



SUMMARY REPORT

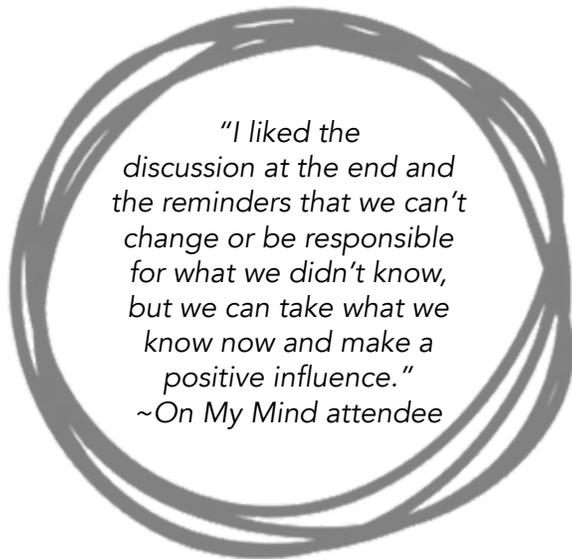


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ADDRESSING THE URGENCY OF A HEALTH PRIORITY

29% of Olmsted County Adults report mental health issues

In the last decade, the conversation around mental health has increased as depression and anxiety has risen among youth across the nation. Mental

illness persists in Olmsted County with 29% of adults reporting mental health issues and 8% of adolescents having clinical diagnosed depression, according to the 2019 Community Health Needs Assessment.

Recognizing the need to break down the stigma surrounding mental illness, community partners rallied around Mayo Clinic's decision to bring the Mind Matters exhibit to be hosted at the Rochester Art Center. Through a collaborative process, over twenty five community partners contributed to make the Mind Matters experience more than an exhibit, but a community dialogue

around understanding and empathy for all ages and backgrounds.

Although the rates of depression continue to rise in Olmsted County, the stigma and hesitancy to seek out help for fear of judgment stays the same. Mental illness continues to come with a higher social price than other health concerns, and it will continue unless experiences like those created with the Mind Matters exhibit work to break down the barriers people face from their struggle with mental illness.

"When I went to see the pictures of people with their stories I almost cried. I just stood there and was like, this is me and my friends."

-Youth attendee

Together, our community opened up our collective understanding of mental illness with the Mind Matters exhibit. It is just the beginning of our journey, though. Being aware of our mental health is important, and having a community-wide empathy for those suffering from mental illness is crucial. If we continue to break down barriers for those who are suffering, the more we create a community of compassion that is resilient to the rise of mental illness and conscious of the importance of mental health.

LESSONS LEARNED

This is a big undertaking to bring an exhibit like this to town. Without dedicated organizations like Rochester Art Center and Mayo Clinic willing to put human resources behind it, the exhibit would have less of an impact for the community.

Partnering and building an entire strategy around the Mind Matters exhibit is where the power lies. The exhibit is the anchor, and was encapsulated with art exhibits, community conversations, and other events to reach a broader swath of our community.

Mental Illness stigma is strong across the globe, and it is important to continue the conversation, so we are contemplating, "What is next?" How do we continue the conversation opened by the Mind Matters Exhibit?

MIND MATTERS PROJECT GOALS

**100% of survey respondents
AFFIRMED that Mind Matters'
goal of "building empathy and
understanding for persons
impacted by mental illness"
was met.**

Increase individual awareness and comfort around the topic of mental health

Increase knowledge of signs, symptoms and resources to promote resilience and coping skills

Leverage exhibit to bring awareness and support for the Crisis Center and other mental health initiatives

Improve community's awareness, acceptance and empathy for mental health and mental illness

Encourage access and engagement from adjacent communities in SE MN

Keep the conversation and energy going beyond the exhibit ending date

Position Rochester as a City for Health and one that cares about mental health as a leading community health priority



PARTNER S T O R Y

MPR hosted an *All Things Considered* live news cast at the Rochester Art Center to recognize the exhibit opening. This featured local leaders and activists discussing a variety of topics, including mental health.

Later the same evening at the Rochester Art Center, MPR hosted and taped a *Call to Mind*

program on Childhood Trauma. This featured panelists with helpful perspectives about both community and individual affects of childhood trauma in our children and also in ourselves.



MPR saw a meaningful collaboration with Rochester's launch of Mind Matters and bolstered the conversation around trauma and mental health.

ENGAGED WITH A LOCAL FOCUS

Mental illness insidiously moves throughout a family, a friend group, a work place, or a community. It is a quiet suffering for most and one that isn't easily spotted without a base of understanding and awareness. The Mind Matters planning committee set out to break down the silent suffering across the community.

