



## **Make It OK Trusted Messenger Consultant**

**Hours:** Approximately 8-10 hours per week for 10 months | contract position

**Report to:** Healthiest State Executive Director

**Objective:** To create a framework for the Make It OK campaign that incorporates inclusive messaging to reduce the stigma of mental health, identifies outreach strategies and builds a network of trusted messengers for the Black community. The creation of the framework would be a collaborative partnership with One Economy.

The Trusted Messenger Consultant will work with One Economy and Iowa Healthiest State Initiative to:

1. Facilitate focus group(s) and lead discussion to review Make It OK materials, create new materials and provide guidance for the creation of a framework.
2. Create and pilot a framework for supporting the Black community.
3. Create and distribute a pre- and post- survey within the pilot to understand impact.

**The eleven (11) month contract will begin August 2021 and conclude by May 2022. The proposed budget should not exceed \$10,000.**

### **Duties/Responsibilities:**

1. Attend a Make It OK Ambassador Training.
2. Create questions, recruit and facilitate focus groups and lead discussions with the Black community.
3. Document key findings from the focus group discussions to support the creation of a framework.
4. Identify stakeholders and trusted partners to provide feedback and ideas for a Make It OK framework aimed to reduce the stigma of mental illness in the Black community.
5. Pilot the framework with key stakeholders and report on key findings and recommendations for change.
6. Provide bi-weekly updates to Healthiest State and One Economy leads.
7. Communicate with key stakeholders a minimum of monthly.

### **Deliverables:**

1. Create a roadmap to include a timeline and specific deliverables.
2. Create a focus group and discussion report with key findings and recommendations.
3. Pilot the proposed framework and identify recommendations for improvement.
4. Develop a framework that can be replicated across the community.



# Healthiest State

## INITIATIVE

### **Qualifications:**

- Ability to effectively facilitate focus groups and lead discussions
- Strong writing and editing skills to be able to produce an effective summary of the focus group findings and recommendations
- Analyze and evaluate data and information, and make appropriate recommendations for framework
- Communicate clearly and effectively, orally and in writing

**To apply:** Email Jami Haberl at [jami@iowahealthieststate.com](mailto:jami@iowahealthieststate.com) a cover letter, resume and examples of work to demonstrate experience requested by Monday, August 16, 2021.

The Iowa Healthiest State Initiative (IHSI) is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, IHSI will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with IHSI.