

# CredibleMind General Communications Toolkit

Created October 2024



*Building a sustainable foundation for a safe, healthy, and welcoming community through public service excellence.*

# Purpose

*This CredibleMind communications toolkit was created to assist organizations, within any sector, in sharing the resources provided on the CredibleMind site with the employees, clients and families they serve.*

*Our hope is the content provided within this communications toolkit is copied and shared by many.*

*Content created by*

*The Health Promotion unit within Olmsted County Public Health Services*

*[healthweb@olmstedcounty.gov](mailto:healthweb@olmstedcounty.gov)*



# Table of contents

[Page 4:](#) CredibleMind background

[Page 5:](#) What is CredibleMind

[Page 6:](#) Handouts

[Page 11:](#) Posters

[Page 18:](#) Leadership Greater Rochester posters

[Page 21:](#) Social media posts

[Page 32:](#) Social media posts by topic area

[Page 31:](#) Link to communications newsletter topics toolkit



**Public Health**  
Prevent. Promote. Protect.  
Olmsted County

# CredibleMind background

- Olmsted County contracted with CredibleMind in December 2023 with funds provided by the Olmsted County Opioid Settlement Funds.
- The Olmsted County CredibleMind site is supported by the Health Promotion unit within Olmsted County Public Health Services.



# What is CredibleMind?

- One-stop shop for **personalized well-being resources**.
- **Convenient online access** to thousands of **evidence-based resources**, all reviewed by both experts and users for a highly personalized experience.
- **Fully confidential** and available **24/7**.
- Customized links to **local community resources**.



Site is **translated** into three languages  
(**Spanish, Somali, Arabic**).

# Handouts



# Handout #1 in English (available in Arabic, Somali, and Spanish)



## CredibleMind: The One-Stop Shop for Mental Wellbeing Resources

**CredibleMind** is the free online platform that brings together expert-rated and vetted videos, podcasts, apps, online programs, books, and articles all in one easy-to-use place.

Confidential, anonymous, and available 24/7, with CredibleMind you can learn new skills, understand your own mental health, take a mental health assessment, and browse our library of thousands of mental wellbeing resources.

### CredibleMind covers over 200 topics including:

- Stress
- Burnout
- Anxiety
- Depression
- Relationships
- Mindfulness
- Resilience
- Coping with Medical Diagnosis
- Time-Management
- Happiness
- Sleep
- Parenting
- Grief and Loss
- Flourishing
- Substance Use
- Aging

### Get started today by signing up and taking a mental health assessment. Some assessments you'll find on CredibleMind are:

- Is it Job Stress or Burnout?
- What's your Mental Health Profile?
- How Strong is Your Resilience Network?
- Is Caring for Others Taking a Toll on You?
- Is Your Mind Full or Are You Mindful?
- What's Your Meditation Style?

By signing up, you will have access to: past assessment results to track improvement over time, your favorite resources, and handpicked CredibleMind resources right to your email!

No matter what you are going through, CredibleMind has resources to help with science-backed evidence you can trust.

Visit [olmstedcounty.crediblemind.com](https://olmstedcounty.crediblemind.com) to get started



# Handout #2



## The One Stop Shop for Mental Wellbeing Resources.

CredibleMind is the free online platform that brings together expert rated and vetted videos, podcasts, apps, online programs, books and articles all in one easy to use place.

Confidential, anonymous, and available 24/7, with CredibleMind you can learn new skills, understand your own mental health, take a mental health assessment and browse our library of thousands of mental wellbeing resources.



### Some assessments you'll find on CredibleMind are:

 <p>Is it Job Stress or Burnout?</p>	 <p>What's your Mental Health Profile?</p>	 <p>Is Your Mental Health Flourishing?</p>
 <p>How Strong is Your Resilience Network?</p>	 <p>What's Your Meditation Style?</p>	 <p>Your Mind Full or Are You Mindful?</p>

### Get started today by signing up and taking a mental health assessment.

By signing up, you will have access to: past assessment results to track improvement over time, your favorite resources, and handpicked CredibleMind resources right to your email!

No matter what you are going through, CredibleMind has resources to help with science-backed evidence you can trust.

