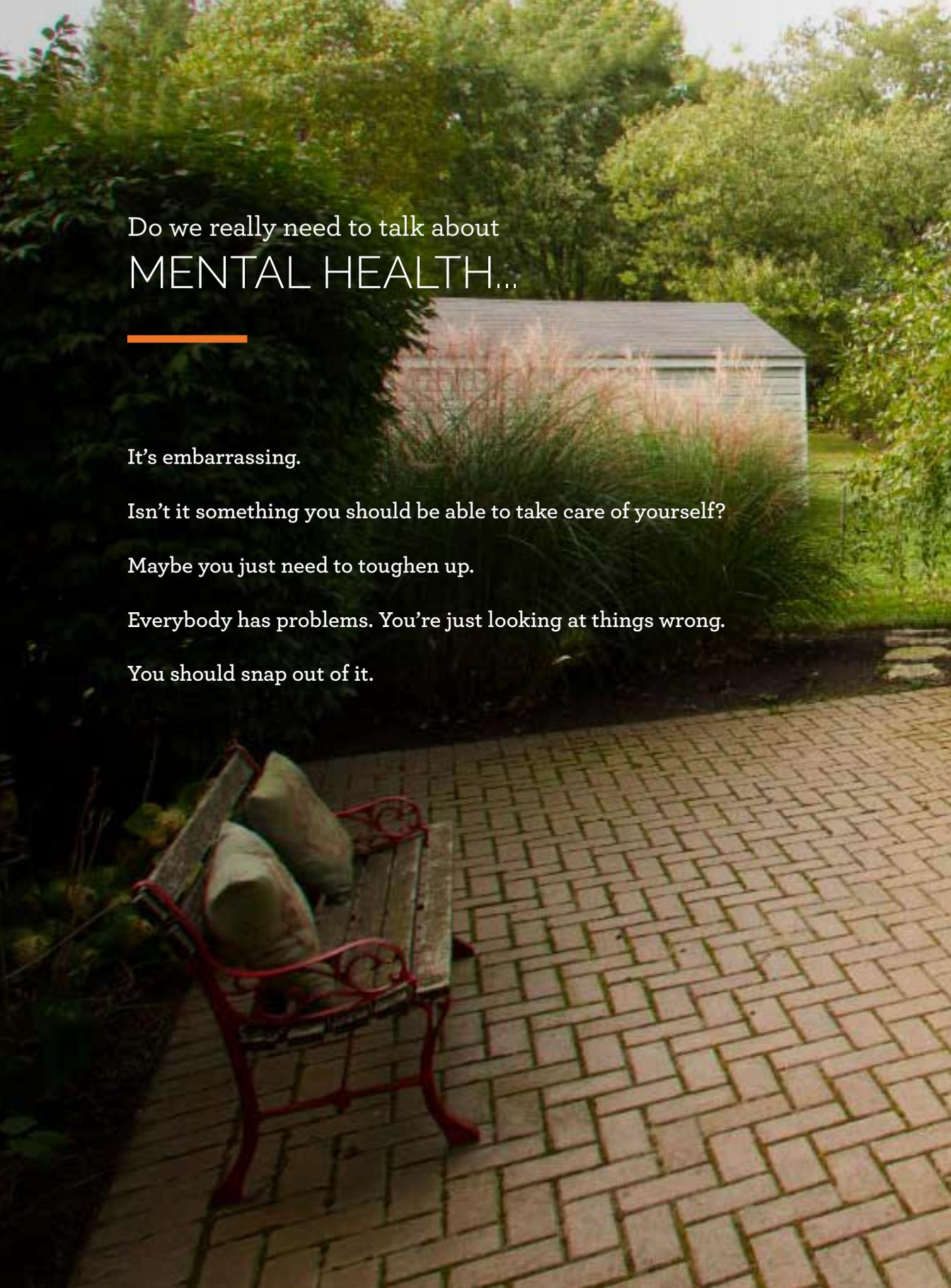




# OPENING UP

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The Campaign to Support Mental Health and  
Substance Use Treatment in Hancock County



Do we really need to talk about  
MENTAL HEALTH...

