

# Make It OK

# 2020 ANNUAL REPORT

**Make It OK** is a community campaign to reduce stigma by starting conversations and increasing understanding about mental illness. In 2020, Make It OK reached thousands of lowans through messaging efforts, presentations and a network of ambassadors and workplaces.

## 2020 HIGHLIGHTS:

**18** **Make It OK Presentations**  
reaching **2,108 people** (in-person and virtual)

**203** **Registered Workplaces**  
signed up to end stigma for their employees

**366** **Make It OK Ambassadors**  
trained via in-person and virtual sessions



## TOOLKITS & RESOURCES:

**Make It OK: Employer Toolkit**  
*launched in January 2020*

**Mental Health Awareness Month**  
Toolkit, Email Series & Social Media Campaign  
*launched in May 2020*



# 2020 BY THE NUMBERS:



## Ambassadors

Make It OK Ambassadors are “boots on the ground,” fighting stigma and increasing understanding within their own communities, organizations and circles of influence across Iowa.

**366 Make It OK Ambassadors** were trained via in-person and virtual sessions.



## Education

Presentations and webinar series give an overview of Make It OK and provide education on relevant mental health topics.

**2,108 Iowans** were reached by **18 Make It OK presentations.**

**5,400+ Iowans** viewed a Make It OK-sponsored webinar video.



## Workplaces

Workplaces committed to reducing stigma can join the Make It OK Registered Workplace network. They receive the Employer Toolkit, plus additional resources on a quarterly basis.

**203 workplaces** signed up, impacting a total of **184,129 employees.**



## Website

The Make It OK website provides resources and opportunities to engage with the initiative, plus showcases the stories and videos of **27 brave Iowans** who live with mental illness.

**43,357 pageviews** to the Make It OK website, resources and stories.



## Advertising

Mental Health Awareness Month digital advertising: **200K+ impressions**

dsm Magazine sponsorship: **750K+ impressions**

Make It OK PSA: **7,883 plays**

Winter digital advertising: **200K+ impressions**

# MAKE IT OK SPONSORS:



**#MakeItOK**

[MakeItOK.org/IOWA](http://MakeItOK.org/IOWA)