[www.crediblemind.com](http://www.crediblemind.com)  
© 2023 CredibleMind, Inc



Scan With Your Camera To Create Your Free Account





# Handout #3



## The One Stop Shop for Mental Wellbeing Resources.

CredibleMind is the free online platform that brings together expert rated and vetted videos, podcasts, apps, online programs, books and articles all in one easy to use place.

Confidential, anonymous, and available 24/7, with CredibleMind you can learn new skills, understand your own mental health, take a mental health assessment and browse our library of thousands of mental wellbeing resources.

### Some assessments you'll find on CredibleMind are:

 <p>Is it Job Stress or Burnout?</p>	 <p>What's your Mental Health Profile?</p>	 <p>Is Your Mental Health Flourishing?</p>
 <p>How Strong is Your Resilience Network?</p>	 <p>What's Your Meditation Style?</p>	 <p>Your Mind Full or Are You Mindful?</p>

### Get started today by signing up and taking a mental health assessment.

By signing up, you will have access to: past assessment results to track improvement over time, your favorite resources, and handpicked CredibleMind resources right to your email!

No matter what you are going through, CredibleMind has resources to help with science-backed evidence you can trust.




[www.crediblemind.com](http://www.crediblemind.com)  
© 2023 CredibleMind, Inc



Scan With Your Camera  
To Create Your Free Account



# Handout #4



## The One Stop Shop for Mental Wellbeing Resources.

CredibleMind is the free online platform that brings together expert rated and vetted videos, podcasts, apps, online programs, books and articles all in one easy to use place.

*Confidential, anonymous, and available 24/7, with CredibleMind you can learn new skills, understand your own mental health, take a mental health assessment and browse our library of thousands of mental wellbeing resources.*


### Get started today by signing up and taking a mental health assessment.

By signing up, you will have access to: past assessment results to track improvement over time, your favorite resources, and handpicked CredibleMind resources right to your email!

No matter what you are going through, CredibleMind has resources to help with science-backed evidence you can trust.

### Some assessments you'll find on CredibleMind are:

- Is it Job Stress or Burnout?
- Is Your Mental Health Flourishing?
- What's your Mental Health Profile?
- Your Mind Full or Are You Mindful?
- What's Your Meditation Style?



Scan With Your Camera  
To Create Your Free Account

© 2023 CredibleMind, Inc



# Posters



## Poster 1



**FREE RESOURCE**

### CREDIBLEMIND

- Free online platform
- Over 200 health topics to explore
- All content reviewed by health experts
- Confidential
- Anonymous
- Available 24/7



[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)



# Poster #2

# Poster #3




## Posters 2 & 3

*Mental Wellbeing*

FROM CREDIBLEMIND

RESOURCES FOR...  
ANXIETY  
STRESS  
DEPRESSION  
ADDICTION & RECOVERY

Check out more topics at CredibleMind

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

EMOTIONAL HEALTH

OVERWHELMED BY EMOTIONS?  
WE HAVE RESOURCES



BURNOUT  
HAPPINESS  
COMPASSION FATIGUE  
DIVERSITY, EQUITY, AND WELLBEING

CREDIBLEMIND

CHECK OUT MORE TOPICS AT CREDIBLEMIND




[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)



# Poster #4



# Poster #5


## Posters 4 & 5

**Manage life changes**  
WITH CREDIBLEMIND

Helpful resources for  
*parenting*  
*breakups*  
*grief & loss*  
*aging & longevity*

Check out  
more topics at  
CredibleMind

 [olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

**PERSONAL GROWTH**  
CREDIBLEMIND



**RESOURCES**

— — — — —

**MINDFULNESS**

**MEANING & PURPOSE**

**SELF-CARE**

**DIVERSITY, EQUITY, AND WELLBEING**



 [olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)



## Posters 6 & 7

### HEALTHY RELATIONSHIP RESOURCES INCLUDING

PARENTING

LGBTQIA+

ROMANTIC RELATIONSHIPS

FRIENDSHIPS & SOCIAL SUPPORTS



[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

### PHYSICAL HEALTH

*CredibleMind*

RESOURCES FOR:

SLEEP

EXERCISE & BODY MOVEMENT

BODY IMAGE

EATING DISORDER

CHECK OUT MORE  
TOPICS AT  
CREDIBLEMIND



[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)




## Posters 8 & 9



*Spiritual Health*  
WITH CREDIBLEMIND

MEANING & PURPOSE, MEDIATION,  
GRATITUDE AND MUCH MORE...