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It's embarrassing.

Isn't it something you should be able to take care of yourself?

Maybe you just need to toughen up.

Everybody has problems. You're just looking at things wrong.

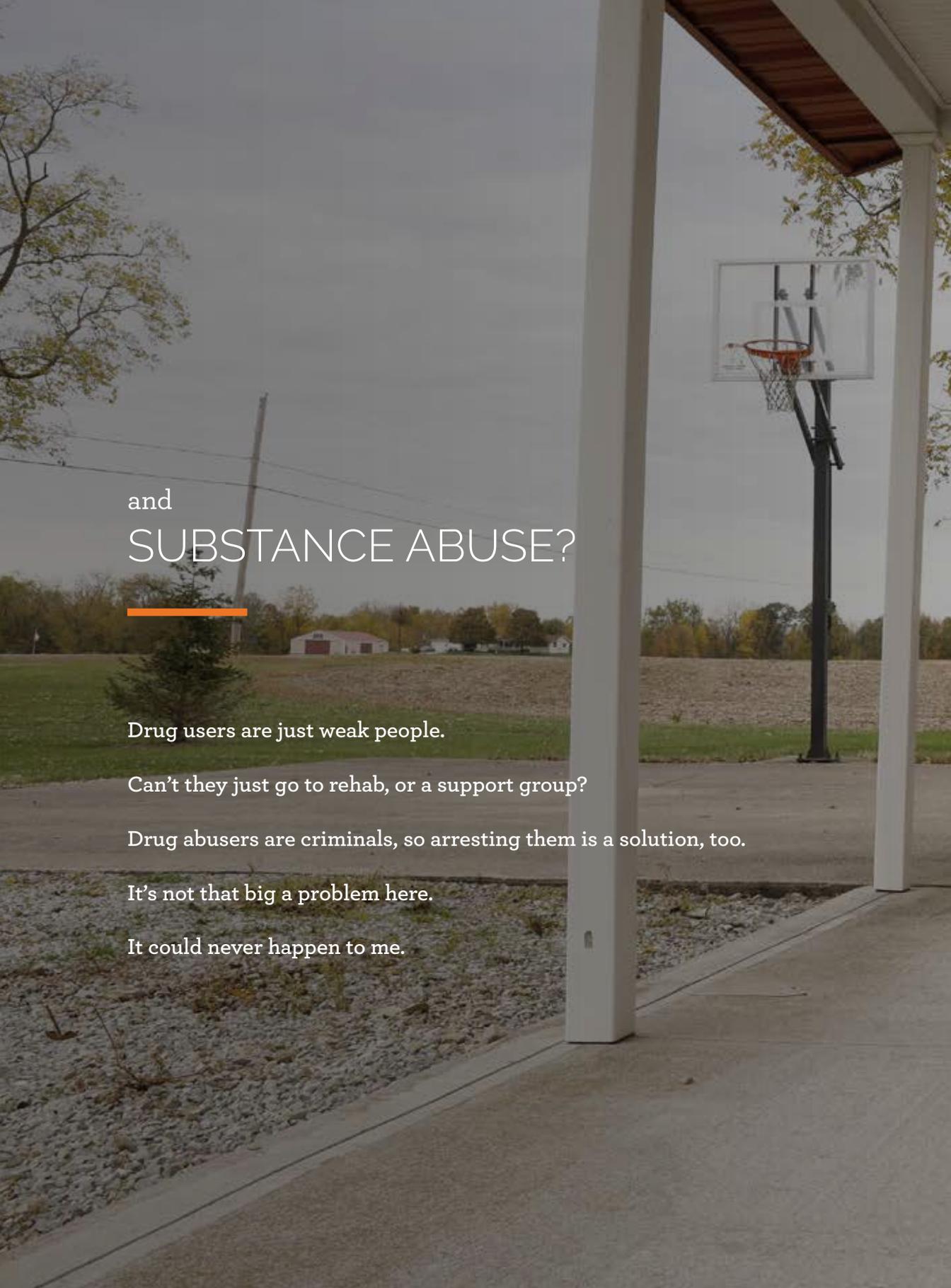
You should snap out of it.



