



Mental Health Month and Mental Health Matters Day

Media Toolkit
May 2014

DEAR PROGRAM PARTNERS:

Each year in May, consumers, families, caregivers, program providers and community leaders participate in Mental Health Month to underscore the importance of education, awareness and advocacy for individuals who live with mental illness.

This year Tuesday, May 13th has been designated Mental Health Matters Day. Thousands of people from throughout the state and from various backgrounds will gather on the south lawn of California's capitol building in Sacramento to show that mental health is important to everyone.

Event participants will give voice to the growing community of Californians who recognize that mental health is a critical issue for everyone, and that widespread wellness is only possible when fear and stigma are eliminated.

Speakers will include pioneers of the mental health movement including Senate pro Tem Darrell Steinberg, and several youth speakers who will offer new perspectives on eliminating stigma.

This toolkit is designed to help program partners conduct outreach to as many people as possible through traditional media outlets, as well as social networking, about CalMHSA's Prevention and Early Intervention initiatives during Mental Health Month and for the Mental Health Matters Day event in Sacramento on Tuesday, May 13.

This toolkit includes:

- Mental Health Month
 - Suggested key messages
 - Sample press releases
 - Sample blog/newsletter
 - Letter to the Editor (provider)
 - Letter to the Editor (consumer)
 - How to submit a letter-to-the-editor
 - Media Engagement Best Practices
 - Frequently Asked Questions

- Mental Health Matters Day
 - Each Mind Matters key messages
 - Mental Health Matters Day key messages
 - Sample Board of Supervisors proclamation
 - Social media guide
 - Mental Health Matters Day Event flyer
 - Directing Change Screening and Award event flyer

In California, where nearly 1 in 5 individuals in report needing help with a mental or emotional health problem, the focus of Mental Health Month and Mental Health Matters Day is on the success and innovation that has occurred since California voters passed Proposition 63 in 2004.

Your Prevention and Early Intervention initiatives are critical to fulfilling this vision for a mental health system that reaches people of all ages and backgrounds with services that promote their mental wellness.

These services and programs include:

- Expanding resources for improved student mental health
- Reducing stigma and discrimination related to mental illness
- Preventing Suicide

Please feel free to modify these materials to accommodate your particular outreach needs and goals. **As always, your Mental Health Month outreach should be consistent with the values and messages outlined in the CalMHSA Marketing Guide.** Please refer to the Guide for additional information regarding approval process and timelines.

MENTAL HEALTH MONTH - SUGGESTED KEY MESSAGES

May is Mental Health Month. The tradition began in 1949 to raise awareness of mental health issues and mental wellness for all. Today Mental Health Month affords an opportunity to spotlight the efforts CalMHSA and Program Partners are making to address Californians' mental health needs through three initiatives: improving student mental health, eliminating and/or reducing suicides, stigma and resulting discrimination.

Prevention and Early Intervention Initiatives are a central component of the framework put in place by voter-approved Mental Health Services Act (Prop. 63) to transform our mental health system and reach more people in need before they reach the crisis point.

Below are suggested key messages during this Mental Health Month:

PEI initiatives:

- Transform California's mental health services approach by uniting California's diverse communities to embrace mental wellness and delivering the tools individuals need before they reach the crisis point.
- Provide an up-front investment that will pay off with sustained cost reductions in health, social services, education and criminal justice programs
- Are voter-approved and paid for through the Mental Health Services Act (Prop. 63)

Stigma and Discrimination Reduction Program

The MHSA Stigma and Discrimination Reduction initiative uses a full range of Prevention and Early Intervention Strategies to confront the fundamental causes of stigmatizing attitudes and discriminatory and prejudicial actions toward people with mental illness, across ages and backgrounds.

Suicide Reduction Program

The MHSA Suicide Prevention initiative uses a full range of strategies from Prevention to Early Intervention to prevent suicide across ages and backgrounds.

Student Mental Health Program

The MHSA Student Mental Health Initiative uses a full range of strategies including campus-based mental health programs, prevention, early intervention and peer to peer activities to promote mental wellness in the student population.

Mental illness is real, common and treatable.

- Studies show that nearly 1 in 5 individuals in California report needing help with a mental or emotional health problem.
- Compared to the general adult population, those with mental health needs had higher rates of chronic diseases such as high blood pressure, heart disease, diabetes and asthma.
- Emphasizing prevention and early intervention - a "help first" rather than "fail first" approach - is fundamental to saving lives and money by increasing the productivity in school, work, family and other life domains for those most at risk.

