TOOLKIT:
ALCOHOL AND MENTAL HEALTH AWARENESS (DEPRESSION) MONTHS
APRIL & MAY 2017

AUDIENCE: YOUR PATIENTS

Purpose: To increase awareness during Alcohol Awareness Month (April 2017) and Mental Health Awareness (Depression) Month (May 2017), and to drive traffic to your website and clinic.

Toolkit includes:

- Key Messaging
- Drop-in Articles
- Social Media Posts
- Flyers/Handouts
- Images
- Infographics
- Video/Animated Infographic
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INTRODUCTION

This toolkit contains collateral you can share with patients on your website, social media, email or other delivery option to increase awareness during the following:

- **APRIL**: Alcohol Awareness Month
- **MAY**: Mental Health Awareness Month

Please feel free to modify or adjust any of these tools to meet the specific needs of your organization. We hope this toolkit is a valuable resource your staff can use in promoting better health and your providers.

Sincerely,
The HealthInsight Team

**About HealthInsight**
HealthInsight is a private, nonprofit, community-based organization dedicated to improving health and health care, composed of locally governed organizations in four western states: Nevada, New Mexico, Oregon and Utah. HealthInsight also has operations in Seattle, Washington, and Glendale, California, supporting End-Stage Renal Disease Networks in the Western United States. As such, it is able to draw upon the unique social and cultural elements of each region, as well as quality improvement expertise that has been developed over four decades.

**KEY MESSAGING AND FACTS**

**APRIL: Alcohol Awareness Month**

- April is Alcohol Awareness Month. It’s meant to build awareness, understanding and reduce the stigma of alcoholism and alcohol-related issues.

- Each year, more than 23 percent of older adults die from alcohol-related causes according to the Centers for Disease Control and Prevention.

- Alcoholism is the third leading lifestyle-related cause of death in the nation according to the National Council on Alcoholism and Drug Dependence, Inc.

- Alcohol misuse complicates treatment of chronic conditions and leaves the elderly at greater risk for hospitalization.

**MAY: Mental Health Awareness Month**

- May is Mental Health Awareness Month. It’s meant to build awareness, understanding and reduce the stigma of mental health conditions, treatment and related issues.

- More than 20 percent of the U.S. population experiences some degree of depression disorder according to the Centers for Disease Control and Prevention.

  - Mild: 15.3 percent
  - Moderate: 4.7 percent
Severe: 2.9 percent

About 35 percent of people with severe depressive symptoms saw a mental health professional in the past year. That means almost two-thirds did not.

About 16 million adults in the U.S.—that’s more than the entire populations of Utah, Nevada, New Mexico and Oregon combined—had at least one major depressive episode in 2015.

The estimated annual cost of depression in the U.S. from lost productivity and health care is about $210,000,000,000.

ALCOHOL SCREENING DROP-IN ARTICLE

- **PURPOSE**: Promote Alcohol Awareness Month (April 2017) and alcohol screenings. An article that you as the provider can post to your website, blog, or send via email to your patients.
- **AUDIENCE**: Patients

WHY WE ASK ABOUT YOUR ALCOHOL USE

FROM [DR OR CLINIC NAME]

[CITY, STATE] – April is Alcohol Awareness Month, a time to build awareness and understanding and reduce the stigma of alcoholism and alcohol-related issues.

Did you know that each year more than 23 percent of older adults die from alcohol-related causes according to the Centers for Disease Control and Prevention. Alcohol misuse complicates treatment of chronic conditions and leaves the elderly at greater risk for hospitalization. And, it’s not just older adults. According to the National Council on Alcoholism and Drug Dependence, Inc., alcoholism is the third leading lifestyle-related cause of death in the nation. That’s why early identification is necessary, and that’s why we ask. It’s our job to help ensure you have the best health possible. Knowing about alcohol use is a key factor in your overall health because alcohol use can affect so many pieces of your health care.

Screening patients for alcohol misuse is easy. One of our staff members (e.g., nurse, doctor) uses approved, evidence-based screening tools to ask you a few questions about your drinking habits. If your drinking habits are within a defined normal range, then no further action is needed. If your responses indicate alcohol is being misused, we may ask a few more questions and work together to develop a plan to cut down on your alcohol consumption. We know that identifying alcohol misuse early on can prevent alcoholism and lead to better health outcomes.
The Centers for Medicare & Medicaid Services is funding an initiative to help primary care practices like ours implement alcohol misuse screenings and brief interventions.

We hope you know that we care about you and your health, and that’s why we screen everyone for alcohol misuse. We know it can play such a huge role in the outcomes of your overall health and life. Alcohol screening is part of routine health assessments across the United States, and help us improve the health and quality of life for so many people.

