



TIME: Friday, September 27, 2019 6:00 – 9:00 PM Central	LOCATION: Sheslow Auditorium at Drake University 2507 University Ave, Des Moines, IA 50311
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Bring the forum to your community!

We’re bringing together presidential candidates and our community to talk about some of the most urgent issues facing the nation today: mental health and addiction. Candidates will discuss their plans and voters will ask their most pressing questions about these issues ahead of the Iowa caucuses.

- DATE:** Friday, September 27, 2019
- TIME:** 6:00 – 9:00 PM Central
- LOCATION:** Drake University, Des Moines, IA and Nationwide!

Can’t make it to Iowa in person? No worries, we won’t let you miss out on the fun! We’ll broadcast the forum live on the *Mental Health for US* [Facebook page](#) so you and your community can tune in and engage with others watching around the country. Invite your coworkers, friends, and family over to hear what the candidates have planned for the future of mental health and addiction care in America! This toolkit has all the materials you’ll need to help you plan your own watch party and encourage others to do the same.

Hosting your own event? Let us know the details and we’ll help you advertise on *Mental Health for US*’ social media platforms! Reach out to alex@mentalhealthforus.net with any event information or questions you have.

Contents

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About *Mental Health for US*

Mental Health for US is a nonpartisan educational initiative focused on elevating mental health and addiction in policy conversations by empowering grassroots advocates and improving candidate and

MENTAL HEALTH FOR US PRESIDENTIAL CANDIDATE FORUM: IOWA WATCH PARTY DIGITAL TOOLKIT

policymaker health literacy. The *Mental Health for US* coalition is comprised of stakeholder groups from around the country dedicated to uniting the American people to make systemic, long-term change with civic engagement tools and resources. Check out all of our coalition members [here](#).

Social Content

Below are sample posts drafted for your organization to use across social media platforms:

1. Top presidential candidates will share their plans on the future of mental health and addiction care on 9/27—follow @MHforUS and tune in live on Facebook to hear what they have to say! #MentalHealthforUS <https://bit.ly/2zgOrg8>
2. The @MHforUS Presidential Candidate Forum is right around the corner. Join us on 9/27 as we hear what the candidates will do to address the mental health and addiction crises. #MentalHealthforUS <https://bit.ly/2zgOrg8>
3. I'm hosting a watch party during the @MHforUS Presidential Candidate Forum on September 27! Join me or host your own party to hear how the candidates will address rising rates of overdose and suicide across the country. <https://bit.ly/2zgOrg8>
4. Want to hear the leading presidential candidates' plans for mental health and addiction? Come over on 9/27 to watch the @MHforUS Presidential Candidate Forum: Iowa LIVE! Learn more at <https://bit.ly/2zgOrg8> #MentalHealthforUS

Make sure you tag us:

- Facebook: [Mental Health for US](#)
- Twitter: [@MHforUS](#)
- Instagram: [@MHforUS](#)
- LinkedIn: [Mental Health for US](#)
- Hashtag: #MentalHealthforUS

Graphics

[Click here](#) to download the following graphics for use on social media, on your website, or anywhere else you'd like to use them.



**MENTAL HEALTH FOR US PRESIDENTIAL CANDIDATE FORUM: IOWA
DIGITAL TOOLKIT**



Email Content

Hi [\[listserv, network contacts, friends\]](#),

The 2020 presidential race is in full swing and candidates are traveling around the country talking about policies that matter to them. We've heard a lot of debate so far this election cycle, but unfortunately, there haven't been many ideas on how to address America's struggling mental health and addiction care systems.

The *Mental Health for US* coalition is hosting the [Presidential Candidate Forum: Iowa](#) on September 27 to get the top presidential candidates on the record about mental health and addiction. This is the first time the candidates will speak directly to the mental health community about what they have planned to address the rising rates of suicide and overdose and improve the prevention and treatment of mental health and addiction.

The event will be streamed live on [Facebook](#) and I'm hosting a watch party! I'd love for you to join so we can hear from candidate's together. Here's some more information:

DATE: Friday, September 27, 2019
TIME: 6:00 – 9:00 PM Central [\[Adjust time as necessary\]](#)
LOCATION: [\[Address\]](#)

I can't wait to hear what the candidates have to say and I'm sure you're just as excited as I am. Please feel free to reach out if you have any questions. I'm looking forward to seeing you on September 27th!


Best,
[\[insert name\]](#)

For more information about the *Mental Health for US* coalition, please visit [MentalHealthforUS.net](#).

MENTAL HEALTH FOR US PRESIDENTIAL CANDIDATE FORUM: IOWA DIGITAL TOOLKIT

Posters

[Click here](#) to download flyers and posters you can hand out to guests or use to decorate the space. Making your own poster? [Click here](#) to download the *Mental Health for US* logos and style guide.