Proposition 63 was passed by California voters in November 2004. Proposition 63 is responsible for a major shift in the way California provides mental health services - away from just crisis care and costly institutionalization towards a new system that includes a focus on preventing and intervening early to stop the consequences of untreated mental illness.

Proposition 63 is delivering on its promises. Californians are getting exactly what they voted for.

- Proposition 63 funding goes to a wide range of hundreds of programs and services in each county in California.
- Proposition 63 benefits all Californians through its focus on the comprehensive needs of individuals and families and by providing services designed to prevent more costly interventions.
- Proposition 63 provides the resources to expand programs that have demonstrated their effectiveness and that will save lives.
- Proposition 63 offers outreach and mental health services to underserved populations, including cultural, ethnic, and racial communities.
- Proposition 63 helps California reduce the costs of untreated mental illness.
- For decades, people with mental illness did not get services until they had a mental health emergency. They often wound up in costly institutions, jails or on the streets.
- Untreated mental illness is the largest single cause of not being able to work. With people who are employed, it is the largest cause of absenteeism.
- Prevention, early intervention and complete mental health services that connect physical health, substance abuse treatment, housing, education, and employment support are effective and cost-effective.

SAMPLE BLOG/NEWSLETTER ARTICLE

May is Mental Health Month: Prop. 63 is working; saving lives and money

May is Mental Health Month, and **(PROGRAM PROVIDER)** is joining the effort to spread the word about mental health issues and the importance of mental wellness for the 1 in 5 Californians who report needing help with a mental or emotional health problem.

Along with others, **(PROGRAM PROVIDER)** is using a pro-active approach that is so crucial to saving lives and money. Of special note are the successful Prevention and Early Intervention initiatives being implemented statewide by the California Mental Health Services Authority (CalMHSA) that are aimed at:

- Expanding resources to improve student mental health
- Reducing stigma and discrimination related to mental illness
- Preventing suicide

Without programs such as **(LOCAL PROGRAM or PROVIDER)** and others like it, the consequences of mental illness for individuals and California can be staggering: unnecessary disability, unemployment, substance abuse, homelessness, inappropriate incarceration, even suicide.

Thanks to Proposition 63, many thousands of those with mental health issues are able to get the help they need. Approved by voters in 2004, Proposition 63 provides a fair funding mechanism - separate from the state's general fund - for a different approach to treating mental illness. Proposition 63 is responsible for a major shift in the way California provides mental health services - away from crisis care and costly institutionalization toward a new system that includes a focus on preventing and intervening early before crisis and loss occurs.

Dozens of successful, cost-effective mental health services created with Proposition 63 funds exist across California, connecting physical health, substance abuse treatment, housing, education, and employment support. They are giving individuals what they need so that a mental health crisis can be averted. Our program is one such example. **(PROGRAM DESCRIPTION HERE)**.

It is important to remember that mental illnesses are not the result of personal weakness, lack of character or poor upbringing. However, even though mental illness is treatable, including recovery from symptoms, far too many people are reluctant to seek help from the quality, community-based programs that could lead to improved and meaningful lives. Severe budget cuts have been made to our community health system and other safety-net programs, making Proposition 63 the backbone of California's mental health delivery system. Proposition 63 improves the lives of thousands of our fellow citizens every day and that, in turn, benefits all Californians. ###

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

May 1, 2014

CONTACT:

Name, phone, email

May is Mental Health Month; May 13 Mental Health Matters Day

California's model Proposition 63 programs are delivering;
Individuals are being helped, money is being saved

This May, it is more important than ever that Californians understand the role local programs, and the people and communities they serve, play in working to improve the lives of the nearly 1 in 5 individuals in California who report needing help with a mental or emotional health problem.

On Tuesday, May 13 – Mental Health Matters Day – thousands of people from throughout the state and from various backgrounds will gather on the South Lawn of California's Capitol Building in Sacramento to show that mental health is important to everyone. Event participants will give voice to the growing community of Californians who acknowledge that mental health is a critical issue for everyone, and that widespread wellness is only possible when fear and stigma are eliminated.

"It's important to recognize Mental Health Month and Mental Health Matters Day and bring the issues and challenges surrounding mental health in California to the forefront," said **XXX (NAME, TITLE, ORGANIZATION)**.

The tradition of Mental Health Month began in 1949 as a unified effort to raise awareness of the impact of mental health issues and to improve mental wellness for all.

