

MENTAL HEALTH IS HEALTH

Wrap up of campaign
May 1st - May 31st

MINDFULNESS MONDAY

HOSTED BY:
BLUE CROSS BLUE SHIELD OF MICHIGAN AND BLUE CARE NETWORK

BLUE CROSS VIRTUAL WELL-BEING TEAM

Cindy and Marissa from the Virtual Well-Being Team led individuals in a 30-minute guided meditation.

INDIVIDUALS JOINED: 116

TAKE-A-WALK TUESDAY

HOSTED BY:
BLUE CROSS BLUE SHIELD OF MICHIGAN AND BLUE CARE NETWORK

BLUE CROSS VIRTUAL WELL-BEING TEAM

Cindy and Marissa from the Virtual Well-Being team hosted a 30-minute walk allowing individuals to connect with the power of nature as well as learn about how to improve their overall wellbeing.

INDIVIDUALS JOINED: 26

WIND-DOWN WEDNESDAY

EASTERSEALS MICHIGAN IS THE NON-PROFIT OF THE NIGHT AT THE DETROIT TIGERS GAME!

- Roughly 118 partners, employees, and supporters were in attendance
 - individuals who raised \$1,000 received 10 tickets to the game
- 281 total website visitors
- Screening tool data
 - 86 visits, 72 screenings completed
- Text to give on the scoreboard

TEAM BUILDING THURSDAY

WE ENCOURAGED INDIVIDUALS TO CONNECT WITH A FRIEND OR CO-WORKER IN PERSON, HOST A TEAM-BUILDING ACTIVITY, OR CHECK OUT IDEAS IN OUR 40+ PAGE RESOURCE GUIDE

FITNESS FRIDAY

HOSTED BY P.VOLVE AND THEIR FABULOUS TRAINER LINNEA

At your desk, or wherever you were, Linnea from p.volve hosted a 30-minute Strength and Sculpt class where no equipment was needed!

INDIVIDUALS JOINED: 17

MENTAL HEALTH ACTION DAY

IN PARTNERSHIP WITH MTU ENTERTAINMENT GROUP AND HUNDREDS OF ORGANIZATIONS



Selena Gomez, First Lady Dr. Jill Biden, and U.S. Surgeon General Dr. Vivek Murthy, pitched in to help spread the message in Washington DC.

748 screenings were completed on May 19th bringing our monthly screening total to 1,385.

IMAGES

MENTAL HEALTH IS HEALTH



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MENTAL HEALTH IS HEALTH SHIRTS

600+ shirts ordered for staff.

Roughly 20 shirts were given out to local and government officials, including Gov. Whitmer, Sen. Winnie Brinks, State Rep. Mary Whiteford, Jay Osterman from MTV Entertainment Group, and many local media personalities.

46 shirts were sold on our online store.

Roughly 700 Mental Health IS Health shirts in the community.

MEDIA INTERVIEWS

LOCAL MEDIA ATTENTION

Linda Kozyanowski with WXYZ- TV Channel 7 Detroit

Uriel Stephens with FOX 2 Detroit, The Nine

Craig Sharum with 9&10 The Four's Xavier Hershovitz

Brent Wirth with CBS Detroit's Karen Carter

Katie Kogelmann on CW46 Remi Murrey

Denise Durkee with ABC13 Grand Rapids

Total Unique Views Per Month: 801,714

Link to interviews posted on ESM YouTube: [Easterseals Michigan YouTube](#)

TOOLKITS

400 MENTAL HEALTH IS HEALTH TOOLKITS INTO THE HANDS OF COMPANIES AND COMMUNITY

- Toolkits packed with self-care goodies - laughing button, fidget cube, journal, take-a-sec tea, water bottle, bento box, and p.volve equipment and membership
- Insert for Mental Health Awareness Week scheduled activities
- 40+ page resource guide

SOCIAL MEDIA

REACH, IMPRESSIONS, TRAFFIC

Facebook:

85,823 impressions (up 69.3% from last month)
4,935 engagements (up 31.4% since last month)

Instagram:

6,241 impressions (up 7.5% from last month)
416 engagements (up 20.2% since last month)

Twitter:

4,627 impressions (up 90.4% from last month)
106 engagements (up 73.8% since last month)

LinkedIn:

13,594 impressions (up 50.7% from last month)
1,052 engagements (up 36.3% since last month)

Website:

In May, we had 8,377 visits to our site, where 79.5% were new visitors!

SPONSORS

SPECIAL THANK YOU TO ALL OF OUR SPONSORS AND PARTNERS WHO MADE THIS EDUCATIONAL AND AWARENESS CAMPAIGN POSSIBLE!

Main Campaign Sponsor: EOTECH

Resource Guide Sponsors: Blue Cross Blue Shield of Michigan and Blue Care Network and Blue Cross Complete of Michigan

Power of Good: Amway

Financial Sponsor: LoVasco Consulting Group

Additional Sponsors: Gaco Sourcing, p.volve, VTC Insurance, David & Jean Benoit, and Jim and Lee Uhlig

Design: HunchFree

Partners: MTV Entertainment Group and The Steve Fund

FUNDS RAISED

sponsorships: \$51,000

Text to give (including the Benoit Family matching gift): \$14,561

total: \$65,561*

*total from this campaign is still growing as monies will be coming in for the next few weeks.

CAMPAIGN SUMMARY

MENTAL HEALTH IS HEALTH

Over 270 individuals joined during scheduled Mental Health Awareness Week activities.

During the month of May, we had 1,967 screenings taken. 77% of those that took the screening were either consistent (48%) or highly consistent (29%) with needing additional mental health services.

Total impressions were 110,285 (62.3% growth from last month). Total engagements were 6,509 (31.9% growth since last month). 85 new followers across platforms (10.4% growth from last month).

Our Mental Health IS Health Campaign has surpassed our goal of \$60,000! As of June 2nd, we have raised \$65,561 for mental health services!