

STRIVING FOR ZERO EXCELLENCE AWARDS

Striving
for
Zero

TARGETED APPROACHES

Redefining Strength: A Mental Health and Well-Being Campaign for Men and Boys

Marin County

Redefining Strength is a campaign from the Men and Boys Action Team of the Marin County Suicide Prevention Collaborative. By playing a part in men and boys' mental health, we can begin to have an open conversation about what it means to be strong and where we draw strength. The Redefining Strength campaign is meant to inspire new thinking, action, and ultimately lead to change around mental well being among a population not known for seeking help. The Men and Boys Action Team believe that seeking help is not a sign of weakness, but shows real strength. We also believe in the power of social connection and the value of relationships to support mental health. By coming together, each of us can play a part and be an ambassador for this grassroots campaign.

HISTORY

The Men and Boys Action Team of the Marin County Suicide Prevention Collaborative launched in October 2020 to: 1) help advance the county suicide prevention strategic plan and 2) address the mental health and well-being of men and boys in our county through a grassroots approach.

ABOUT THE TEAM

The Team represents those who are 13+ and self-identify as male and represent diverse backgrounds across the lifespan. The Team creates activities, such as events, outreach, and campaigns, to help raise awareness, promote connection and foster help seeking during times of distress.

THE RATIONALE

- 3:4 suicides and overdoses are by men/boys in Marin County.
- Social condition, values of self-sufficiency, perceptions of treatment, and traditional notions of what it means "to be a man," can stigmatize men and prevent help seeking.

REDEFINING STRENGTH CAMPAIGN

- A mental health campaign designed by men for men with local faces and messages using a grassroots strategy
- Campaign elements in English and Spanish: postcards, posters, videos, landing page.
- Launched in May 2022 at the Board of Supervisor chambers with a hybrid event attended by 140 people.
- Panel presentation, age-based group breakouts, keynote with lived experience, and "connector" activities.
- Discussions: What does it mean to be strong? Where do we draw strength? What does it feel like to ask for help? To offer support to others?

REDEFINING STRENGTH CAMPAIGN ELEMENTS (EXAMPLES) AND WEBSITE



<https://redefiningstrength.org>



The Men and Boys Action Team. The Mask You Live In event hosted by the team at College of Marin during September Suicide Prevention and Recovery Month 2023.



REDEFINING STRENGTH VIDEO