In California, a wide range of programs and services in each county in California are saving lives and money. Of special note are the successful Prevention and Early Intervention initiatives being implemented statewide by the California Mental Health Services Authority (CalMHSA) that are aimed at:

- Expanding resources to improve student mental health
- Reducing stigma and discrimination related to mental illness
- Preventing suicide

Proposition 63 is investing in people and families, and improving our communities.

Mental illnesses are not the result of personal weakness, lack of character or poor upbringing. Mental illnesses are treatable. Most people diagnosed with a serious mental illness can experience relief from their symptoms by getting help. They can recover and live full and meaningful lives.

(INSERT LOCAL PROGRAM or PROVIDER with QUOTE and/or description).

Without programs such as (LOCAL PROGRAM or PROVIDER) and others like it, the consequences of mental illness for the individual and society can be staggering: unnecessary disability, unemployment, substance abuse, homelessness, inappropriate incarceration, even suicide.

Fortunately, in California, the Mental Health Services Act, which was passed as Proposition 63 by California voters in November 2004, provides funding for a different approach to treating mental illness. Proposition 63 is responsible for a major shift in the way California provides mental health services - away from crisis care and costly institutionalization, and more toward a new system that includes a focus on prevention and early intervention.

By emphasizing a "help first" rather than "fail first" approach, (NAME) said California is saving lives by increasing success in school, work, family, and other life domains for those most at risk.

Proposition 63 also is helping California during difficult economic times by reducing the costs of untreated mental illness. Untreated mental illness is the largest single cause of not being able to work. Mental health services that connect physical health, substance abuse treatment, housing, education, and employment support are improving lives and are cost-effective. In short, Proposition 63 is investing in people and families, and improving our communities.

One specific goal of Mental Health Month this year is to challenge Californians to consider their views toward mental illnesses, and respect those who live with these challenges. (NAME) said all Californians must work together to eliminate the stigma too often associated with having a mental illness or seeking help for a mental health issue.

(NAME) said (he/she) looks forward to a future in which California is a national leader in the provision of mental health services and support systems that successfully advance hope, wellness, resiliency, recovery and full community integration for all adults, children and families.

(DESCRIPTION OF AUTHOR or PROGRAM or PROVIDER)

#

SAMPLE LETTER TO EDITOR (PROVIDER)

Dear Editor:

As a society, we tend to spend a lot of time and energy concerned with our physical health and well being. Oftentimes, the state of our mental health gets pushed to the background.

That's why it's important to raise awareness of mental health issues and focus on providing useful services to the nearly 1 in 5 individuals in California who report needing help with a mental or emotional health problem.

May is Mental Health Month and **(AFFLIATE)** is joining in the effort to spread the word about the role local programs - as well as people living with mental health challenges, their families and caregivers - play in working to improve the lives of those with mental illness.

Much of the good work in recent years is due to Proposition 63, a measure passed by California voters in 2004 to create a fair funding mechanism - separate from the state's general fund - for a more pro-active approach to treating mental illness. Among the highly successful programs in place, for instance, are the successful Prevention and Early Intervention initiatives being implemented statewide by the California Mental Health Services Authority (CalMHSA) aimed at expanding resources to improve student mental health, reducing stigma and discrimination related to mental illness, and preventing suicide.

With continued support from all Californians, we can look to a future in which California is a national leader in the provision of mental health services that successfully advance hope, wellness, resiliency and recovery for all.

Sincerely,
(NAME HERE)

LETTER TO EDITOR (CONSUMER)

Dear Editor:

Nearly 1 in 5 individuals in California report needing help with a mental or emotional health problem.

I am one of them.

May is Mental Health Month, and I am proud to be part of the effort to raise awareness of mental health issues and providing useful services to those who need them.

(PARAGRAPH ON WHAT PROGRAM CLIENT WAS SERVED BY AND OUTCOME).

I was able to improve my life, in part, due to the foresight of California voters who passed Proposition 63 in 2004 to create a fair funding mechanism - separate from the state's general fund - for a more pro-active approach to treating mental illness. That approach is already at work. The California Mental Health Services Authority (CalMHSA) has successfully implemented Prevention and Early Intervention initiatives on a statewide basis that are expanding resources for student mental health, reducing stigma and discrimination related to mental illness, and preventing suicide.