QUICK FACTS ABOUT MENTAL HEALTH AND ADDICTION

Share these statistics with your representatives, friends, and family to elevate mental health and addiction in policy conversations.

PREVALENCE

- One in five American adults—tens of millions of people—will experience a mental health or substance use disorder in any given year.¹
- The prevalence of any mental illness is higher among women (22.3%) than men (15.1%).²
- Adults reporting two or more races had the highest prevalence of any mental illness (28.6%) followed by White adults (20.4%), Native Hawaiian/Other Pacific Islander adults (19.4%), American Indian/Alaskan Native adults (18.9%), Black adults (16.2%), Hispanic adults (15.2%); and was lowest among Asian adults (14.5%).²
- More than one in four adults living with a serious mental illness also have a substance use disorder.²
- 46% of homeless adults within the U.S. live with severe mental illness and/or substance use disorders.²
- The rate of youth with Major Depressive Episodes increased from 11.93% to 12.63% in 2018.³

46.6 MILLION AMERICANS experience mental illness each year¹

ACCESS AND INTERVENTION

- Less than half of Americans with a mental illness receive treatment.
 - Only 42.6% of adults received mental health services in the past year.¹
 - One in five (nine million) adults experiencing a mental illness still report having an unmet need.²
 - 62% of youth with major depressive episodes received no treatment.³
- Despite recent efforts, there is a shortage in mental health workforce.
 - In states with the lowest workforce ratio, there are almost four times the number of individuals in need to only one mental health provider.⁴

HUMAN AND FINANCIAL COST

- 47,173 people died by suicide in 2017, making suicide the 10th leading cause of death in the United States.⁵
- Each day, an estimated 17 veterans die by suicide.⁶
- Untreated mental illness costs the country at least \$444 billion per year, according to Dr. Thomas Insel, former Director of the National Institute of Mental Health.⁷
- In 2017, over 70,000 people died of overdose, according to the Centers for Disease Control.⁸
 - 42% of Americans with mental illness and substance use disorders saw cost and poor insurance coverage as the top barriers for accessing mental health care.⁹

More than 70,000 AMERICANS die from drug overdose each year⁸

Suicide is the 10TH LEADING CAUSE OF DEATH in the US⁵

¹Substance Abuse and Mental Health Services Administration. (2018). Key substance use and mental health indicators in the United States: Results from the 2017 National Survey on Drug Use and Health (NSDUH) Publication No. 5048. NSDUH Series 1-50. Rockville, MD: Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration. Retrieved from <https://www.samhsa.gov/2k18>
²Key Mental Health (MH) Among Adults. (n.d.). Retrieved May 1, 2019. From <https://www.mhwh.gov/health-statistics/mental-illness/mental-health-among-adults>
³The State of Mental Health in America. (2018, November 01). Retrieved from <https://www.mentalhealthamerica.net/issues/state-mental-health-america>
⁴Suicide Data Report. Department of Veterans Affairs. Retrieved from <https://www.va.gov/opa/whistle/Data-Data-Report-2012-Final.pdf>
⁵Statista. (2018, January 12). Cost of not caring: Numbers to go. Retrieved from <https://www.statista.com/chart/10989/cost-of-not-caring-2018-01-12/mental-health-system-cost/>
⁶NCHS. National Vital Statistics System. Estimates for 2018 are based on provisional data. Estimates for 2015-2017 are based on final data. Retrieved from <https://www.cdc.gov/nchs/nvss/vital-public-use-data.htm>
⁷New Study Reveals Lack of Access is Root Cause for Mental Health Crisis in America. (n.d.). Retrieved from <https://www.themissioncouncil.org/press-releases/new-study-reveals-lack-of-access-is-root-cause-for-mental-health-crisis-in-america/>



POLICY PLATFORM

Mental Health for US is a nonpartisan educational coalition focused on elevating mental health* and addiction in national policy conversations by empowering grassroots advocates and improving candidate and policymaker health literacy. *Mental Health for US* does not participate or intervene in any political campaign for public office.

OUR COALITION LEADERS



When it comes to effectively and holistically addressing mental health and substance use disorders (MH/SUDs), we know what works—yet we have not made the necessary policy changes and transformative investments.

Our policy platform outlines the main steps our country must take to improve our struggling systems, creating better outcomes for all people affected by MH/SUDs and reducing deaths from suicide and overdose.

*We use the term mental health in the broadest sense possible, from wellness and mild symptoms to serious and persistent mental illness.

For more information, email info@mentalhealthforus.net



UNITED FOR CHANGE

Mental Health for US is a nonpartisan, educational coalition elevating mental health and addiction in policy conversations around the country.

MENTALHEALTHFORUS.NET

#MENTALHEALTHFORUS



Mental Health for US does not participate or intervene in any political campaign for public office.




THERE IS NO HEALTH WITHOUT MENTAL HEALTH