Now in April, help us spread the message of Alcohol Awareness Month and reduce the stigma of alcoholism and alcohol-related issues. Share your support for Alcohol Awareness Month and alcohol misuse screenings. Share this story with friends, family and on social media (use #AlcoholAwarenessMonth).

PATIENT DEPRESSION DROP-IN ARTICLE

- **PURPOSE**: Promote Mental Health Awareness Month (May 2017) and depression screenings. An article that you as the provider can post to your website, blog, or send via email to your patients.
- **AUDIENCE**: Patients

**IT’S OKAY TO TALK ABOUT DEPRESSION**

**FROM [DR OR CLINIC NAME]**

[CITY, STATE] – May is Mental Health Awareness Month, a time to build awareness and understanding and reduce the stigma of mental health and depression.

If you or a loved one experiences depression, you’re not alone. Did you know that more than 20 percent of people in the U.S. experience some level of depression? Chances are, you know someone who battles this disorder. It’s time we remove the social stigmas that sometimes exist with mental health and depression and talk about it. This month is a perfect time to call and make an appointment to talk with [PROVIDER INFORMATION HERE-REWRITE SENTENCE AS NEEDED].

**IS DEPRESSION REALLY A MEDICAL CONDITION?**

YES. Clinical depression is a mood disorder that may require medical intervention. Depression is different than just feeling “depressed,” down or sad. It’s not something you can just “snap out of.” It’s a medical condition a person may be unable to control. Depression doesn’t mean you’re weak.
Depression is real, and if you or a loved one is experiencing it, you know how truly debilitating it can be. And it’s okay to ask for help.

WHAT ARE THE SYMPTOMS OF DEPRESSION?

Depression affects each person differently, but some depression symptoms may include the following:

- Sense of hopelessness
- Lack of energy, interest or concentration
- Trouble sleeping or feeling like you need to sleep all the time
- Overly irritable or agitated
- Physical symptoms, such as headaches, upset stomach, or weight loss or gain.

Sometimes the people around you recognize your symptoms more easily than you do in yourself. If you or your friends and family see something, call to make an appointment [INSERT YOUR PHONE NUMBER OR CONTACT INFO]. If you have suicidal thoughts or intentions, seek help immediately by calling us at [INSERT PHONE NUMBER] or 911.

HOW CAN YOU HELP ME OR A LOVED ONE?

Our job is to help you stay healthy…and get healthy when you experience an illness or medical condition. If you’re experiencing depression, we can help by working with you to develop a treatment plan that may include medication, psychotherapy or cognitive behavioral therapy and lifestyle changes.

Medication may be something that’s used long-term, or it may help you through a specific period of time when your depression symptoms require intervention. Therapy may help you identify and manage depression triggers. Lifestyle changes that include exercise and diet can also have a positive effect on your condition.

Our job is to help you feel better. Call today and make an appointment [INSERT YOUR CONTACT INFO HERE]. And please share this article with friends, family and on social media (use #MentalHealthAwarenessMonth or #Depression).

Sources:

SOCIAL MEDIA POSTS

APRIL: Alcohol Awareness Month

TWITTER

Use images from the ADDITIONAL RESOURCES section with your post.

- FACT: 23 percent of older adults die from alcohol-related causes each year. #CDC #AlcoholAwarenessMonth
Did you know? Alcohol misuse complicates treatment of chronic conditions. Help spread the message! #AlcoholAwarenessMonth

What can cause people to die 30-years early? Find out here: https://goo.gl/HVwPOz

FACEBOOK
Use images from the ADDITIONAL RESOURCES section with your post.

April is Alcohol Awareness Month! It’s meant to build awareness and understanding and reduce the stigma of alcoholism and alcohol-related issues. Alcoholism is the third leading lifestyle-related cause of death in the nation. Learn more at https://www.ncadd.org/about-addiction/alcohol/facts-about-alcohol

Do you want to help keep your friends healthy? Let them know “one drink” is a 12-ounce beer, a 5-ounce glass of wine or a 1.5 ounce shot of liquor. April is Alcohol Awareness Month. Share this post to help prevent alcohol misuse! [pair with corresponding alcohol image below]

We ask everyone about alcohol use because we care about your health. Call for an appointment: [insert phone number]. We can help.

MAY: Mental Health Awareness Month (Depression)

TWITTER
Use images from the ADDITIONAL RESOURCES section with your post.

If you have depression, you’re not alone: 22.9% of people in the U.S. experience some degree of depression. #mhm2017 #depression

More than 16 million people in the U.S. had a major depressive event. Time we talk about depression. #mhm2017 #depression #stopthestigma

If you or a loved one is contemplating suicide, call the Suicide Helpline 1-800-SUICIDE (1-800-784-2433). #mhm2017 #depression #suicide

FACEBOOK
Use images from the ADDITIONAL RESOURCES section with your post.