Still, many individuals who need help do not seek it, either due to stigma, lack of information or cost. With continued support from all Californians, I hope to see California become a national leader in offering mental health services that advance hope, wellness, resiliency and recovery for all.

Sincerely,
(NAME HERE)

HOW TO SUBMIT A LETTER TO THE EDITOR

- Letters to the editor are typically no longer than 200 words. Each paper varies, give or take 50 words.
- Letters should refer to an article that has appeared in the paper within the last seven to ten days.
- All letters must include the writer's name, address and phone number.
- Submitting letters using the newspapers online form is preferred, see top ten California papers below. You can generally find online submission information in the newspaper's opinion section.
- You can also email (no attachments) your letters. Letters must be cut and pasted into the body of the email.

TOP CALIFORNIA NEWSPAPER LETTER TO EDITOR LIST

Sacramento Bee	http://www.sacbee.com/326/story/19629.html
San Francisco Chronicle	letters@sfchronicle.com
Los Angeles Times	http://www.latimes.com/services/site/la-comment-oped-cf,0,86410.customform
San Jose Mercury News	letters@mercurynews.com
Riverside Press Enterprise	http://www.pe.com/localnews/opinion/letters_form.html
San Diego Union Tribune	letters@uniontrib.com
Fresno Bee	http://www.fresnobee.com/email/
Orange County Register	letters@ocregister.com
Long Beach Press-Telegram	speakout@presstelegram.com
Contra Costa Times	ccnletters@bayareanewsgroup.com
Oakland Tribune	http://www.insidebayarea.com/feedback/tribune

MEDIA ENGAGEMENT BEST PRACTICES

Do the Homework

Put yourself in a reporter's shoes – what questions would you ask?

Before conducting media outreach, make sure that you have answers to questions that may arise. Examples include:

- How long has this program been operating?
- What services does it provide? What community needs does it meet?
- Who pays for it and how?
- Who benefits? Who doesn't and why?



Proof

A reporter's job isn't just to listen to your side of the story – it's also to present the "other" side. That's why it's important to present not just opinion and "message," but also facts that back up your story.

Make sure to have facts on outcomes for existing programs.

For new programs, be prepared to say what the expected outcomes are based on academic research, examples in other states/locations, and when possible refer the reporter to recognized experts who will go on the record and explain the justification behind the public expense.

Illustration

Have compelling consumer stories to tell that illustrate the need for the program and what's at stake without it.

Add it up

Make sure that each element presented to the media adds up to the story you want to tell.

Spend some time interviewing partners, consumers and others who may be interviewed for the news story before connecting them with a reporter. If their experience isn't directly relevant, consider finding another spokesperson.

Anatomy of a news story

Help a reporter flesh out their story, or someone else will do it for you!

- **News:** what is new?
- **Opinion:** Who supports this idea? Who speaks against it?
- **Facts and figures:** What's the scope? How many people are affected and who are they?
- **Analysis:** Experts put in context.
- **Local angle or human story:** Example that illustrates the problem and solution.

FREQUENTLY ASKED QUESTIONS

What is mental illness?

- A diagnosis of mental illness is made by professionals using validated indicators of psychological distress and impairment due to emotional problems.¹
- In common terms, mental illness can be understood as psychological distress that impairs everyday activities including work, chores, social lives, and relationships.²

How common is mental illness?

- A 2010 study showed that nearly one in five (around 4.9 million) adults in California reported needing help for a mental or emotional health problem.³

What is the difference between Mental Health and Mental Illness?

- According to the World Health Organization, mental health is not just the absence of mental disorder. "It is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community." ⁴

What does a diagnosis of mental illness mean?

- If diagnosed but connected with services and support systems that enable their recovery, individuals with mental illness can lead productive and fulfilling lives. Research shows individuals with mental illness can attain employment rates of up to 80% with comprehensive, evidenced-based employment support.⁵

What does stigma mean?

- Stigmas are misperceptions about people that lead to discrimination and other negative consequences. Stigma may be obvious and direct, such as someone making a negative remark about mental illness or treatment. Stigma may also include assumptions that people with mental illness could be unstable, violent or dangerous because they have a mental health diagnosis.⁶

¹ UCLA Center for Health Policy Research. *Adult Mental Health Needs in California*, November 2011, p. 51.

² UCLA Center for Health Policy Research. *Adult Mental Health Needs in California*, November 2011, p. 7.

³ Grant D, Kravits N, et al. Mental Health Status and Use of Mental Health Services by California Adults. UCLA Center for Health Policy Research, 2010, p. 1.