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*Actually, one in every four adults in America, and one in five children, lives with mental illness, and the costs to our community are staggering.*

- Indiana ranks #2 in the nation for youth suicide attempts.*
  - 65% of Hancock County youth report knowing someone who has had serious thoughts of suicide.*
  - The lifetime medical and work-loss costs of suicide in Indiana are more than \$1 billion a year.*
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and  
SUBSTANCE ABUSE?

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Drug users are just weak people.

Can't they just go to rehab, or a support group?

Drug abusers are criminals, so arresting them is a solution, too.

It's not that big a problem here.

It could never happen to me.



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*A recent study found that nearly 20 million Americans age 12 and older were battling substance use disorders—and that one in eight adults struggled simultaneously with alcohol and drug abuse.*

- Indiana was ranked fifth among the 50 states and the District of Columbia for states with the worst drug problems.*
  - Every year, dozens of Hancock County residents accidentally overdose on drugs.*
  - A 2018 study found that high wait times, limited treatment options, and lack of service providers were creating barriers to treatment in Hancock County.*
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# It's time to OPEN UP ABOUT MENTAL HEALTH & SUBSTANCE ABUSE

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People with mental health and substance use issues aren't weak or defective or crazy. They're our kids. Our parents. Our coworkers. Our friends and neighbors and family. And right now, they need our help.

There are not enough mental health and substance use treatment facilities or professionals in Hancock County to meet the need. In addition, many people who need help don't have the means to pay for it—and most insurance providers don't adequately cover mental health or substance use treatment.

That means people—our friends and neighbors and family—go untreated. And untreated mental health issues can lead to dropping out of school, unemployment, arrest, incarceration, teen pregnancy, and—more often than we'd care to admit—premature death.

It's time to change all that. Right now, Hancock Health Foundation is embarking on a \$3.5 million campaign to build the mental health and substance use treatment capacity we need to support our growing community. We need more professionals. More treatment options for more people. And more capacity to fund the programs our community desperately needs.





WE HAVE SOME OF THE BEST CARE  
FOR CANCER PATIENTS...BUT PEOPLE  
WITH MENTAL HEALTH ISSUES ARE  
VIEWED DIFFERENTLY AND TREATED  
DIFFERENTLY, AND IT SHOULD NEVER  
BE THAT WAY.

**Jeff Muegge,**

*Business Owner and Husband  
of the Late Lisa Muegge*





Lisa Muegge was a force in Hancock County. A fixture in her church and a beacon of faith. The loudest-cheering parent at her kids' sporting events. The sort of person who, when in 2005 she identified a need to serve at-risk neighbors, started the Thanksgiving Feast of Plenty that today serves more than 2,000 people a year.

But Lisa Muegge also struggled with anxiety and depression. Tragically, in January of 2016, Lisa took her own life.

"I always thought my dad was the strongest person I ever met, and he didn't hold a candle to her," said Jeff Muegge, Lisa's husband. "Mental illness took the most positive person, the strongest person in her faith, I have ever met."

"I was 16 going on 17, so to go through my junior and senior years in high school, not to see her at graduation, I never expected that. I just wish she was here for those," said Lisa's son AJ.

AJ's older brother Joel agreed. "Those thousands of tiny moments you miss are impossible to quantify. I think what I miss the most is not so much what we had, but what she's not here for. I just had twins, and it wrenches me inside to think she didn't get to hold those babies and be the grandma she was going to be."



YOU ARE NOT ALONE. ALL KINDS OF  
PEOPLE ARE DEALING WITH THE SAME  
NEGATIVE EMOTIONS YOU ARE.

AND WITH ENOUGH HELP AND  
ENOUGH WORK ON YOUR LIFE,  
I BELIEVE ANYONE CAN BE BETTER.

