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IBRT partners with NSMHG to raise awareness

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By **DAVID BEARD**

The North Shore Mental Health Group has partnered with the Icebox Radio Theater in International Falls to raise awareness of mental health issues in the region.



Radio Station KTWH in Two Harbors is helping share the message.

“We are a collection of community members from Finland, Silver Bay, Isabella, and Beaver Bay, along Lake Superior, here to build a community where it is safe to talk about mental well-being, and to live well with and encourage treatment for mental illnesses, brain injuries, and disorders,” said Dean Rudloff, a member of the North Shore Mental Health Group.

NSMHG members volunteer host educational events like “Mental Health 1st Aid,” “QPR,” and “Be There” and support activities like G.L.A.D, a confidential peer support Group for people Living with Anxiety and Depression.

“We all have mental health and regardless of a person’s unique challenges, need the potential to sufficiently recover from the effects of mental illnesses to lead a personally satisfying life as an integrated member of society,” Rudloff adds.

To bring their message to a wider audience, the group reached out to the Icebox Radio Theater, which for 20 years has been performing new and classic radio drama, heard around the world on its website.

The group knew they could count on the Icebox team to recreate their message in a public service announcement.

According to

“Mental health issues are some of the most significant challenges facing our community,” said Jeffrey Adams, executive director of the Icebox Radio Theater. The Icebox Radio Theater was very proud to contribute to the North Shore Mental Health Group’s effort to alleviate human suffering.”

The message is being shared on local radio. The first station to pick up this collaboration is KTWH-FM in Two Harbors. KTWH provides low-power, listener-supported radio in the Two Harbors area.

For more information about Icebox Radio Theater, visit <https://www.iceboxradio.org/>. For more information about KTWH, visit 99.5FM in the Two Harbors area of Lake County or visit online at <https://ktwh.org/>. If you would like more information about the North Shore Mental Health Group, see nsmentalhealth@gmail.com or visit the Facebook page.



David Beard is a professor of rhetoric, scientific and technical communication and graduate at faculty in English and in the master of professional studies the University of Minnesota Duluth.

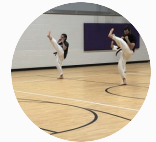


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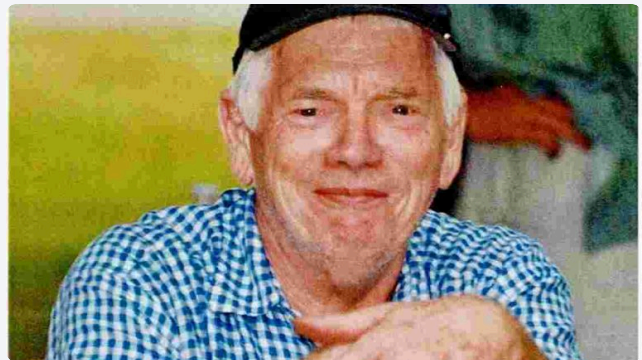
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