⁴ UCLA Center for Health Policy Research. *Adult Mental Health Needs in California*, November 2011, p. 2.

⁵ California Department of Mental Health, *Stepping Up: Innovations in Career Development for California Mental Health Consumers*, May 2010, p. 11.

⁶ Mayo Clinic: Overcoming the Stigma of Mental Illness: <http://www.mayoclinic.com/health/mental-health/MH00076>

Why does stigma matter when it comes to mental health?

- Stigma can lead to discrimination at work or schools, bullying or harassment, denial of health coverage for mental illness.
- Stigma can prevent people from seeking help or set back their recovery.⁷
- Prop. 63/the Mental Health Services act puts an emphasis on reducing stigma so more people feel comfortable getting the support they need.

With public resources so stretched, shouldn't services be limited to those with the greatest need?

- The fact is we need to invest in prevention and early intervention so that more people don't have to reach a crisis point before they get help. If we don't turn things around by investing in early services when outcomes are better and costs lower, we'll never have enough money to serve everyone's needs.
- *Untreated* mental illness affects all of us – causing more days of work loss and work impairment than many other chronic conditions such as diabetes, asthma, and arthritis.⁸

How common is suicide?

- Nationally, suicide is the third leading cause of death among youth between 10-24 years of age.⁹ But suicide isn't limited to young people, in fact, older adults, particularly men over the age of 75, have the highest rate of suicide (42.8 per 100,000).¹⁰
- More Californians have died by suicide than by homicide.¹¹
- Nine Californians lose their lives to suicide on an average day (approximately 3000 per year). By comparison, eleven lives are claimed daily in traffic collisions.¹²
- 90% of individuals who die by suicide had a diagnosable mental illness or substance abuse disorder at the time of their death.¹³

Who gets help? Who doesn't? Why?

- Racial and ethnic populations experience inequities such as less access to and use of needed mental health services, often because they experience lower socioeconomic

⁷ Mayo Clinic: *Overcoming the Stigma of Mental Illness*, n.d. <http://www.mayoclinic.com/health/mental-health/MH00076>

⁸ Kessler RC, Greenberg PE, Mickelson KD, Meneades LM, Wang PS. *The effects of chronic medical conditions on work loss and work cutback*, Journal of Occupational and Environmental Medicine, 2001, p. 218-225.

⁹ Center for Disease Control, *Suicide Prevention: Youth Prevention*, n.d. http://www.cdc.gov/ViolencePrevention/pub/youth_suicide.html

¹⁰ California Department of Mental Health, *Office of Suicide Prevention Fact Sheet*, February 2008.

¹¹ California Department of Mental Health, Office of Suicide Prevention, *California Strategic Plan on Suicide Prevention: Every Californian is Part of the Solution, Executive Summary*, n.d. p. 1.

¹² California Department of Mental Health, *Office of Suicide Prevention Fact Sheet*, February 2008.

¹³ California Department of Mental Health, *Office of Suicide Prevention Fact Sheet*, February 2008.

status, language or cultural barriers in greater proportion. When individuals from these populations do receive services, they tend to be of lower quality.¹⁴

- Although the U.S. Surgeon General called for action to address the striking disparities in mental health services affecting racial and ethnic populations as compared with whites nearly 10 years ago, to date, not enough progress has been made to address these disparities. Recent studies show that populations in California that have the highest unmet need include Latino and Asian adults who were born abroad and Asian and African American adults. In addition, young and older adults across racial and ethnic groups experience the greatest unmet needs.¹⁵

What About Mental Illness in Young People?

- Nationwide, 13% of young people between the ages of 8 and 15 suffer from at least one mental health disorder.¹⁶ Among adolescents, the need is even greater: one in five adolescents' experiences significant symptoms of emotional distress, with half of that group experiencing resulting emotional impairment.¹⁷ The most common mental health concerns among American adolescents are depression, anxiety disorder, Attention Deficit Hyperactivity Disorder (ADHD), and substance abuse.¹⁸
- In California, 17% of adolescents need help for emotional or mental health problems, but only 11% receive some form of counseling.¹⁹ The mental health access gap is even wider for adolescents who are living in poverty.²⁰
- Research shows that unmet behavioral health needs adversely impact educational outcomes. Students with behavioral health problems are more likely to experience school difficulties, including more absenteeism, higher rates of suspension and expulsion, lower grades and test scores, and greater high school dropout.²¹

¹⁴ Department of Health and Human Services *Culture, Race and Ethnicity, A Supplement to Mental Health: A Report of the Surgeon General.*

¹⁵ UCLA Center for Health Policy Research, *Adult Mental Health Needs in California*, November 2011, p. 2.