Through interactive elements, the Mind Matters Exhibit had something for everyone. Whether listening to people's stories, grinding up worries in the worry shredder, or physically experiencing competing voices, the exhibit brought mental health to the forefront of conversation.

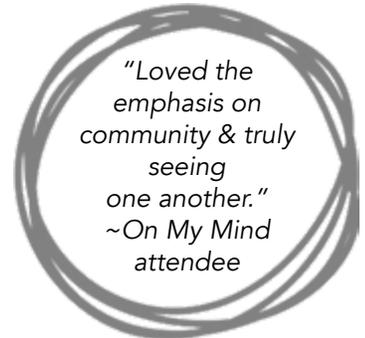


Recognizing we have many resources to choose from, Rochester built on the foundation of the exhibit to amplify the importance of talking about mental health and mental illness.

On my Mind, a conversation series, brought local experts together to discuss mental health and mental illness through myriad perspectives

furthering the awareness goal with discussions, which included topics like how to access mental health resources, mental health in the LBBTQ+ community, suicide awareness, a comedy show, and how mental health is handled through a religious lens.

Another event was hosted by the Rochester Public Library. *PostSecret* is a global art platform in which people send homemade postcards with their secrets on them to Frank Warren, the creator of the project. Warren spoke to the nature of postcards received over the last decade and how mental illness is both a national and global epidemic that we must address locally for our community members who may be suffering.



Rochester's Mind Matters planning team wanted to make sure we utilized all the resources available to not just increase awareness of the importance of mental health, but to create experiences that kept individuals within our community talking well past the exhibit.





PARTNER STORY

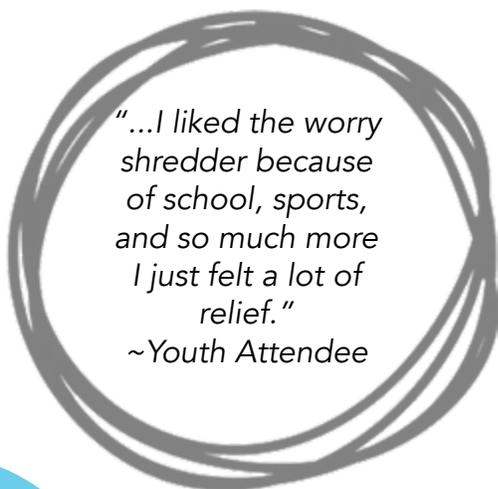


“Mind Matters brought a unique opportunity to the Rochester Art Center (RAC). RAC was able to provide a center point for a number of discussions and information sharing across the community around

an important but often stigmatized topic - mental health. As the host site for the Mind Matters exhibition, the RAC was able to enrich the experience by offering a complementary art exhibit, encourage conversations (*On My Mind*) and support special events like *PostSecret* and MPR’s *Call to Mind*. All these efforts fulfilled its mission of being a center dedicated to cultural curiosity, creativity and collaboration.” said Executive Director, Brian Austin.

A complete 100% of survey respondents AFFIRMED that Mind Matters’ goal of “building empathy and understanding for persons impacted by mental illness” was met. In addition, 96% of visitors indicated Mind Matters led them to their first visit to the Rochester Art Center, a civic institution.

The blend of the exhibit and the art elevated the impact of the whole experience. One visitor indicated that one of the art exhibits, Fox Comics, “[was impactful because they were] very similar to situations friends have gone through and it felt good that someone was actually saying something.”



“...I liked the worry shredder because of school, sports, and so much more I just felt a lot of relief.”
~Youth Attendee





PARTNER STORY

Rochester Public Library hosted a *PostSecret* event to inspire conversations about mental health and mental illness. The *PostSecret* project seemed like a natural fit in having discussions that dive deep and go beyond everyday conversation. We can see how common our personal struggles are when we talk about them. Hearing others' secrets makes it feel OK to share what is really going on in our hearts and minds.

The library team was supported by their Friends of the Library group to help fund the *PostSecret* event. Frank Warren visited the Mayo Civic Center on July 31 and signed books afterward at the Rochester Art Center, just downstairs from the *Mind Matters* exhibit. We received positive feedback from several attendees who appreciated the honesty of the program presentation, and also the bravery of the people in the crowd who chose to share a secret with the audience that night. We heard from abuse

survivors, those who had contemplated suicide, and someone who admitted to an embarrassing childhood incident. Rochester felt a little bit closer after such personal sharing.



I have been pushing people away and not telling them my problems just so I look like I don't have any. I am not going to do that anymore.
--Youth attendee

Back to school is almost here and with that a variety of stress that challenge students of all ages and their families. Join us to hear perspectives on building resilience from educators, administrators and even students themselves. Share and learn coping strategies to improve your capacity for resilience.

