

Ideas for Outreach Activities

p. 1 of 2

Film Screenings

- Organize a community film screening event with a panel discussion or talk by mental health professional or patient advocate
- Organize a screening in a **workplace** setting using the video for ages 30-55 which focuses on stresses felt in the working years - if there are younger workers, use the video for ages 18-30
- Organize a screening at a **senior center** using the video for ages 55+ which focuses on the challenges of older adults
- Organize a screening in a **faith-based setting** as a stand-alone event or as an addition to a bible study or other regular activity - members of the American Association of Pastoral Counselors would be fitting professionals to invite to these events
- Organize a screening on a **college campus** using the video for ages 18-30 in which college age men describe their current challenges
- Organize a screening for **teens** in a recreation or educational setting using the video for ages 18-30 video in which young men reflect on their experience as teens with depression
- Organize a screening for **parents** of adolescents using the video for ages 18-30 video in which young men and their families reflect on their experience as teens with depression
- If your organization holds **support groups**, show one of the videos or a clip or clips and/distribute the resource booklet to the group (available online to download and copy)
- Donate a copy of the outreach DVD to your local **library**
- Bring the materials to **health fairs** or other events you attend and show the videos or clips at your booth or table
- Show the videos in the **waiting room** of your office or clinic; make copies of the booklet available to read along with your other periodicals
- There is a strong suicide prevention message in all of the videos - incorporate these videos into **suicide prevention efforts** in your community

Partnering with Local Media Outlets

In April and May, as we gear up for the release of the one hour documentary on public television, there may be opportunities for you to partner with your local PBS station and other local media groups.

- Hold a preview screening of the documentary with your local PBS station including a professional talk or panel discussion afterwards
- Provide your PBS station with volunteers for a phone bank so that the station can provide a local call-in number during and after the program
- Provide local mental health resource information and ask the PBS station to post this on their website
- Brainstorm with the PBS station's community liaison about other events or activities you could partner on around the time of the broadcast
- Provide mental health professionals as experts for a local radio and television shows
- Encourage your local television news stations and print media groups to do an article or segment about male depression around the time of the documentary broadcast

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p. 2 of 2

The primary goal of outreach activities is to get help to those who need it. We encourage you to include a mental health professional or resource person at all community events. If that is not possible, please have available contact information for local resources and the National Crisis Line.

Please let us know what you are doing -- we can promote your event on our community outreach website and in our monthly campaign newsletter.

**SEND US YOUR ACTIVITY DETAILS BY EMAIL TO
MENGETDEPRESSION@STATEART.COM**