¹⁶ Merikangas, K.R., He, J-P., Burstein, M., Swanson, S.A., et al. (2010). Lifetime Prevalence of Mental Disorders in U.S.

Adolescents: Results from the National Comorbidity Survey Replication-Adolescent Supplement (NCS-A). *Journal of the American Academy of Child & Adolescent Psychiatry.* 49(10): 980-989.

¹⁷ Knopf, D., Park, M.J., & Mulye, T.P. (2008). *The Mental Health of Adolescents: A National Profile, 2008.* National Adolescent Health Information Center. <http://nahic.ucsf.edu/downloads/MentalHealthBrief.pdf>.

¹⁸ Knopf, D., Park, M.J., & Mulye, T.P. (2008). *The Mental Health of Adolescents: A National Profile, 2008.* National Adolescent Health Information Center. <http://nahic.ucsf.edu/downloads/MentalHealthBrief.pdf>.

¹⁹ California Health Interview Survey, 2005.

²⁰ California Health Interview Survey, 2005.

²¹ Kataoka, S.H., Rowan, B., & Hoagwood, K.E. (2009). *Bridging the Divide: In Search of Common Ground in Mental Health and Education Research and Policy.* *Psychiatric Services.* 60(11): 1510-1515.

Does MHSA Serve Young People with Developmental Disabilities or Autism?

- “Children with autism can also develop mental disorders such as anxiety disorders, attention deficit hyperactivity disorder, or depression. Research shows that people with autism are at higher risk for some mental disorders than people without autism.”²²

Why Prevention and Early Intervention?

- Research shows that half of all mental disorders start by age 14 and three-fourths start by age 24.²³
- Prevention in a mental health context involves reducing risk factors or stressors to prevent the initial onset of a mental illness, building skills, and increasing support. Prevention promotes positive cognitive, social, and emotional development and encourages a state of well being where individuals at risk can function well in the face of changing, and sometimes challenging, circumstances.²⁴

²² National Institute of Mental Health, *A Parent's Guide to Autism Spectrum Disorder: What are some other conditions that children with ASD may have?*, n.d. <http://www.nimh.nih.gov/health/publications/a-parents-guide-to-autism-spectrum-disorder/what-are-some-other-conditions-that-children-with-asd-may-have.shtml>

Kessler RC, Berglund P, Demler O, Jin R, & Walters EE. (2005). Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey replication. *Archives of General Psychiatry* 62: 593-602.

²⁴ Kessler RC, Berglund P, Demler O, Jin R, & Walters EE. (2005). Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey replication. *Archives of General Psychiatry* 62: 593-602.

What is Each Mind Matters?

Each Mind Matters is California's Mental Health Movement.

We are a community of individuals and organizations dedicated to a shared vision of mental wellness and equality.

There is a place for you as part of Each Mind Matters.

Why does Each Mind Matter?

We all have mental health. Our minds deserve the same attention as our bodies.

Stigma is a barrier to mental wellness. It creates fear, pain and injustice that stop people from reaching out for help when they need it.

Early support and help for mental health challenges can reduce suffering and save lives.

Each Mind Matters opens hearts and minds to a new understanding of mental wellness for all.

How can I be a part of Each Mind Matters?

Individuals: We need your voice to be part of this conversation. Here are easy ways to take action and make change:

- Wear a lime green ribbon – It's a conversation starter! Lime green is emerging as the national color for mental health awareness.
- Write a personal pledge at EachMindMatters.org and sign up to receive Each Mind Matters movement updates.
- Share your Lime Green Ribbon Story, either in person, in public or online at EachMindMatters.org.

Organizations: There are many ways to seamlessly integrate Each Mind Matters:

- Feature the lime green ribbon, Each Mind Matters partner logo and EachMindMatters.org on your website, materials and at events. [Visit EachMindMatters.org for logos and style guide.](#)
- Order lime green ribbons and other Each Mind Matters items for distribution to your audiences. Email info@EachMindMatters.org to place an order, or with any questions.
- Contribute to the Each Mind Matters blog with news of your latest accomplishments and innovations. Use the online Contact form at EachMindMatters.org/Contact-Us.



What is Mental Health Matters Day?

