

Mental Health Awareness and Fitness Fair Big Horn County, Wyoming

To promote mental health awareness and
provide resources to the community

Help people recognize when someone is
going through a mental health crisis.

*[In 2022, Cheyenne Frontier Days] used a
pick up man as an example. So if you see
someone who's kind of down, you can be
a pick up man, or you can be picked up
by a pick up man. It dawned on me that
maybe we should make mental health as
acceptable as breast cancer so people
aren't afraid of it or afraid to talk about it.*

— Stan Flitner, event organizer



Organizers of the mental health fair were inspired by the [Cheyenne Frontier Days Pick Up Man campaign](#), which highlighted suicide prevention and introduced Wyoming's new 988 [Wyoming LifeLine](#) service.

Who organized it and how they did it

Big Horn County Citizens for Economic Development (BCED) formed a committee to organize a mental health fair in December 2022.

Local experts expressed interest in speaking, which gave the idea traction.

Collaborated with other groups: Big Horn County Prevention Alliance, The Wyoming LifeLine and Big Horn Basin Counseling Services

Offered free lunch for participants.

Free registrations through Eventbrite

Held it at Shell Community Hall (pop. 90)

Promoted on social media and in the local newspaper.

Mental Health Awareness & Fitness Fair

11:30 - 11:45 am - Greetings & Opening statements

11:45 - 12:00 pm - Panel & Resource Vendor Introductions

12:00 - 12:30 pm - Lunch & Mingle

12:30 - 1:45 pm - Panel Discussion

quick break

1:50 - 2:30 pm - Panel answers audience questions

2:30 - 3:00 pm - Three brief talks on nutrition, mindfulness, & physical fitness

3:00 - 4:00 pm - Closing statements & mingle



Shell Community Hall
Saturday, March 11th

What happened that day?

100+ people attended

Local community groups, service providers, multiple tables of churches, and organizations presented resource information at tables

Three panelists, prepared with questions ahead of time, talked about their own journey through mental health in the seasons of their lives.

Three local speakers shared specific strategies and habits that can help people increase mental health wellness and fitness.

Find lots of detail from the event in [this article](#) in the Greybull Standard that was written by one of the organizers.



Dr. Ralph Louis demonstrates a breathing technique during the Mental Health Awareness and Fitness Fair at Shell (WY) Community Hall. March 2023. (Photo: Greybull Standard)

After the event

- Extra resources and free materials from the event were available at the Greybull Visitor's Center and the Basin Chamber of Commerce.
- Yellow feathers were also available as part of the awareness campaign.
- BCED chose the yellow feather with inspiration from the Cheyenne Frontier Days campaign. The yellow feather is a sign of joy, optimism, hope, and looking forward to a bright future.
- Organizers hope to inspire similar events in the region



(Photo: Greybull Standard)