

*For Immediate Release: November 30, 2022*

## **United Way of the Midlands Kicks Off Mental Health First Aid Awareness Campaign**

Today, United Way of the Midlands (UWM) is launching a campaign to increase access to and awareness of free Mental Health First Aid (MHFA) training, and help reduce the stigma attached to asking for help with a mental health challenge.

Created in partnership with OBI Creative – and generously supported by UWM’s Women United group through their “*United in Heart and Mind*” mental health initiative – the campaign utilizes the message “Learn the Signs. Start the Conversation.” to encourage people to call UWM’s 2-1-1 Helpline or go to [www.unitedwaymidlands.org](http://www.unitedwaymidlands.org) to get more information and sign up for MHFA training.

MHFA training is an internationally recognized, evidence-based training program that has certified more than two million Americans as Mental Health First Aiders. The MHFA plan equips individuals with the skills and tools to understand the impacts of mental health challenges, notice the signs and symptoms of these challenges and develop an action plan to connect with an individual they may be concerned about. In the metro area, the free MHFA training classes will be taught by Region 6 Behavioral Healthcare, and people may sign up as an individual or as part of a group.

“With one in three people in the Omaha-Council Bluffs metro experiencing a mental health challenge, it’s important to improve our community’s understanding of mental health and reduce barriers to seeking help,” said Shawna Forsberg, president and CEO, UWM. “We hope this campaign will give people the courage to reach out for help if they need it, or start a conversation with someone they know is struggling with a mental health challenge.”

For additional information about Mental Health First Aid training, go to [www.unitedwaymidlands.org](http://www.unitedwaymidlands.org).

### **About United Way of the Midlands**

For nearly 100 years, United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro by bridging the business and not-for-profit sectors to create a Circle of Support that helps our neighbors overcome difficult challenges and start building a better future. UWM’s funded programs and direct services address social and economic disparities and meet families’ essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training. For more information, visit [www.unitedwaymidlands.org](http://www.unitedwaymidlands.org).

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