- On May 13, on the South Lawn of California's Capitol Building in Sacramento, thousands of people from various backgrounds will gather together to show that mental health is important to everyone.
- We will recognize the pioneers of California's Mental Health Movement and welcome the next generation of youth change agents.
- The day will include a speaking program, interactive exhibits and live entertainment.
- Keynote address from Senate Pro Tem Darrell Steinberg, inspiring words from pioneers of the mental health movement, and perspectives on eliminating stigma from youth leaders.
- We will commemorate this inaugural event with an Each Mind Matters walk on Capitol Mall, ending at Raley Field where the Sacramento River Cats will play the "Mental Health Matters" School Day baseball game.
- Following the game, an awards ceremony will take place at the Crest Theater in Sacramento at which the winning student film entries from the Directing Change Student Video contest will be recognized and screened. The contest is part of statewide campaign to prevent suicide, reduce stigma related to mental illness and promote mental health and wellness of students.

Why Mental Health Matters Day?

- On May 13, we will give voice to the growing community of Californians who know that mental health is a critical issue for all of us, and that widespread wellness is only possible when we overcome fear and stigma.
- We will spark conversations, and raise awareness for those who have not yet heard our message of mental wellness and early support.
- Participants will get the tools, information, support and inspiration they need to become change agents in their communities.

What is the schedule for Mental Health Matters Day?

- 10:30 a.m. Interactive exhibits open, South Lawn
- 11:00 a.m. Speaking Program, South Lawn
- 11:45 a.m. Each Mind Matters Walk on Capitol Mall
- 12:05 p.m. [Sacramento River Cats](#) "Mental Health Matters" High School Day, Raley Field
- 3:00 p.m. [Directing Change Awards Ceremony](#), Crest Theater

How can I be a part of Mental Health Matters Day?

- RVSP today at eachmindmatters.org/events! Or call us at 916-389-2625. We encourage you to organize a group and let us know how many people will be coming with you.
- Download and share Mental Health Matters Day outreach materials with your networks.
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- Become a supporter – email info@eachmindmatters.org for more info on event sponsorship.
- Get more ideas and tips online at eachmindmatters.org/events.

PROCLAMATION REQUESTS

An important way to promote Mental Health Matters Day to the public is to seek proclamations through local Board of Supervisors. You can customize the following language to articulate and demonstrate your local efforts in Stigma and Discrimination reduction.

Here are some examples of how to customize:

- Note that your county efforts are in partnership with California's Mental Health Movement, and state your local campaign such as Stigma Free San Mateo, It's Up to Riverside, It's Up to Us San Diego, Slow the Stigma San Luis Obispo, Stop Stigma Sacramento, etc.
- Note that your efforts have made local impact, such as the number of people trained in Mental Health First Aid, speakers trained to educate the community, and other outreach and engagement efforts you have accomplished.
- Highlight accomplishments you have made in service to your communities such as progress in integrating behavioral health care with primary care, working with underserved racial, ethnic and cultural communities, empowering peer providers and family advocates.

If you need assistance or support in customizing this for your county, please contact Each Mind Matters at 916-389-2625.

SAMPLE PROCLAMATION Mental Health Matters Day 2014

WHEREAS, "Mental Health Matters Day" is part of a nationwide effort in the month of May to reduce the stigma and discrimination surrounding mental health challenges and increase awareness of tools and resources to prevent mental health challenges and reduce the symptoms; and

WHEREAS, by passing the Mental Health Services Act of 2004 (Proposition 63), voters dedicated resources to keep individuals healthy so they don't reach the crisis point of our jails, hospitals, or homelessness; and

WHEREAS, through Prop. 63, California is undertaking a historic effort to reach California's underserved communities with new resources and strategies for improving mental wellness; and,

WHEREAS, [Insert County 's] partnership in the California Mental Health Services Authority has enabled 820,000 Californians to access crisis and early intervention services, trained 125,000 individuals in prevention strategies; and made systemic improvements with a long-

term impact such as changing school administrator credentialing standards to include mental health training and to adopt new guidelines for reporting on mental health and illness by journalists; and

WHEREAS, California's mental health system now empowers people living with mental health challenges and their families to break down stigma and reduce discrimination associated with mental illness; and

WHEREAS, growing energy around improving our state's mental wellness has generated "Each Mind Matters: California's Mental Health Movement;" and

WHEREAS, Each Mind Matters is a call to action embraced by thousands of individuals and organizations working together to eliminate stigma and increase awareness of opportunities to live mentally well; and

WHEREAS, every Californian can participate in this movement by wearing lime green – the color of California's Mental Health Movement – and by taking the pledge to end stigma and discrimination against people with mental health challenges at eachmindmatters.org; and

NOW, THEREFORE, BE IT RESOLVED, that the County of [COUNTY NAME] proclaims May 13, 2014 as Mental Health Matters Day in the [County] and calls upon the citizens of [COUNTY] to join the pledge to end mental health stigma and be informed of resources to improve their mental wellness.

