

Media Campaign

- Simple bite-sized messages with research-based positive ways to manage stress:
 - Affection
 - Breathe
 - Creative Expression
 - Laughter
 - Physical Activity
 - Positive Social Interaction
 - Seek and Give Support
- Website: www.swbhp.org

*Positive
Social
Interaction*

BREAK YOUR STRESS CYCLE

Socializing increases oxytocin, a hormone in your brain that decreases anxiety.

Walk in the park, chat on the phone, or meet up for a safe shared experience. You can maintain a connection while being safely distanced.

Fine print about who is doing this initiative and why.


Media Campaign (continued)

- Multiple platforms: online, radio, print
- Would like to link to local events and resource, use common messages
- Hoping to begin roll-out before the holidays



<https://southwestern.wi.networkofcare.org/mh/index.aspx>

Select Language Skip to content



GRANT, GREEN, IOWA, LAFAYETTE
AND RICHLAND COUNTIES

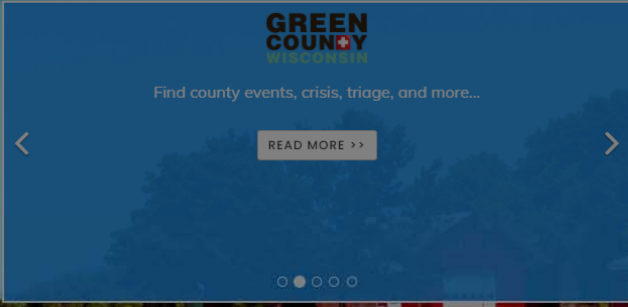
LOCAL, STATE AND NATIONAL COVID-19 RESOURCES

- Public Internet and WI-Fi
- Online Addiction Support
- Online Mental Health Therapy, Support and Resources
- Resources for Farmers
- Workplace Changes, Healthcare and non - Healthcare
- Financial / Economic Information and Programs
- Local Public Health Resources
- Ways to Help or Get Involved

[FIND RESOURCES](#)

Mental Health And Substance Abuse

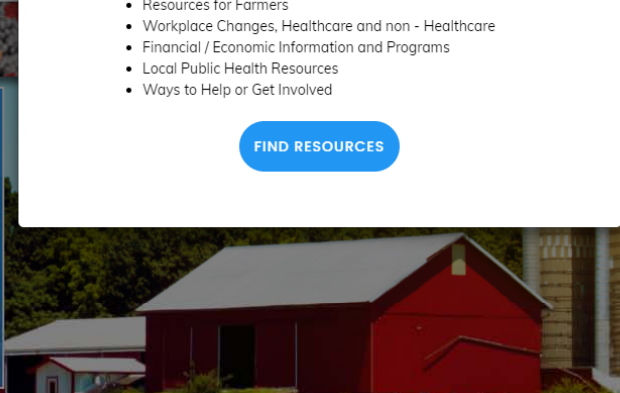
LIBRARY ▾ LEGISLATION WEB LINKS INSURANCE ▾ SUPPORT & ADVOCACY ▾ MY ACCOUNT ▾



GREEN COUNTY WISCONSIN


Find county events, crisis, triage, and more...


[READ MORE >>](#)



SOUTHWESTERN WISCONSIN

Serving: Grant, Green, Iowa, Lafayette And Richland Counties





[Video — How to Use This Site](#)

WELCOME TO THE SOUTHWESTERN WISCONSIN BEHAVIORAL HEALTH PARTNERSHIP'S NETWORK OF CARE


This website helps to find and link people to mental-health and addiction resources in your community and identify mental-health and addiction disorders. Learn more about these disorders by exploring the Library topics below, as well as other resources.

I Need To Talk!




[Hotlines and Warmlines](#)

Take A Screener



[Questionnaires about possible mental-health or addiction issues](#)

Find Other Resources



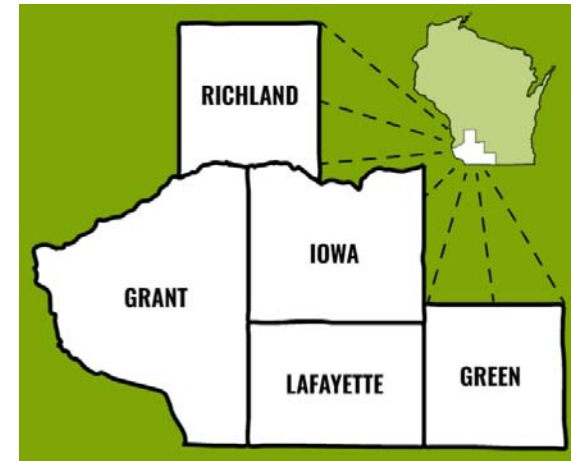
[Find other resources, like housing and transportation.](#)

[Please take a minute to tell us what you think of this site!](#)



SW WI Behavioral Health Summit

Save the date! February 19th – Virtual Conferencing



- We will work together to understand the journey that was 2020 -- strengths and opportunities to focus on moving forward, including:
- Post-traumatic growth
- Deeper and broader understanding of impact of stress on mental health
- Adaptive leadership in 2021
- Celebrating our accomplishments amidst a pandemic and political, economic and social changes