CHECK OUT MORE TOPICS  
AT CREDIBLEMIND






 [olmstedcounty.crediblemind.com](https://olmstedcounty.crediblemind.com)

## Wellness at work

RESOURCES WITH CREDIBLEMIND

**Burnout**  
**Workplace wellness**  
**Compassion fatigue**  
**Time management**



 [olmstedcounty.crediblemind.com](https://olmstedcounty.crediblemind.com)





## Posters 10 & 11

### LGBTQIA+ Community

A new hub for LGBTQIA+ resources is now available on Olmsted County's CredibleMind platform.

This hub is a one-stop shop where LGBTQIA+ residents, their families, and others in the community can find helpful, safe, and inclusive resources.



Check It Out Today!



[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)



**FREE APPS ON CREDIBLEMIND**

- 01 APPS FOR PHYSICAL HEALTH including exercise, meditation, and nutrition
- 02 APPS FOR MENTAL HEALTH including therapy, meaning, purpose, and goal setting
- 03 APPS FOR RELATIONSHIPS including parenting, friendships, social supports, and breakups
- 04 APPS FOR WORK including time management, workplace wellness, and job transitions

Many more apps on CredibleMind

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)



ROCHESTER AREA  
CHAMBER OF COMMERCE



# Rochester Area Chamber of Commerce Leadership Greater Rochester Posters



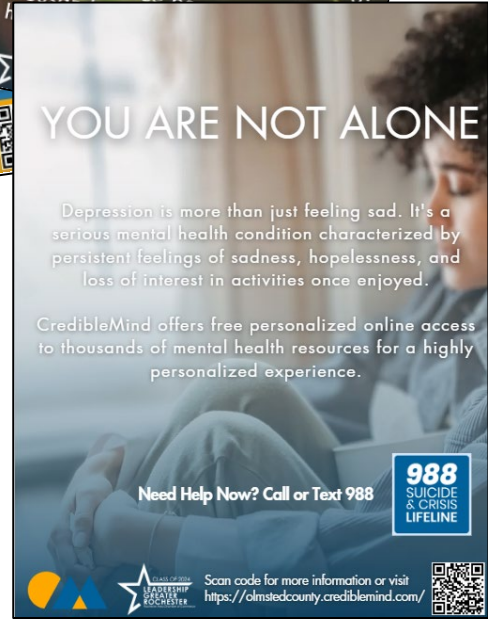
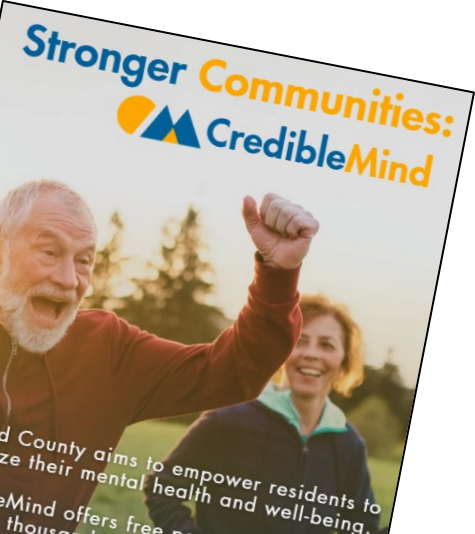
# Rochester Area Chamber of Commerce's Leadership Greater Rochester Program



A key component of the Rochester Area Chamber of Commerce's Leadership Greater Rochester program is the Community Impact Project, which challenges participants to transform ideas into sustainable actions that address community needs.

The 2024 cohort chose to focus on mental health awareness and partnered with Olmsted County Public Health in building awareness of the CredibleMind platform. A very special thank you to the cohort members in creating additional posters for worksites to print and utilize at their locations.





ROCHESTER AREA  
CHAMBER OF COMMERCE



## Leadership Greater Rochester Posters

A key component of the Rochester Area Chamber of Commerce's Leadership Greater Rochester program is the Community Impact Project, which challenges participants to transform ideas into sustainable actions that address community needs.

