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FOR IMMEDIATE RELEASE:

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NMG encouraging community to help fight mental illness stigma

Special week planned at Franciscan Home

EAGLE LAKE, Maine (Oct. 2, 2020) – Franciscan Home will host special activities next week for its residents and employees, as part of Mental Illness Awareness Week 2020, which starts Sunday, Oct. 4, and ends Saturday, Oct. 10, World Mental Health Day. Examples include a **“Green Dessert Day,” a walking competition, the distribution of treat bags for both residents and staff, and a special breakfast.**

“We are really looking forward to it,” said Franciscan Home Administrator-in-Training Libby Pelletier. “It’ll be a nice change of pace, especially with current COVID-19 limitations. We are making special efforts to use this awareness campaign to have some extra fun.”

Using the national theme of “Fight the Stigma,” Pelletier’s promotional efforts at Franciscan Home are designed to help combat the stigma that is still, unfortunately, impacting those affected by mental illness, and their families. Employees will be encouraged to **wear green or the green lapel pin** they have received. (Green, a symbol of growth and new beginnings, is often used with mental health campaigns.)

Remaining lapel pins and materials will go to other “key players” with highly visible roles in the community. Also, cheerful **greeting cards from the community**, which may be sent to Franciscan Home residents at any time, would be especially appreciated during the campaign. Please send to the attention of Libby Pelletier at the address above, and please label it, “Community Support.”

NMG CEO Michelle Raymond stresses the importance of the larger community, and world, to stand together against stigma, reminding each other that mental illnesses are *treatable*, medical conditions. The agency’s Clinical Director Esther Cyr, who is equally committed to addressing the stigma, concurs.

Our mission is to provide individuals with the highest standard of care and help all of the people we serve enjoy life to the fullest potential.

Toll Free 1(866) 321-1999

Website www.nmggeneral.org
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“Help is available for all individuals, regardless of the mental health condition,” said Cyr. “Stigma should not prevent anyone from reaching out to a trusted provider.”

With **daily posts** on its Facebook page, NMG will highlight the following topics or related themes:

- Anxiety Disorders
- Mood Disorders
- Eating Disorders
- Personality Disorders
- Psychotic Disorders, and
- Factitious Disorders.

The seventh post will include a data sheet showing, “You Are Not Alone.”

Franciscan Home is Northern Maine General’s residential mental health facility; it operates with a PNMI (Private Non-Medical Institution) license. Services include person-centered planning, rehabilitation, emotional support, medication management, and community involvement. Residents are encouraged to remain as self-sufficient as possible with their Activities of Daily Living, with the goal of transitioning back into the community.

NMG provides a variety of other mental health services not related to Franciscan Home, such as Telehealth for its Outpatient Mental Health offerings to individuals, couples, and families. Information on all of the agency’s mental health programs and social services, offered throughout Aroostook County, may be obtained at www.nmgeneral.org or at 444-5152.

Northern Maine General is a nonprofit social services organization serving Aroostook County, with business offices in Eagle Lake and Caribou. Founded in 1907, NMG provides long-term care, rehabilitation, home and community supports, behavioral health services, case management, and consultation services and resources. Contracted services include subsidized apartments.

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