Did you know that only a third of people with severe depression actually get treatment? It’s time we help everyone. If you or a loved one shows signs of depression, call and make an appointment. We can help. [include your phone number]

May is Mental Health Awareness Month. If you or a loved one experienced mental illness, send a message of support. Use hashtag #mhm2017.

May is Mental Health Awareness Month and a perfect time to schedule a visit for depression screening. We can help: [insert phone number], #mhm2017
ADDITIONAL RESOURCES

Alcohol Screening Flyer
We understand screening for alcohol misuse can be a sensitive topic for some patients. The “We Ask Everyone” flyer was developed to help patients understand why alcohol misuse screening is an important part of their visit.

The flyer is available at the end of this toolkit for printing to Letter size paper (8.5 x 11).

If you would like to print to a larger size, please contact us for a high-resolution version.

Alcohol Screening Images
Use the attached image files with your social media and other patient outreach efforts.
Depression Infographic
This infographic is something you can hang in your office, hand out to patients in the waiting room, or send out via mail, email or social media. The purpose is to help increase awareness of depression and encourage those experiencing depression to seek treatment in your office.

The infographic is available at the end of this toolkit for printing to Letter size paper (8.5 x 11).
If you would like to print to a larger size, please contact us for a high-resolution version.

Depression Animated Infographic/Video Clip
Include this animated depression infographic on your website or social media posts to add increased interest and drive traffic—see attached file. Pair the video with any of the suggested social media posts or drop-in article.
WE ASK EVERYONE
ABOUT ALCOHOL USE

WHY WE ASK EVERYONE
We ask because we care about you and your health. We’re not trying to offend or make you feel uncomfortable. We ask because we know that drinking too much alcohol can have negative effects on your health. We’re here to help everyone, that’s why we ask everyone.

THE FACTS

TYPES OF DRINKERS
- High Risk: <4%
- Moderate Risk: 25%
- Low Risk: 71%
(Based on percentage of adult [age 18+] population)

HOW MUCH IS ONE DRINK
- 12 oz Beer, 5% alcohol content
- 5 oz Wine, 12% alcohol content
- 1.5 oz Liquor, 40% alcohol content

DRINK LIMITS
- Women & Men 65+: Per Day Per Week
  - 1 7
- Men: Per Day Per Week
  - 2 14

NEGATIVE EFFECTS FROM ALCOHOL MISUSE
- Depression
- Anxiety
- Aggressive behavior
- Insomnia
- Memory loss
- Stroke
- Hypertension
- Heart failure
- Premature aging
- Cancer of the throat and mouth
- Breast cancer
- Inflammation of the pancreas
- Anemia
- Blood clotting
- Vitamin deficiency
- Bleeding
- Frequent colds
- Reduced resistance to infection
- Increased risk of pneumonia
- Type 2 Diabetes
- Liver damage
- Stomach inflammation
- Diarrhea
- Malnutrition
- Painful nerves
- Numb, tingling toes
- Impaired sensation leading to falls
- Risk of fetal alcohol spectrum disorders which include physical, behavioral and learning disabilities
- Erectile dysfunction
- Unintended pregnancy
- Sexually Transmitted Disease
- Motor vehicle crashes
- Failure to fulfill obligations at work, school, or home
- Injury
- Violence
- Violent crime
- Legal problems
- Anger

This material was prepared by HealthInsight, the Medicare Quality Innovation Network – Quality Improvement Organization for Nevada, New Mexico, Oregon and Utah, under contract with the Centers for Medicare & Medicaid Services (CMS), and agency of the U.S. Department of Health and Human Services. The content presented do not necessarily reflect CMS policy. pub #1150W-G1-17-12

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DEPRESSION IN THE UNITED STATES

DEPRESSION RATES

22.9%
of the U.S. population experienced some degree of depression in 2009-2012.¹

<table>
<thead>
<tr>
<th>Mild</th>
<th>Moderate</th>
<th>Severe</th>
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<tbody>
<tr>
<td>15.3%</td>
<td>4.7%</td>
<td>2.9%</td>
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$210,000,000,000
The estimated annual cost of depression in the U.S. from lost productivity and health care.²

88%
of people with severe depressive symptoms reported difficulty with work, home or social activities related to their symptoms.³

16,000,000
adults aged 18 or older in the U.S. had at least one major depressive episode in 2015.⁴

That's more than the entire populations of Oregon, Utah, Nevada and New Mexico combined.⁵

DEPRESSION TREATMENT

1 in 3
More than 36% of persons with severe depressive symptoms reported having seen a mental health professional in the past year. That means nearly two-thirds of person with severe depression did not.

SUICIDE FACTS

30 - 70%
of suicide victims suffer from major depression or bipolar (manic-depressive) disorder.

64%
of people who attempt suicide visit a doctor in the month before their attempt, and 38% in the week before.

SUICIDE HELPLINE

1-800-SUICIDE → 1-800-784-2433


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