



HEARTLAND
CORE WELLNESS

April 22, 2024

Dear Business Owner/Community Member,

I hope this letter finds you well. May 2024 has been proclaimed as “MENTAL HEALTH AWARENESS AND TRAUMA INFORMED CARE MONTH” by Mayor John Shoop and as we approach the month of May, I am excited to share with you an important initiative that we at Heartland Core Wellness believe aligns with our shared values of community support and mental health advocacy.

May-**HEM** is a month-long campaign dedicated to **Helping Every Mind**, throughout the month of May and beyond. This campaign aims to promote mental health awareness and support within our community by offering a series of events and activities designed to educate, support, and empower individuals.

Mental health is a vital component of overall well-being, and it affects individuals in all walks of life, including mothers who often bear the weight of caregiving responsibilities. By putting a spotlight on motherhood, we aim to share the unique mental health challenges that mothers may face and provide them with the resources and the support they need to thrive.

Throughout the month of May, we will be hosting various events such as a town hall, live chats, and wellness activities, all aimed at promoting mental health awareness and resilience. These events will provide valuable information, resources, and a sense of community for individuals who may be struggling with mental health issues or simply seeking support and connection.

In order to make May-HEM a success, we are reaching out to businesses and community members like you to ask for your support. Your monetary contribution and/or display of a window decal at your business premises featuring a QR code can make a real difference in the lives of individuals and families in our community. The QR code directs people to a webpage with valuable mental health resources. By displaying the decal, you can help to raise awareness and connect individuals with the support they need. Your donation in support of the May-HEM campaign will help us to cover the costs of organizing events, providing resources, and promoting mental health awareness. Please review and complete the following page to support this campaign.

Your support of the May-HEM is greatly appreciated and will have a positive impact on our community. Together, we can work towards **Helping Every Mind** and creating a community that prioritizes mental health and well-being for all.

Thank you for considering our request. If you have any questions or would like to learn more about how you can get involved, please don't hesitate to contact us.

Best regards,



Aisha Alayande
Executive Director
Heartland Core Wellness/Drug Free Highlands

134 N. Ridgewood Drive, Suite 1, Sebring FL 33870 ~ 863.314.6334
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www.heartlandcorewellness.org





HEARTLAND CORE WELLNESS

The Healthy Start Program of Highlands County

Thank you for your support!

To pay by credit/debit card:

Go to www.heartlandcorewellness.org or **scan the QR code below** which will take you to our website. While in the website, click on “donate” in the top right corner. Follow the instructions for credit card payment.



To pay by check:

Make the check out to: Heartland Core Wellness

Memo: Mental Health Campaign (or Farfrom Campaign, Healthy Start Program, Substance Abuse/Misuse Campaign)

Check below for Mental Health Window Decal and/or if you are interested in supporting in another way. You can also click [here](#) to fill out the form digitally.

Place Mental Health Decal in window of business

Interested in supporting Heartland Core Wellness

Business Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Mailing Address: _____

Please mail this completed sponsorship form to:

Heartland Core Wellness, 134 N. Ridgewood Drive., Suite 1, Sebring FL 33870

or email it to: info@drugfreehighlands.org

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HEARTLAND CORE WELLNESS

Overview:

"May-HEM" is a month-long campaign in May dedicated to **Helping Every Mind**. The MAY-HEM campaign promotes mental health awareness and features a series of events and activities designed to educate, support, and empower individuals in our community.

The meaning of the "HEM" in May-HEM

- **Helping:** Emphasizing the importance of helping, this aspect of the campaign focuses on providing resources, support, and interventions aimed at addressing trauma and promoting mental well-being for all individuals within the community.
- **Every:** This word underscores the connectivity of the campaign, aiming to reach every person in our community regardless of background, socioeconomic status, or other factors. It stresses the importance of recognizing and addressing mental health needs across all demographics.
- **Mind:** Highlighting the focus on mental health, we acknowledge that mental well-being is a critical aspect of overall health and wellness. The campaign aims to raise awareness, reduce stigma, and promote access to mental health services and resources for everyone in our community.

Campaign Objectives:

- Raise awareness about mental health issues and resources available in our community.
- Provide a platform for open discussions and education surrounding mental health.
- Celebrate and support caregivers, acknowledging their vital role in fostering positive well-being within individual households and the greater communities and a sense of community and solidarity in addressing mental health challenges.
- Create and nurture genuine connections by promoting positive outreach, and letting people know they are not alone; That there is genuine hope for getting better.

Get Involved:

- Attend our events, get trained, participate in our discussions to learn, connect, and support.
- Spread the word about "**May-HEM**" and encourage others to join the campaign.
- Share your own experiences and resources related to mental health on social media using the hashtags:

#MentalHealth #MentalHealthAwareness #MayHemAwareness #MayHemInHighlands
#MayHemInSebring #MayHemInAvonPark #MayHemInLakePlacid

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Events and Activities:

1. Weekly Live Discussions: Reading Rounds & Sipping Tea with Oni

- Dates: Every Tuesday in May (May 7, May 14, May 21 and May 28)
- Venue: Virtual
- Description: Tune in to our weekly live discussions where public health partners, mental health professionals, and community members come together to share resources, data, and insights on various mental health topics. Topics include stress management, self-care practices, and how to support loved ones.