**Keely Butrum,**

*Former Greenfield City Council Member*



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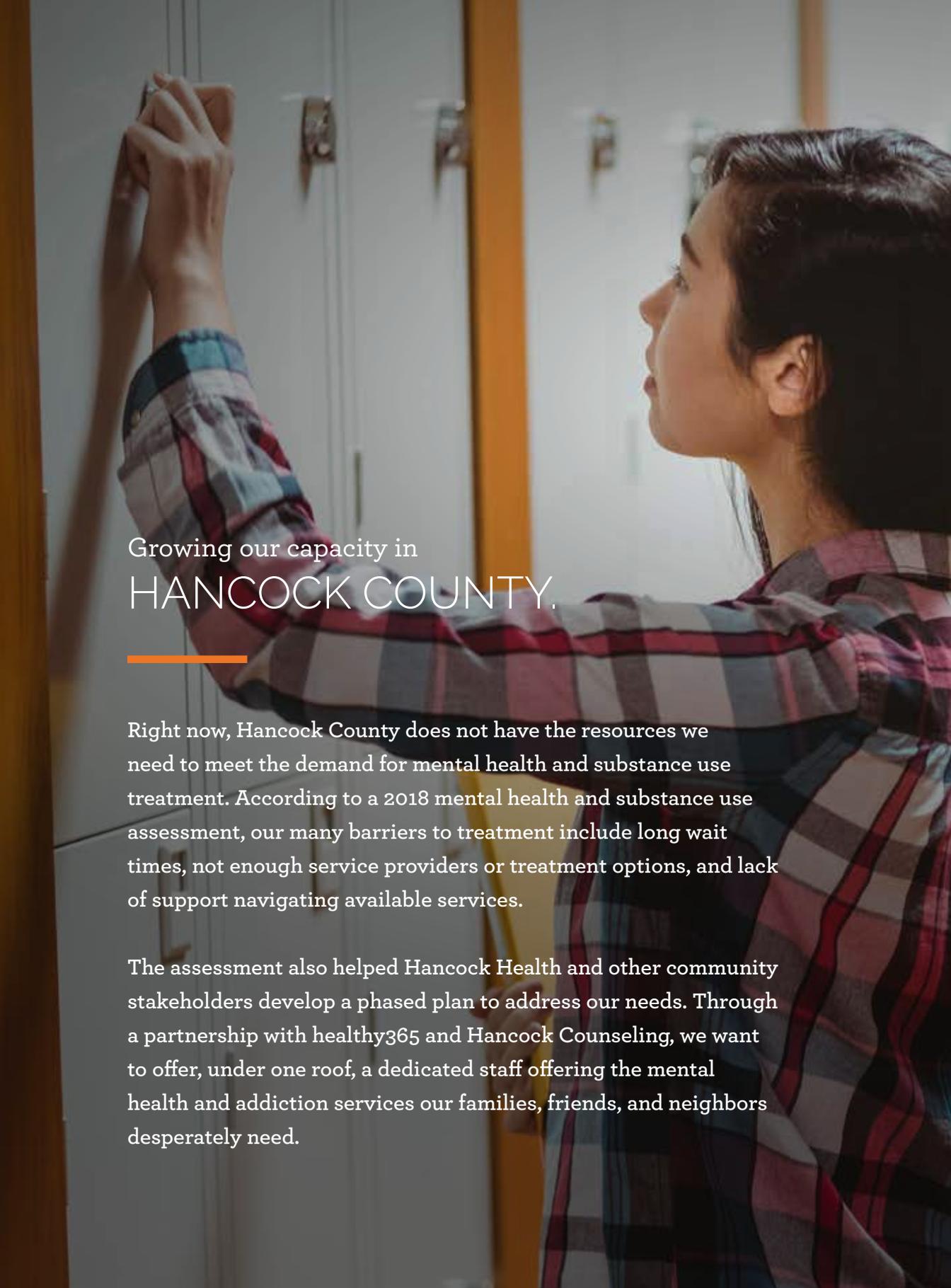


At just 18 years old, Keely Butrum found herself in an abusive relationship. Fortunately, she had family to help her get out of that bad situation. But that wasn't the end of the story.

To deal with the threats and the physical abuse, Keely drank. Even after getting out of the situation, Keely abused alcohol. "I got up and went to work every day. But if I wasn't working or sleeping, I was drinking," she said.

