REDDUCING 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 for society in higher wages and lower social costs.
- $36 for state government in increased tax revenues.

*Figures are from a RAND evaluation.

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