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FOR IMMEDIATE RELEASE

Jackson County Department of Public Health Launches Mental Health Campaign

(Sylva, NC) The Deputy Health Director at the JCDPH has announced the department's mental health awareness campaign for Mental Health Awareness Month.

Anna Lippard, Deputy Health Director at the JCDPH has worked closely with a group of students in the Communication Department at WCU to create a public relations campaign for Mental Health Awareness Month, which takes place in May. The goal is to create more awareness about mental health and decrease the stigma surrounding the topic.

"I am thrilled to be partnering with WCU's Communications Cap Stone class on developing and implementing a mental health communications campaign to encourage our community to talk more openly about mental health. It is our hope that through this campaign we will reduce the stigma around mental health and encourage our community to seek help and find support when needed," a quote from Anna Lippard.

Some of the assets the director and the students are using during this campaign are billboards on HWY 107, the health department's social media pages, and flyers at Smoky Mountain High School. All information provided by the JCDPH comes from verified sources such as the CDC.

The group of students and Ms. Lippard believe that mental health is an increasingly severe epidemic that needs to be destigmatized and addressed. They believe that the first step is to provide access to mental health resources to the local community.

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