Although she had a great job, drinking started to consume her life and affect her mental health. When her father suggested drinking less might be a good thing, Keely was surprised. But she quickly realized the depth of the problem. "I started an intensive outpatient program, and I don't know if I would have stayed sober without that experience," said Keely.

Keely was shocked by how her drinking hid her negative thoughts and feelings about the abuse that had happened in her life. "It made me realize how easy it is for anyone to end up in poor mental health. One bad experience or a series of them can change the way we look at ourselves and the world around us. You can be that person who looks at everything as an opportunity, and after a bad year look at everything in life as a risk."

A young woman with dark hair, wearing a red, blue, and white plaid shirt, is standing in a locker room. She is looking up at a whiteboard or a piece of paper on a locker door, with her right hand raised as if writing or pointing. The background shows several white lockers with metal handles.

## Growing our capacity in HANCOCK COUNTY.

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Right now, Hancock County does not have the resources we need to meet the demand for mental health and substance use treatment. According to a 2018 mental health and substance use assessment, our many barriers to treatment include long wait times, not enough service providers or treatment options, and lack of support navigating available services.

The assessment also helped Hancock Health and other community stakeholders develop a phased plan to address our needs. Through a partnership with healthy365 and Hancock Counseling, we want to offer, under one roof, a dedicated staff offering the mental health and addiction services our families, friends, and neighbors desperately need.



Our \$3.5 million campaign will help us:

- Rapidly connect patients with care by adding 10 licensed clinical social workers, plus a new psychiatrist, a psychiatric nurse practitioner, and other staff.
- Dramatically increase our capacity to provide individual and group therapy—and add medication-assisted treatment.
- Add two recovery and mental health-focused navigators to help patients and family choose treatment options, identify and overcome barriers, and stay on a path to wellness.
- Increase our ability to assess mental health and substance abuse disorders and direct patients to the right care.
- Develop youth programs, including school-based prevention and early intervention and treatment services.

We understand the need. We have the plan.

Now we need your help.



*“During the last several years, I’ve had a granddaughter who’s had a problem with drugs. And I wonder, back when she was in seventh or eighth grade when it started, if we’d had places available, and treatments, and people to talk to her, if things might have been different.*”

*“We’ve got to get to the base of that problem and get that changed. I hope you can find a way to support this important campaign.”*

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**Walt Waitt,**

*Former 12-year Hancock Health  
Foundation Board Member*



# Here's how YOU CAN HELP

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Hancock Health Foundation has a population health endowment currently holding \$2.6 million to help pay for the cost of this program. Funding ongoing operations will require us to raise an additional \$3.5 million. Funds will go to the endowment to ensure the financial stability of the program in perpetuity.

With your financial support, we can make a tremendous difference in the lives of people in need. No gift is too large or small. And your tax-deductible donation to our campaign is not just a gift: It's an investment in the future good health of Hancock County.

If this isn't the right time for you to make a financial contribution, you can still support our effort in meaningful ways:

- Learn about mental health and substance abuse and help erase the stigma by being an advocate for compassionate and effective treatment.
- Spread the word about our mission through your social media channels and encourage others to do the same.
- Write a letter to the Greenfield Daily Reporter or Indianapolis Star in support of our cause.
- Invite us to speak at your church, civic organization, business, or club so we can make our case for better mental health and substance abuse resources.
- Ask your employer if they can support our mission.

Your gift matters.

We appreciate any way you can help.