The 2024 cohort chose to focus on mental health awareness and partnered with Olmsted County Public Health in building awareness of the CredibleMind platform. A very special thank you to the cohort members in creating additional posters for worksites to print and utilize at their locations.

### Table of Contents

Olmsted County and CredibleMind .....	Pages 2-3
Stronger Communities .....	Pages 4-10
Mental Health/Depression .....	Pages 11-17
Overcoming Addiction .....	Pages 18-23
Workplace Burnout .....	Pages 24-27
Bullying .....	Pages 28-31
Cyberbullying .....	Pages 32-34
Digital Wellbeing .....	Pages 35-36
Postpartum Depression .....	Pages 37-40

Leadership Greater Rochester Toolkit  
Contents page.

# Olmsted County Social Media Posts

## Olmsted County Social Media Posts



# Social Media Post #1

## SOCIAL MEDIA DESCRIPTION:

- Convenient online access to thousands of evidence-based health resources, all reviewed by both experts and users for a highly personalized experience.

Check it out today!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountyc CredibleMind](https://twitter.com/olmstedcountyc CredibleMind)



# Social Media Post #2

## SOCIAL MEDIA DESCRIPTION:

Looking for a trusted online resource where you can find the right tools to take care of your health?

Check out CredibleMind today!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountyc CredibleMind](https://twitter.com/olmstedcountyc CredibleMind)



# Social Media Post #3

## SOCIAL MEDIA DESCRIPTION:

We know how challenging it can be to balance the demands of teaching while ensuring your own well-being. That's why we're excited to share a free online health resource to support both you and your students in achieving optimal health.

Access to thousands of evidence-based health resources, all reviewed by health experts making it a safe and trusted source!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountyc CredibleMind](https://twitter.com/olmstedcountyc CredibleMind)

[#TeacherWellbeing](https://twitter.com/TeacherWellbeing)

[#HealthyClassroom](https://twitter.com/HealthyClassroom)





# Social Media Post #4

## SOCIAL MEDIA DESCRIPTION:

Convenient online access to thousands of evidence-based health resources, all reviewed by both experts and users for a highly personalized experience.

Check it out today!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountyc CredibleMind](https://twitter.com/olmstedcountyc CredibleMind)



# Social Media Post #5

## SOCIAL MEDIA DESCRIPTION:

It's 2:00 a.m. and you have a parenting question, everyone is sleeping, who can you ask?

CredibleMind is a free, online resource that is available 24/7 to help! Use the search feature or click on the 'Topics' to help you when you need it most!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

#olmstedcountycrediblemind

#ParentingAdvice



# Social Media Post #6

## SOCIAL MEDIA DESCRIPTION:

The holiday season can be a stressful time for many... Give yourself a free gift and go to CredibleMind for meditation, gratitude, mindfulness, self-care, and so much more.

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountyc CredibleMind](https://twitter.com/olmstedcountyc CredibleMind)



# Social Media Post #7

## SOCIAL MEDIA DESCRIPTION:

A new hub for LGBTQIA+ resources is now available on Olmsted County's CredibleMind platform.

A one-stop shop where LGBTQIA+ residents, their families and others in the community can find helpful, safe and inclusive resources!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountycr](https://twitter.com/olmstedcountycr)  
[#olmstedcountycrediblemind](https://twitter.com/olmstedcountycr)



# Social Media Post #8

## SOCIAL MEDIA DESCRIPTION:

CredibleMind has free resources for mental health including anxiety, stress, depression, addiction, and much more.