BUILDING RESILIENCE

August 28, 2019 6-8 pm

MIND MATTERS EXHIBITING AT THE ROCHESTER ART CENTER

RAISING AWARENESS

EXHIBIT ATTENDANCE

Overall Attendance: 4,741



Groups (students and others): 234



Community and Special Events: 1,081



All others (rental, complimentary, volunteers): 3,426



Marketing and communication efforts for the exhibit included paid, earned and owned media, unique social media strategies per mental health awareness and acceptance, and additional community events to heighten awareness/impact throughout the summer. The participation of many community partners synchronizing their own internal and external communications efforts around this exhibit further amplified the exhibit and importance of mental health to community members.

**22 STORIES
15 SOURCES**

EARNED MEDIA

PAID ADVERTISING:

IMPRESSIONS: 1,281,800
40,000 LOCAL MAGAZINE ADS
1,241,800 BILLBOARDS)

PAID SOCIAL MEDIA RESULTS:

IMPRESSIONS: 371,333
UNIQUE USERS REACHED: 59,662
LINK CLICKS: 2677
LIKES/REACTIONS: 1389
SHARES: 585

SAMPLE STORIES:

[Virgin Islands News](#) Mental Health Mind Matters

Exhibit Makes it OK to Talk

[MPR](#) Prescription Gardens in Rochester

[MINNPOST](#) The Magic of Mind Matters: Real People, Real Understanding

[KTTC](#) World Suicide Prevention Day: Mayo Clinic Hosts Mental Health Awareness Art Exhibit

[MEDCITY BEAT](#) What can Art Tell us About Mental Illness



"Learning about mental illness throughout this extensive planning process not only was very instructive it strengthened many important relationships across our community. Very importantly, building awareness of the Mind Matters exhibit helped strengthen our ability to serve Chamber members in helping them support their employees and families in recognizing, coping and managing the challenges of mental illness."

~Rochester Area Chamber of Commerce

COMMUNITY COLLABORATION

PLANNING COMMITTEE: 19
FINANCIAL SPONSORS: 13
IN-KIND SPONSORS: 13

Mental Health: Mind Matters in Rochester was made possible through the generosity of many community partners and volunteers.

"As a local health department being able to partner on project like the Mind Matters exhibit greatly increases our ability to help the community. Public Health, as well as a variety of other organizations in the community see mental health as a significant health issue locally. Mayo Clinic made a concerted effort to involve community partners to bring this exhibit to Rochester, which in turns led to more engagement as it was planned. This led to more awareness in the community and ultimately more impact to the residents of our community. I very much support this sort of partnership on health topics with wide reaching impact like mental health going forward." ~Olmsted County Health and Human Services

PLANNING PARTNERS

City of Rochester
Cradle 2 Career
Diversity Council
DMC
Mayo Clinic
Minnesota Public Radio
NAMI SE Minnesota
Olmsted County
Olmsted County Health Access and Planning Partnership
Olmsted Medical Center
Prairie Care
Rochester Area Foundation
Rochester Art Center
Rochester Chamber of Commerce
Rochester Public Library
Rochester Public Schools
United Way of Olmsted County
Zumbro Valley Health Center
Zumbro Valley Medical Society

IN-KIND SPONSORS

Call to Mind
Cradle 2 Career
Diversity Council
Intercultural Mutual Assistance Association
KTTC-TV
NAMI Southeast Minnesota
Pasquales Neighborhood Pizzeria
Rochester Art Center
Rochester Area Chamber of Commerce
Rochester City Lines
Rochester Public Library
Zumbro Valley Health Services
Zumbro Valley Medical Society

FINANCIAL SPONSORS

Blue Cross Blue Shield
Canadian Honker
Charter House
Friends of the Rochester Public Library
Mayo Clinic
Olmsted County
Olmsted County Health Assessment and Planning Partnership
Olmsted Medical Center
Rochester Area Foundation
Prairie Care
Think Mutual Bank
Titan Development and Investments
United Way of Olmsted County

LESSONS LEARNED

Word of mouth was the most reported way attendees found out about the Mind Matters exhibit.

Getting media to drive to the website where we had more information for resources and events was important. Because of our efforts, the Mind Matters web page had over 10,000 views and over half of those were unique views.

Having dedicated resources for communications is crucial. It helped cut through social media noise.

Incorporating art reinforced the ideas presented through Mind Matters in a multi-faceted way.

*"Olmsted Medical Center is proud to have supported the Mental Health Mind Matters exhibit and is pleased with the community dialogue that has resulted about mental health. The dialogue must continue for better understanding and wellness for us all."
~Olmsted Medical Center*



For more information:

<https://communityengagement.mayoclinic.org/mind-matters/>