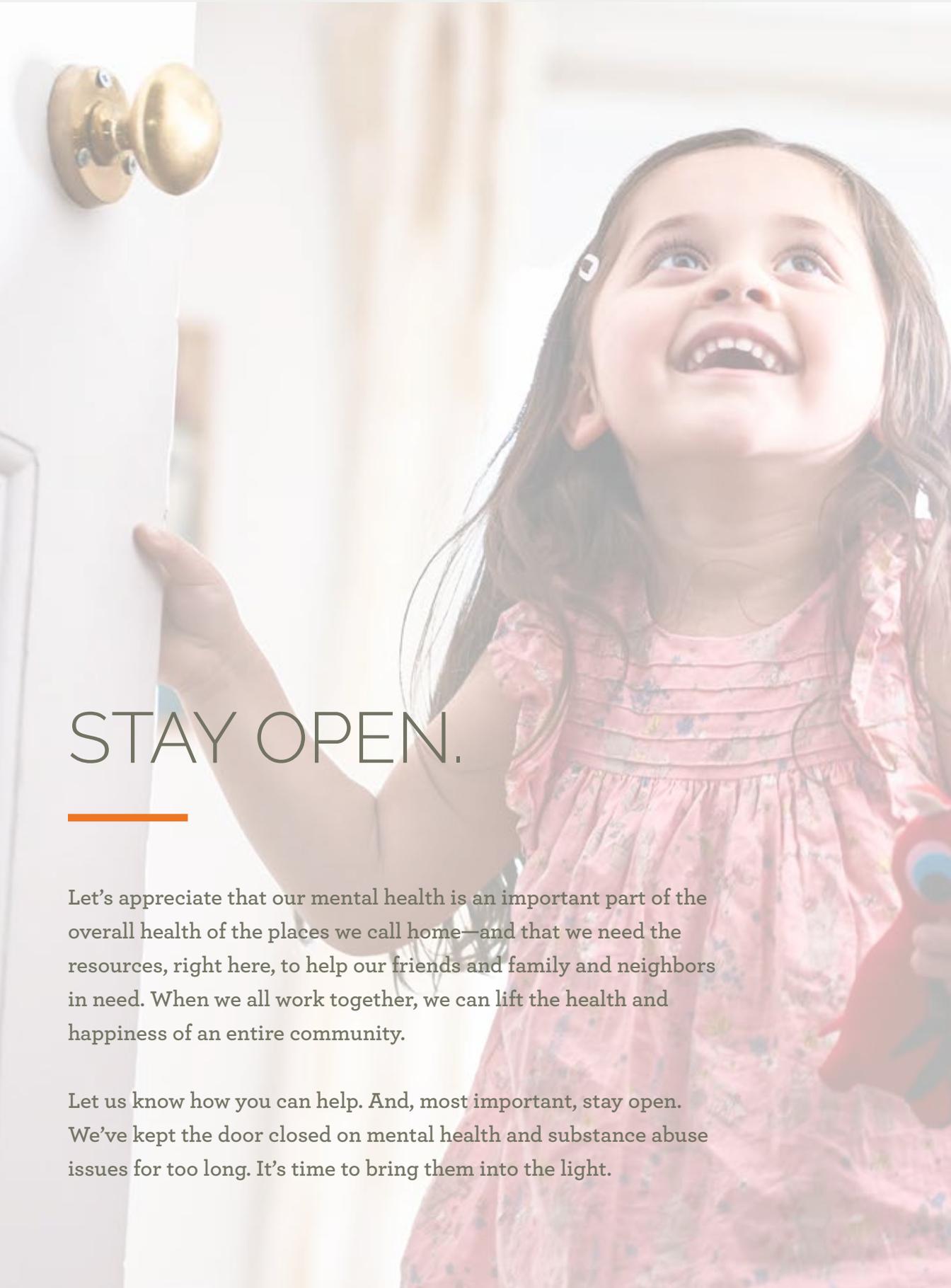
*“Providing mental health services for senior citizens in this county is a huge challenge. Many older people in Hancock County grew up with a strong, independent spirit. You made it on your own. You didn’t ask for help.*

*“That gets in the way of people reaching out and letting others know that they’re in trouble, that they’re having difficulties. Because there’s a huge stigma around getting help for mental health issues. And that is probably the number one barrier right now for people getting help.”*