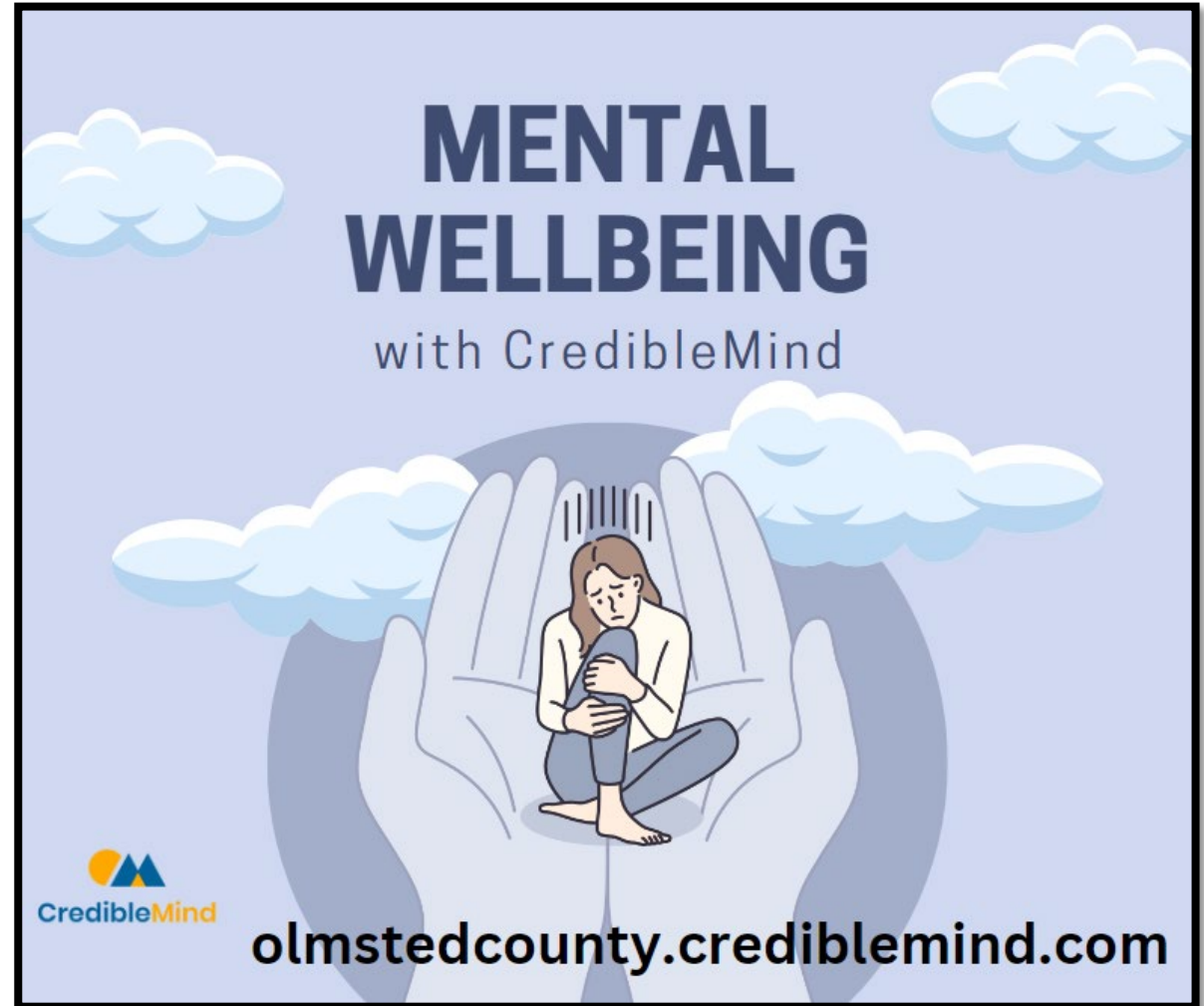
Check out CredibleMind today!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountycr](https://twitter.com/olmstedcountycr)[ediblemind](https://twitter.com/olmstedcountycr)



# Social Media Post #9

## SOCIAL MEDIA DESCRIPTION:

CredibleMind has free resources for life changes including breakups, grief, loss, aging, longevity, and much more.

