



Mental Health Matters Month

May 2015

“MILLIONS LIKE ME” CHALLENGE

Half of us will experience a mental health challenge in our lifetime, but people can (and do!) get better in supportive environments. We all have a role to play in making that happen. People need to know that it’s safe to talk, and that others around them are ready to have real conversations about mental health.

Research shows that the most powerful way to change people’s minds about mental health is seeing someone from their community talking about the issue openly and honestly: people who live where they live, people who look and talk like them, people who are open about their own experiences.

This May, join Californians all across the state who are taking the “Millions Like Me” challenge. Just follow these simple instructions to create your own video and share it with your community and Each Mind Matters on Facebook, Twitter or Instagram.

Each Mind Matters Social Media Channels

Instagram: [Instagram.com/EachMindMatters](https://www.instagram.com/EachMindMatters)

Facebook: [Facebook.com/EachMindMatters](https://www.facebook.com/EachMindMatters)

Twitter: [@EachMindMatters](https://twitter.com/EachMindMatters)

Take these three easy steps to join the movement and get your community talking!

1. Find a friend to help, get your smart phone, webcam or digital camera and record a short (10-30 second) message. You don’t need any special skills or need to do any fancy edits. People just need to see real people like themselves, in real life, having real conversations.

Here are a few easy tips for shooting a great video:

- Hold the camera or smart phone in the horizontal position, not vertical.
- Get up close to your subject. Videos are more powerful when you can focus on the person’s face and hear them well. Try a “head and shoulders” shot.



“MILLIONS LIKE ME” CHALLENGE (continued)

- Make sure you can hear what they are saying. Go to the quietest place you can find, get up close and have the person speak loud and clear. If you’re shooting your video on a smart phone, you can also use the headset you use when driving as a microphone. Just plug in your headset, leave the earbuds off and pin the microphone portion on your video-subjects collar. Voila!
- 2. Have a clear, simple message to share. We’ve prepared a few ideas for you here, just pick your favorite and make it your own. The ideas below could work for individuals or even a group of people!
 - a. “[Insert name of county, town, company, or organization] believes that Each Mind Matters.”
 - b. “My name is [insert name] and I believe that Each Mind Matters.”
 - c. “A movement is growing here in [insert name of location or organization]. A movement for mental health. It includes millions of people, like me [or “us” if this is a group shot] who are ready to create change. Because half of us will experience a mental health challenge, but all of us have a reason to speak up.”
 - d. “Just like physical health, we all have mental health. Sometimes we are okay and sometimes we need support. And when support is needed, it’s okay to reach out. Because people can and do get better. Reach out here at [insert name of organization].”
 - e. “My name is [insert name], and here at [insert location or organization] we believe in speaking up about mental health, in being open and honest. Hope starts with you and me. This is the mental health movement. Join us.”
- 3. Share your video and spread the word! Now that you’ve filmed your message, make sure everyone in your community can see it and get inspired! Need a little help in getting it on the web? Here are some simple steps you can use:
 - a. Upload it to YouTube. Here’s a quick set of instructions: <http://www.wiki-how.com/Upload-a-Video-to-YouTube>
 - b. Share it on your social media page (Facebook, Twitter or Instagram are all great places to start!). Just copy the web address of your video from where you uploaded it to YouTube and paste in your status update.
 - c. Add a hashtag (those words you’ve seen with the # in front) so others can find your video. Just type or copy/paste it into the status update area. We recommend using both of the following hashtags: #millionslikeme, #Each-MindMatters
 - d. Share it with us! Just hit the “share” button from your social media account and share it with Each Mind Matters. You can find us on Facebook, Twitter, and Instagram by using the handles or URLs shown below:

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