

# How the CMHR Campaign Supports Our Work and Our Stories...

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# How I Became the Statewide Coordinator...

- Dr. Joetta Prost, our Training Director, knew the statewide coordinator role fit with my work.
- Our section's mission is to ***spread the word that recovery is possible for everyone***. We train our peers and provide insight to state planning, service providers, and communities.
- Part of my qualifications for being Director of the CRRS is that "I have lived with mental health issues."

# We Started By Bringing the Campaign Up at Meetings...

- State Mental Health Block Grant
- With our partners at the Georgia Mental Health Consumer Network
- With my coworkers in the Mental Health Section of the Division

# How Did We Get the Message Across?

- Many of us were prepared from the kick-off at the Carter Center
- Others- received 2 simple messages at these initial meetings:
  - 1) “What a Difference a Friend Makes” and a friend’s role in the recovery journey.
  - 2) Where to get materials

# We All Loved the Message: “What A Difference A Friend Makes”.

- We all agreed this was a message that supports our work of promoting **RECOVERY**
- That message also supported our personal stories...
- We shared ideas
  - Some requested actions of me
  - Some offered assistance
  - Some took actions

# Letter Writing Campaign

- Added info to mail already being sent by the CRRS
- Emailed letters to colleagues in the service delivery system
- Mailed letters to legislature with brochure (kept it simple)
- Currently working on a letter to colleges
- The Georgia Mental Health Consumer Network offered to do any mailings we could not.

# Other Ideas

- Current efforts:
  - Add the website to my electronic signature
  - Bring brochures to community groups I attend that are unrelated to job
  - Add to talks at meetings and public speaking
  - Share the link with friends
  - Always invite-urge people to spread the word
  - Behavioral Health Link volunteered to add a link to their website
  - Incorporate art into stigma reduction efforts (It is a great way to communicate with friends and the community.)
- Efforts in progress:
  - Working on getting localizations for media campaign (more steps and time)
  - Working on billboard campaign with another agency (more steps and time)



# Other Insights

- I think that the campaign helps people understand that they are involved in recovery.
- I suggest that others think about what their friends mean to them.
- I share how important my friends are to my mental health.



# Contact Information

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