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**Kit Paternoster,**

*Hancock Senior Services Volunteer Coordinator and Medicare Counselor*

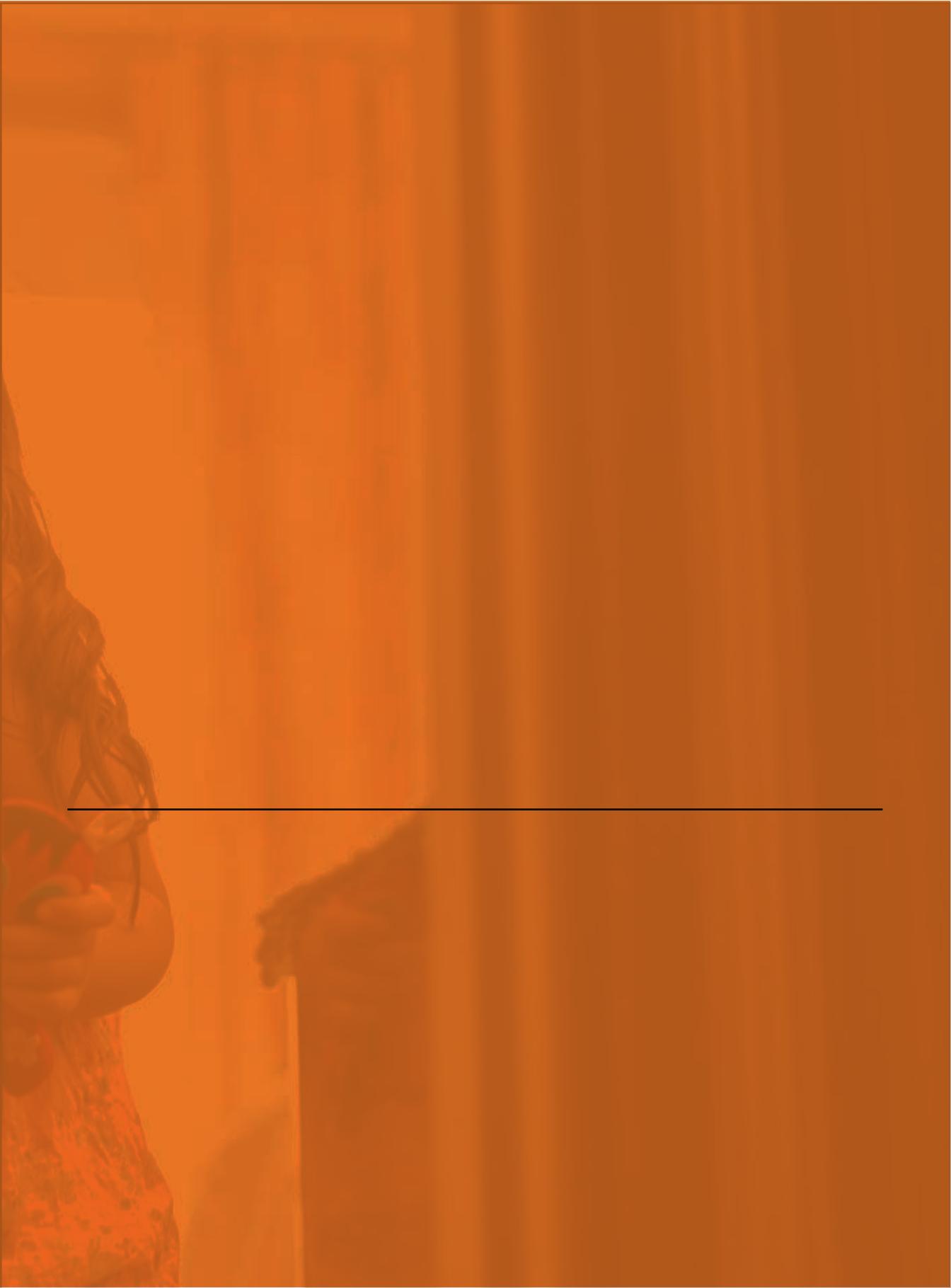


# STAY OPEN.

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Let's appreciate that our mental health is an important part of the overall health of the places we call home—and that we need the resources, right here, to help our friends and family and neighbors in need. When we all work together, we can lift the health and happiness of an entire community.

Let us know how you can help. And, most important, stay open. We've kept the door closed on mental health and substance abuse issues for too long. It's time to bring them into the light.





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