



EACH MIND MATTERS
California's Mental Health Movement

Mental Health Awareness Week

EVENT PLANNING GUIDE

Includes:

- Event Ideas
- Event Checklist
- Additional Tips & Tools
- Sample Invitation



Mental Health Awareness Week

EVENT IDEAS

Hosting an event is a powerful way to raise awareness and educate people about the subject of mental health and the stigma of mental illness. Below are three ideas for impactful events to hold during Mental Health Awareness Week.

Speaker Series:

One effective way to encourage discussion about mental health issues is to feature speakers with lived experience who can describe the impact that mental illness has had on their lives. SpeakOurMinds.org is an online tool that links organizations with local mental health speakers. Utilize the website to find speakers that match your interest area who can come speak at your event. You can download the full documentary at EachMindMatters.org.

Video Screening:

Each Mind Matters has numerous first-person video resources available. For example, “A New State of Mind: Ending the Stigma of Mental Illness” is a documentary that aired statewide in 2013. This hour-long documentary showcases over 30 individuals with unique views on mental health challenges in California. Host a screening and invite participants to discuss stigma and ways to reduce it throughout the year.

Lunchtime Movie Series:

Each Mind Matters has produced several short videos that are perfect to show during lunchtime each day. The different series include:

- Each Mind Matters: Stories of Hope, Resilience and Recovery – These two-to-six minute videos share the stories of diverse Californians whose lives have been affected by mental illness. View them in the Great Minds Gallery on EachMindMatters.org.
- Walk In Our Shoes – These animated stories are first-person accounts from young people about their struggles with mental illness. Go to WalkInOurShoes.org to view.
- Directing Change Public Service Announcements – These one minute PSAs were created entirely by youth throughout California and focus on stigma and discrimination reduction and suicide prevention. View them in the Great Minds Gallery on EachMindMatters.org.



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EVENT CHECKLIST

Planning an event does not have to be difficult or time-consuming. Use the questions below as a basic guideline for your Mental Health Matters Week event. Remember, the Each Mind Matters technical assistance team is available to help you plan! Contact Jeanine at JGaines@rs-e.com for assistance.

Determine the type of event

- Do you want to hold a documentary screening?
- Is a lunchtime video series a good fit for your audience?
- Is there a mental health speaker available to attend?

Finalize logistics

- When will the event be held?
- Where will the event be held?
- Will snacks or a meal be provided?
- Is there access to a TV, DVD player, projector, screen or computer?

Send out invitations

- Who should be invited?
- Should invitations be sent by email or through fliers?
- Does a reminder need to be sent?



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EVENT RESOURCES AND ADDITIONAL INFO

EachMindMatters.org – The online home of California’s Mental Health Movement. Find all of the video resources in the Great Minds Gallery or make a pledge to end stigma!

SpeakOurMinds.org – Find a mental health speaker in your area. Download fliers, messages, myths and facts, and other materials that may be helpful in bringing your event to life.

NAMICa.org - The National Alliance on Mental Illness likely has an affiliate in your area. This may be a good opportunity for partnership, or to find a speaker to share their story with your audience.

SuicidelsPreventable.org – Know the signs. Find the words. Reach out. This site is full of helpful information and links to resources related to suicide prevention.

ReachOutHere.com – A resource designed specifically for young people ages 14-24, this site includes lots of relevant information and an online forum where they can share their experiences and support one another.

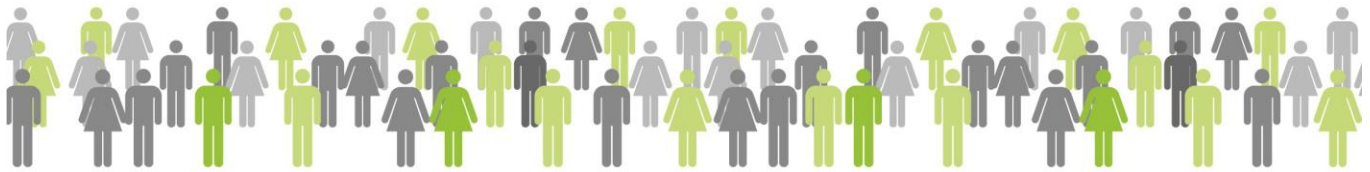
WalkInOurShoes.org – A resource designed specifically for young people ages 9-13, this site includes videos and interactive activities to introduce mental health and stigma reduction in an easy to understand way.

DignityandRecoveryCenter.org – Use the Center Registry to find Stigma Reduction programs in your area. Check out the Tools for Change section for more resources on institutional, individual and social stigma, plus capacity building tools and links to national leading organizations.

CalMHSA.org – The California Mental Health Services Authority is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop 63).



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Sample Invite

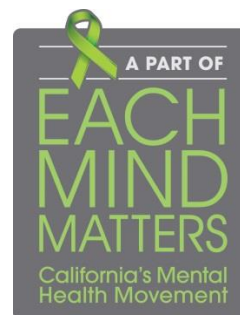
Join us for a video screening in recognition of
Mental Health Awareness Week!

When:

Where:

Hosted By:

(Additional Details can be added here)



(Keep or replace with your logo)

