It OK during May.

2,300+ VISITS



EVENTS & TRAININGS

Trained **35 new ambassadors** and hosted 4 virtual presentations.

500+ REACH



T-SHIRTS

T-shirts sold prior to "Wear Green for Make It OK" Day on May 20.

200+ SOLD

#MakeltOK on Giving Tuesday

Giving Tuesday is a global day of generosity that took place on November 30. The Healthiest State Initiative focused our fundraising efforts around supporting Make It OK.

\$8,875 RAISED

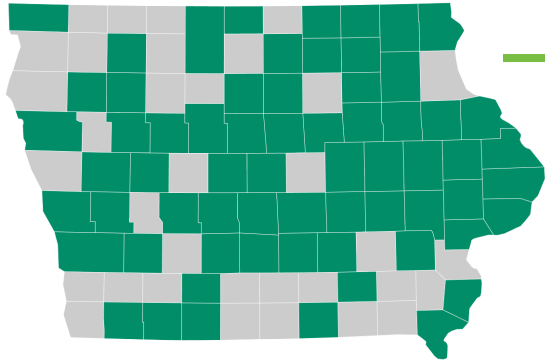


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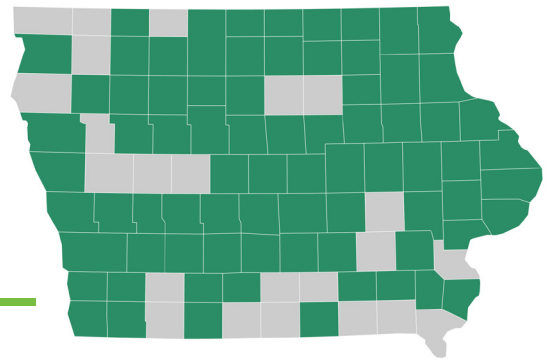
THANK YOU

Make It OK was first introduced to Iowa in May 2019 and since then has worked to eliminate mental health stigma across Iowa. At the conclusion of 2022, Make It OK is proud of our total statewide network:



1,048 Make It OK Ambassadors,
spanning **73** counties across Iowa.

373 Registered Workplaces, reaching
224,904 employees.



None of this would be possible without the continued support of our sponsors:



WE ARE EXCITED TO CONTINUE THE FIGHT AGAINST STIGMA IN 2023!

#MakItOK

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