2. Mental Health and Trauma Informed Proclamation

- **County Commissioners Meeting**
 - Date: May 7th at 9am
 - Venue: Tax Office, 600 S. Commerce Avenue, Sebring FL 33870
 - Description: Reading of the May 2024 Mental Health Proclamation
- **Sebring City Council Meeting**
 - Date: May 7th at 5:30pm
 - Venue: Sebring Municipal Building, 386 South Commerce Ave., Sebring FL 33870
 - Description: Reading of the May 2024 Mental Health Proclamation

3. Partying with Purpose

- Date: May 9th
- Venue: Mon Cirque Wine Bar
- Description: Join us for a fun-filled event dedicated to raising awareness and support for mental health. Enjoy delicious food, refreshing beverages, and networking opportunities while supporting a meaningful cause. We encourage Public Health and Prevention Professionals to attend. Proceeds from the event will go towards mental health initiatives in our community.
 - Many mental health providers would like to provide services at a lower rate. This fundraiser would provide the funds to offset the cost for the providers and help with essential needs for our underserved populations.

4. Mental Health First Aid Training Certification

- Date: May 13th, 2024: 8am - 4pm
- Venue: Heartland Core Wellness Conference Room, 134 N. Ridgewood Dr. Sebring, FL 33870, 2nd Floor *Wheelchair accessible
- Description: Mental Health First Aid is an evidence-based early intervention 3 Year certification course that teaches participants about mental health and substance use challenges. Participants are introduced to risk factors and taught the skills needed to recognize and respond to signs and symptoms of mental health and substance use challenges. Attendees learn about evidence-supported treatment and self-help strategies and learn how to provide someone with initial support until they are connected with the appropriate professional. Click [here](#) to find out more.

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Events and Activities cont'd:

5. Steward Of Children: Darkness To Light Training

- Dates: Tues., May 14th, 2024: 1:30pm - 4pm and Fri., May 17, 2024: 9am - 11:30am
- Venue: Children's Advocacy Center, 1968 Sebring Pkwy, Sebring FL 33870
- Rsvp to gwerley@highlandsfl.gov or wjtrucano@highlandsfl.gov
- Description: Stewards of Children is an evidence informed, award-winning two and a half hour training that teaches adults to prevent, recognize and react responsibly to child sexual abuse. Click [here](#) to find out more.

6. Town Hall: Backchat (is back!) #WellnessWednesday

- Date: May 15th, 2024: 6pm
- Venue: TBD
- Description: Our Backchat town hall event featuring mental health professionals, advocates, and community leaders. Topics of discussion include destigmatizing mental health, accessing resources, and promoting well-being. Click [here](#) to find out more.

7. Mending The Gap: A Fatherhood Initiative

- Date: TBD
- Venue: HRHN, 435 S. Pine Street, Sebring FL 33870
- Description: Mending the Gap is a program designed to give fathers the tools they need to build a better future. This program offers: Mentoring, Coaching for Fathers, Life Skills Development, Individual Counseling, Male Responsibility Classes, Conflict Resolution, Fatherhood Peer Support and Group Counseling. Click [here](#) to find out more.



Additional May Observances and Social Media

From our friends at SAMHSA (Substance Abuse and Mental Health Services)

As you prepare your May social media content, remember these important dates:

May is **Mental Health Awareness Month**. Talk with young people about what's happening in their lives. You can use the **"Talk. They Hear You."® campaign's mobile app** to practice these chats.

May is also **Trauma Awareness Month**, a time to remind us to be there for each other, especially after hard times. "Talk. They Hear You." has several resources to help you start conversations that matter. It's about listening, supporting, and helping heal the hidden hurts. Your words can make all the difference.

May 5–11 is Children's Mental Health Week. We encourage parents and caregivers to learn new ways to talk with kids by listening to the "Talk. They Hear You." campaign's What Parents Are Saying—Prevention Wisdom, Authenticity, and Empowerment podcast episode, **"Expert Chat: A New Way to Communicate With Your Kids."**

May 7: Fentanyl Awareness Day. Remember to talk with your kids about the dangers of Fentanyl, which is approximately 100 times more potent than morphine and 50 times more potent than heroin as an analgesic (pain reliever) (**DEA**).

May 12–18 is National Prevention Week, sponsored by the Substance Abuse and Mental Health Services Administration, focuses on taking action to prevent substance use and misuse and promote mental health. Join in, spread the word, and show your commitment to healthy lifestyles. Let's make this week count by making positive choices and supporting each other. ***JOIN HEARTLAND CORE WELLNESS DURING THIS WEEK FOR EVENTS AND RESOURCES.**

Save the date: On **Tuesday, May 14, 2024, from 3 to 4:30 p.m. ET**, join the **Communities Talk to Prevent Alcohol and Other Drug Misuse** and the **"Talk. They Hear You."® campaign** for an enlightening learning session: *Celebrate the Possibilities of Prevention: Building Resilient Communities*. [Register here!](#)

Other notable observances:

- **May 7: Children's Mental Health Awareness Day**
- **May 15–21: Mental Health Week**
- **May 31: World No Tobacco Day**

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