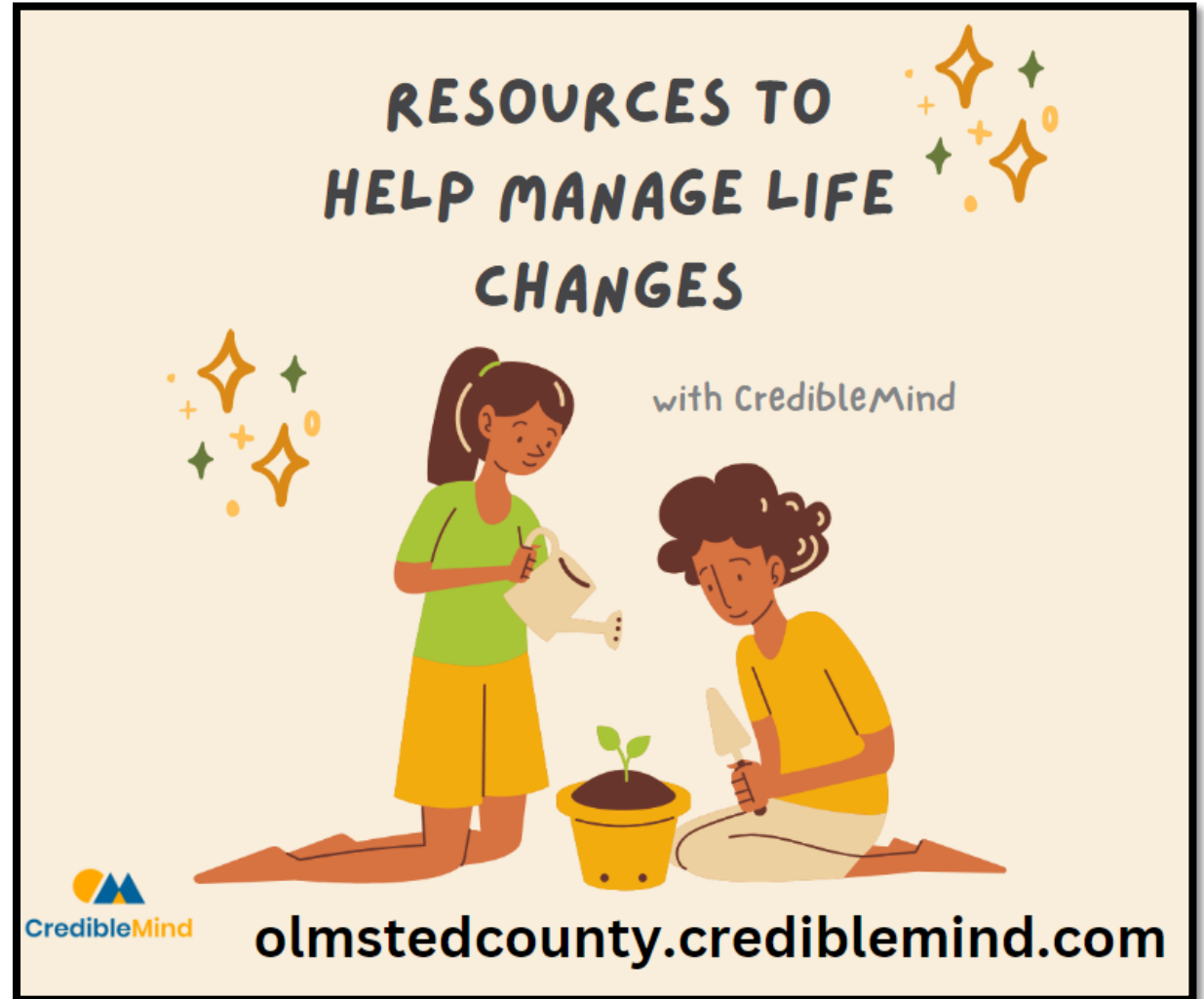
Check out CredibleMind today!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountycr](https://twitter.com/olmstedcountycr)  
[#olmstedcountycr](https://twitter.com/olmstedcountycr)



# Social Media Post #10

## SOCIAL MEDIA DESCRIPTION:

CredibleMind has free resources for physical health including sleep, exercise, body movement, body image, and much more.

Check out CredibleMind today!

## LINK:

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

## HASHTAGS:

[#olmstedcountycrediblemind](https://twitter.com/olmstedcountycrediblemind)



# Questions?

If you have any questions about this toolkit or would like to speak to a Community Health Specialist for additional assistance on how your worksite could utilize CredibleMind, please contact:

Olmsted County Public Health Services

507-328-7500

[healthweb@olmstedcounty.gov](mailto:healthweb@olmstedcounty.gov)

*Attn: Health Promotion Unit- CredibleMind*

