

# REDUCING STIGMA IS A STRONG INVESTMENT

Stigma and discrimination towards people with mental health challenges partially explains why only 1 in 4 people seek help for such challenges. Since 2011, California has invested in changing attitudes toward mental health challenges with social marketing campaigns, including Each Mind Matters: California's Mental Health Movement.

## 15.4% more Californians

exposed to **Each Mind Matters** turn to help for mental health challenges



With mental health services, **productivity and employment outcomes improve.**



# \$1.5 billion

in estimated positive benefits to California



For each **\$1** invested in **Each Mind Matters...**

**\$1,251**



**Society in higher wages and lower social costs**

**\$36**



**State government in increased tax revenues**

\*Figures are from a [RAND evaluation](#).



EachMindMatters

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

 **EachMind MATTERS**  
California's Mental Health Movement

 **CaIMHSA**

