

Dear Colleague,

Your support of the Healthy Men Michigan campaign (HealthyMenMichigan.org) gives men an easy way to access free, anonymous self-assessments and learn about their own mental health. The campaign, which is part of a larger research study funded by the CDC, aims to reduce depressive symptoms and suicidal thoughts and behavior, and to encourage help-seeking behaviors among men in Michigan.

As you are likely aware, suicide is the primary cause of injury death for men in Michigan. This statistic is in part due to the fact that men are less likely than women to seek help for health conditions, as well as less likely to identify these conditions in the first place. With your help, **we hope to ensure that as many Michigan men as possible have access to free online screenings, local referral information, and mental health resources.**

We continue with our outreach efforts with organizations across the state. Please join our movement to expand the reach of the Healthy Men Michigan campaign. Here are five ways you can spread the word:

1) Add a link to [www.HealthyMenMichigan.org](http://www.healthymenmichigan.org) on your organization website
2) Add a link to [www.HealthyMenMichigan.org](http://www.healthymenmichigan.org) in your organization newsletter

3) Send a link to [www.HealthyMenMichigan.org](http://www.healthymenmichigan.org) to your employees
4) Send [promotional emails and social media posts](https://mentalhealthscreening.org/programs/hmm/toolkit) to members of your community
5) Bring [promotional materials](http://shop.mentalhealthscreening.org/collections/healthy-men-michigan) to local venues and share at men-specific locations and events

You can also download pre-written, customizable social media posts, emails, press releases, and materials to print and share by accessing the [Downloadable Resource Center](https://mentalhealthscreening.org/materials/healthy-men-michigan-downloadable-resource-center/sMhhmm2016).

Thank you for your partnership and for helping to make this campaign a success.

Sincerely,

The Healthy Men Michigan Team

Screening for Mental Health

781-239-0071

[www.healthymenmichigan.org](http://www.healthymenmichigan.org)