



Mental Health Matters Month

May 2015

ACTIVITY IDEAS

Looking for ideas to involve the people in your county, organization or community in Mental Health Matters Month? We all have different amounts of time that we can dedicate to the cause, but every person we can involve makes a difference. Below are a range of suggestions from quick and easy all the way up to making a major statement!

- Wear the “Twibbon” on your social media profile picture.
- Wear a lime green ribbon every day in May and share what it means to you.
- Order a t-shirt, hat, or other Green Ribbon Gear from the Each Mind Matters store.
- Start a Facebook challenge for Mental Health Matters Month. Challenge all your Facebook friends to wear the “Twibbon” during the month.
- Have employees rock lime green gear or decorate their workstations in lime green.
- Help educate your community (church group, 12-step meeting, cultural group association, Rotary Club, book club, etc) by hosting a speaker to come and talk about their experiences with mental health issues and recovery.
- Link to www.EachMindMatters.org from your website.
- Feature stories, resources and information from Each Mind Matters about mental health in your company newsletter or e-blast.



ACTIVITY IDEAS (continued)

- Host an Each Mind Matters table at an event in your community (walk-a-thon, art festival, resource fair). Contact Each Mind Matters to get set-up.
- Write an “Op-Ed” about the facts about mental health issues in a local newspaper.
- Write a letter or email, or better yet, call your elected representatives (Board of Supervisors, State and National Representatives). Tell them how important mental health is, encourage them to continue to support initiatives like the Mental Health Services Act and Each Mind Matters. Encourage them to wear lime green ribbons or clothes and talk about their support of mental health and wellness in the press. You can even ask for a proclamation during May!
- Host a screening of the Each Mind Matters documentary “A New State of Mind: Ending the Stigma of Mental Illness” in your community, or ask your local theater to show the Each Mind Matters Public Service Announcements before films.
- Ask your local government officials, or business association to light up a prominent area in your downtown area lime green during the month of May. This might be City Hall, a local monument, a park, a shopping mall or main street.





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MEASURING AND TALKING ABOUT SUCCESS!

It's inspiring to be a part of an active, growing movement like Each Mind Matters! Help to inspire others in the work, your funders, or others in the community by measuring and sharing the successes you have during Mental Health Matters Month.

Not sure how to measure or share your success? Here are a few suggestions:

Measuring "How Many": A basic and easy strategy for measuring success is to simply count how many people you reached with messages during the month of May.

- Have a sign-in sheet at your events and track the number of people that attend.
- Count how many lime green ribbons you give away in your lobby.
- Share information about Each Mind Matters and mental health on your Facebook, Twitter, or other accounts and count how many shares, likes and views you get.
- Track how many green ribbons were signed during the Ribbon Wall Activity.

Measuring "Who We Reached": Sometimes it's more important to reach new audiences, even if the numbers are small.

- Make an effort to go outside of your standard event locations and host an event or table in a new neighborhood at a different time of the day when a different audience is present. Note how many and what type of community members you talked with.
- Find a speaker who comes from a new, less-reached community, host an event in another language or provide Spanish language materials from our SanaMente campaign at your next table. Note the different audiences you reached out to.

Measuring "How it Helped": Success is about more than numbers, share what happened.

- Ask for quotes from participants and see if they will sign a media release.
- Pass out short, easy to use evaluations at your events. Offer a prize for people who take the time to fill them out.

Sharing Success: Report more than numbers, share with more than your funder.

- Share photos and quotes from your events on your social media channels.
- Break up reports by sharing the words of the people you work with, talk about new communities you connected with, add photos.
- Share it with the rest of us! Add the Each Mind Matters hashtag to all your social media posts: #EachMindMatters

