

What is *SanaMente*?

- *SanaMente* is the selected Spanish term for *Each Mind Matters*, California's Mental Health Movement, developed with our Latino community in mind.
- A direct translation of the English tagline *Each Mind Matters* did not work in Spanish.
- We developed the Spanish-language tagline to capture the idea of a growing movement for mental health awareness, equity for mental health care, and inclusion for people living with mental illness in an accepting climate free of stigma.

How did we arrive at *SanaMente*?

- *SanaMente* is not a typo!
- This tagline is a play on words and has a double meaning: the full word means healthily, but the font treatment separates the word to mean Mind-Healthy.
- Tested among community liaisons and advocates across the state, respondents immediately understood the term and appreciated the play on words.
- From a communications standpoint, *SanaMente* is distinctive: smart, snappy and memorable.
- It's about our mind, and about our health.
- We encourage you to become part of *SanaMente*.

Why does *SanaMente* matter?

- It defines our commitment to the Latino community.
- Latinos are now the majority in the state: California has the largest Latino population in the U.S., making up 39% of the state's population. (theguardian.com, Monday, March 17, 2014).
- Almost 82% of California Latinos are of Mexican descent, with over 15% from Central and South America, and the Caribbean. (Ennis, Rios-Vargas, and Albert, 2011).
- More than half (53%) of California's elementary children are now of Latino origin. (California Department of Education, 2012).
- The overall past year prevalence of mental disorders in U.S.-born Latinos is a bit lower to that for Non-Hispanic Whites: about 20% for Latino adults, or 1 in 5 compared to about 25% or 1 in 4 for Non-Hispanic Whites. (Alegria, M., Mulvaney-Day, N., Torres, M., Polo, A., Cao, Z., Canino, G. (2007). Prevalence psychiatric disorders across Latino subgroups in the United States. *American Journal of Public Health*, 97(1), 68-75).
- Our U.S.-born Mexican American origin Latinos are at higher risk for mental health problems; having been born in the U.S. seems to impact the mental health

status of this population, putting them at higher risk for developing mental disorders than those born in Mexico.

- Latinos are severely underserved and have limited access to services, not only because of a lack of culturally and linguistically appropriate mental health services, but also because they have limited knowledge about where to receive these services.
- Latinos are more likely to experience stigma and discrimination, and this creates barriers to treatment and promotes underutilization of services.
- This community often distrusts government, given the historical and ongoing experience of marginalization suffered at the hands of government agencies.
- We recognize that Latinos can benefit from community-based solutions; ethnic-specific resources may be the preferred sources of support and care for these communities.
- Culturally and linguistically appropriate prevention and early intervention initiatives are key to reducing disparities and risk factors, and building protective factors and skills in this population.

What in-language tools are available for the Latino community?

- California is taking unprecedented steps to address the issues of stigma and discrimination so each person knows help is available and feels safe asking for the support they need. Here's how we're doing it:
 - PonteEnMisZapatos.org – a fun and educational website for youth ages 9-13 where teens and young adults share real stories to give youth the facts about living with and overcoming mental health challenges. This is the Spanish-language version of WalkInOurShoes.org.
 - BuscaApoyo.org –This online forum provides teens and young adults ages 14-24 with a safe, anonymous community in which to discuss a range of social and mental health related issues with trained peer leaders. This is the Spanish-language version of ReachOutHere.com and provides an online space for youth to receive and give support to their peers who are facing tough times. The site includes a series of Spanish-language [fact sheets](#) designed to raise awareness, inform and help start the conversation on mental health. A variety of materials promoting BuscaApoyo.org in printed or electronic format that can be utilized at community events and local organizations: posters, flyers, take-ones, resource cards and stickers.
 - Spanish-language radio spots, print ads, posters and online banner ads so that organizations can place these materials on their website, school and college campuses, community newsletters, etc.

- An informative 30-minute [Spanish radio podcast interview](#) on mental illness and the BuscaApoyo campaign conducted in November 2013 with Dr. Sergio Aguilar-Gaxiola.
- Spanish-language video vignettes featuring first-person stories of hope, resilience and recovery are available as part of the [Great Minds Gallery](#) within [EachMindMatters.org](#).
- A series of three *fotonovelas* (Education, Health and Faith) designed to increase awareness of mental health and wellness options in Latino families and communities.
- Spanish-language [fact sheets on mental health stigma and discrimination reduction](#) topics including definitions, stereotypes, education, employment, health care, housing and more.

Be part of the movement! There are many ways to seamlessly integrate SanaMente with your work:

- Feature the lime green ribbon and *SanaMente* partner logo on your website, materials and at events. Visit [EachMindMatters.org](#) and go to the Get Informed button and click on [SanaMente](#). Click on the *SanaMente* logo to download and use.
- Order lime green ribbons and other *SanaMente* items for distribution to your audiences. Email store@eachmindmatters.org to place an order, or with any questions.
- Contribute to the *SanaMente* blog with news of your latest accomplishments and innovations. Use the online Contact form at [EachMindMatters.org/Contact-Us](#).

#