SOCIAL MEDIA GUIDE

Mental Health Matters Day will take place on May 13, 2014. The purpose of this guide is to provide you with talking points and content to use through your social media channels to help promote Mental Health Matters Day and Each Mind Matters. This guide will provide you with sample tweets, Facebook posts and other creative ways to help promote mental health awareness.

Social Media Channels

Twitter: @EachMindMatters

Facebook.com/EachMindMatters

Campaign Hashtag: #EachMindMatters

Event Day Hashtag: #EachMindMatters & #MHMD2014

^Pre-Mental Health Matters Day^

Twitter

Here are ten tweets for you to use to raise awareness for both Each Mind Matters and Mental Health Matters Day.

1. May 13th will be Mental Health Matters Day (#MHMD2014) throughout California. Wear lime green in support of mental health.
2. It's time to end the stigma! RT this to raise awareness of mental health. #EachMindMatters
3. *Action Alert*: Come to Sacramento on May 13th for #MHMD2014 to raise awareness of mental health. <http://bit.ly/1hKMAel> #EachMindMatters
4. Every mind is beautiful. Help end the stigma of mental health. #EachMindMatters
5. Show your support for Mental Health Matters Day wherever you are by using #MHMD2014 and #EachMindMatters.
6. Stand up against mental health stigma. 1 in 4 adults in the US affected by mental illness. #EachMindMatters
7. Thank you @proTemSteinberg for your support for mental health and Mental Health Matters Day. #EachMindMatters #MHMD2014
8. Reach out to a friend in need to show them they're not alone. #EachMindMatters
9. Did you know that lime green is the official color of #EachMindMatters? Wear it proudly!
10. May is Mental Health Awareness Month. Help us spread the word. #EachMindMatters

Facebook

Here are messages that you can share on your Facebook page to help promote Mental Health Matters Day and mental health awareness.

1. May is Mental Health Awareness Month. Did you know that 1 in 4 US adults is affected by mental illness each year? Show your support by reposting this message.
2. ****Advocacy Alert**** We need you to come to Sacramento for Mental Health Matters Day on May 13th to show your support for mental health. Gather your friends, classmates and family to come to the state capitol where we will walk in support of mental health. RSVP here: <http://bit.ly/1hKMael>
3. Help us spread the word about Mental Health Matters Day on May 13th by reposting this flyer. (Download here: <http://www.eachmindmatters.org/wp-content/uploads/Mental-Health-Matters-Day-Flier.pdf>)
4. Did you know that lime green is the official color of Each Mind Matters, California's mental health movement? Show your support by wearing lime green in May! Check out Each Mind Matters at eachmindmatters.org.
5. Have you or someone you know been affected by mental health? Show them support by lending them an ear when they need it or reach out to someone that you haven't heard in a while. These little actions can speak volumes. Pledge to help reduce stigma by visiting eachmindmatters.org!

During Mental Health Matters Day

There are many ways to participate in Mental Health Matters Day online or in person.

Online

1. Tweet messages of support using the campaign hashtag #EachMindMatters or #MHMD2014
2. Follow @EachMindMatters on Twitter for live tweets of the event action.
3. [Add a lime green Twibbon](#) to your profile in support of Mental Health Matters Day.
4. Post a photo or two of you (and your friends) wearing your lime green in support of mental health on Facebook, Twitter and Instagram.
5. Change your Facebook profile photo (personal or brand page) to a lime green block on May 13th in support of Mental Health Matters Day and share why.

At the Event

1. Check-in on Foursquare or Facebook at "Mental Health Matters Day".
2. Take three pictures during the event to share on Facebook, Twitter and or Instagram.
3. Live tweet speeches to highlight the best quotes.
4. Tag @EachMindMatters to get retweeted.
5. Use campaign hashtag #EachMindMatters or #MHMD2014 in tweets and Instagram posts to join the conversation.