



## NEWS RELEASE

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Contact: Kristi Westbrook, [kristi@smilesforjake.org](mailto:kristi@smilesforjake.org) | 218-820-7746

### Emergency Mental Health Technicians Available at Lakes Jam

Lakes Jam will have a new, free service available to all attendees at this year's event, scheduled for June 23-25 at Brainerd International Raceway. Emergency Mental Health Technicians (EMHT's) will be available for event attendees experiencing the signs and symptoms of a mental health issue or in need of emotional support. The services will be available from noon on Thursday, June 23, through 7A.M. on Sunday, June 26.

EMHT's will be onsite and available 24/7 during the event by calling or texting the Event Mental Health Hotline, 218-820-4653. They will work one-on-one with individuals to provide a safe and calm environment, listen without judgement, and determine if further medical care is needed.

While the majority of festival goers have positive experiences, some individuals may experience sensory overload due to crowded spaces and excessive noise. This can bring mental health issues to the surface, leading to anxiety and panic attacks, among many other symptoms. In addition, inadequate hydration, poor diet, and lack of sleep can play significant factors in their wellbeing and mental health.

The program is being funded by Blue Cross Blue Shield of Minnesota and represents a collaboration between Smiles for Jake, Northern Pines Mental Health, Cuyuna Regional Medical Center, and the Lakes Jam organizing committee.

"We are thrilled to be launching this in the Brainerd Lakes area this summer," said Kristi Westbrook, Smiles for Jake Board President. "The partnership is proof that we can all work together to increase awareness about mental health in our communities. It's part of an ongoing effort to ensure all individuals have access to mental health professionals during critical moments in their lives."

Signs that you should seek help for yourself, or a friend include:

- feeling sad or down;
- extreme mood changes;
- withdrawal from friends or activities;
- confused thinking or reduced ability to concentrate; and
- excessive fear or worries.

If you cannot access services at the event or you feel like you or a friend/family member are in immediate danger, please dial 911 or the National Suicide Prevention Hotline at 800-273-8255.

# #WEAREALLJAKE

406 N. Washington St. Ste 5, Brainerd, MN 56401 | (218) 330-1977 | [SmilesForJake.org](http://SmilesForJake.org)

