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**Community leaders team up to launch Spanish-language campaign to break stigma around mental health**

*AdventHealth and Heart of Florida United Way launch the second phase of their innovative multicultural regional campaign.*

**ORLANDO, Fla., May 21, 2024** — AdventHealth and Heart of Florida United Way are teaming up to introduce the next phase of a first-of-its-kind movement to get Central Floridians talking about mental health with the new campaign “***Lidera ConscienteMENTE***.”

This campaign is an adaptation of the “Be a Mindleader” initiative, which, since launching a year ago, has helped children and parents become more comfortable discussing mental health and connected hundreds of families to counseling services.

The goal of transcreating the campaign into Spanish is to get curated, expert information designed specifically for a multicultural Hispanic audience directly into the hands of adults to encourage open conversations about mental health with children, family or friends.

This multicultural aspect of the “Be a Mindleader” campaign is particularly important, as research has found that one in every three Latinos says they struggle with mental health, yet only 5% are open to talking about it. And for those who suffer, it can take up to 11 years to get a diagnosis and seek treatment.

Talking about mental health is one of the best ways to reduce the stigma, create hope and lead people to seek care, according to the American Psychiatric Association.

“Hispanic populations face unique mental health challenges, such as immigration stress and cultural adaptation,” said Jeff Hayward, President and CEO of Heart of Florida United Way. “That's why Lidera ConscienteMENTE seeks to foster an environment of openness and trust, where expressing feelings, concerns and hopes is not only welcomed, but becomes the foundation for building a healthier and more resilient future for all.”

“The launch of the Spanish-language mental health campaign, in partnership with Heart of Florida United Way, signifies a substantial stride in destigmatizing mental health and promoting open dialogue about well-being in our community,” said Linnette Johnson, chief clinical operations officer for AdventHealth’s Central Florida Division. “By providing culturally sensitive resources, we proudly advance our mission to eradicate stigma and prioritize mental wellness for everyone in our diverse community. We are keeping our promise of providing whole-person care – body, mind and spirit – to the communities we serve.”

Launching this week, [www.LideraConscienteMENTE.com](http://www.lideraconscientemente.com) can connect individuals to:

* Mental health hotlines and suicide and crisis prevention resources
* Tips and advice for starting conversations and handling difficult situations
* AdventHealth for Children’s Mental Health Navigation team that can help parents find resources and navigate the health care system

The "Be a Mindleader” campaign builds on a partnership between AdventHealth and Dr. Phillips Charities to establish Central Florida’s first comprehensive pediatric and adolescent mental and behavioral health program. Made possible with a $6 million grant from Dr. Phillips Charities, the growing program will expand access to pediatric mental health care, increase early diagnosis and intervention, help families navigate the complex mental and behavioral health care system, and reduce ER visits and hospitalizations for children. Recognizing there is a nationwide shortage of pediatric mental health providers and families often wait months to get into appointments, patients can get into counseling appointments in a matter of weeks, sometimes sooner.

The program — recognized as one of the “Top 36 Hospitals with a Great Mental Health Program” by Becker’s Hospital Review — continues to grow and in 2023 had nearly 950 patient visits.

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**About the AdventHealth Central Florida Division:**

AdventHealth’s Central Florida Division encompasses 17 hospitals and ERs in four counties across metro Orlando. The world-class hospitals, combined with a comprehensive outpatient care network, see more than 3.5 million patient visits annually. AdventHealth also has an expansive research portfolio in Central Florida, with more than 650 clinical trials and studies in progress. The organization has a deep commitment to serving the community and has a local financial impact of more than $1 billion annually. AdventHealth and its team members are responsible for nearly 20 percent of Central Florida’s economy. The division’s flagship campus — AdventHealth Orlando — boasts nationally and internationally recognized programs and serves as a major tertiary and quaternary referral hospital for much of the Southeast, the Caribbean and Latin America. Quality specialty care is provided through AdventHealth Institutes, which is nationally recognized in numerous specialties. AdventHealth Orlando has been recognized by U.S. News & World Report, Healthgrades, Newsweek and the Leapfrog Group. Learn more about the Central Florida Division on our [Newsroom](http://www.adventhealthorlandonews.com/).

**About Heart of Florida United Way:**

Heart of Florida United Way (HFUW) stands up for the education, financial stability, health and basic needs of every person in Central Florida. Since 1939, HFUW has delivered programs, invested dollars, and convened community members around important issues impacting Orange, Seminole and Osceola counties. As Central Florida’s most comprehensive health and human services nonprofit, HFUW created a $50 million impact in Central Florida last year. In 2021-22, HFUW served more than 703,000 people through its direct service and funded programs. HFUW is home to notable community resources like the 211 Information & Referral Crisis Line; 988 Suicide Prevention Lifeline; Mission United program for Veterans; TECHquity, an initiative bridging the digital divide; Destination Graduation at Seminole State College; the Ryan White Part B & General Revenue program, which administers nearly $2.3 million to provide HIV/AIDS services and referrals; the Planning Council Support program that facilitates community planning and priority setting for HIV services. United Way partners with individuals, local businesses, government, and other nonprofit agencies to open opportunities and close gaps in Central Florida. Visit [www.HFUW.org](http://www.hfuw.org/) for more information, or call (407) 835-0900. Follow us on Facebook and LinkedIn at Heart of Florida United Way and on Twitter and Instagram @hfuw.