Tips & Tools for Mental Health Matters Month

MAY IS MENTAL HEALTH MATTERS MONTH

#StrengthInCommunity

March 2019



& Introductions



& Each Mind Matters

Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.



California's Mental Health Movement







& Welcome!

- Please <u>mute</u> your line
- If you have a <u>question, technical</u> <u>problem or comment</u>, please type it into the "Questions" box or "raise your hand" by clicking the hand logo on your control panel



X

MAY IS MENTAL HEALTH MATTERS MONTH

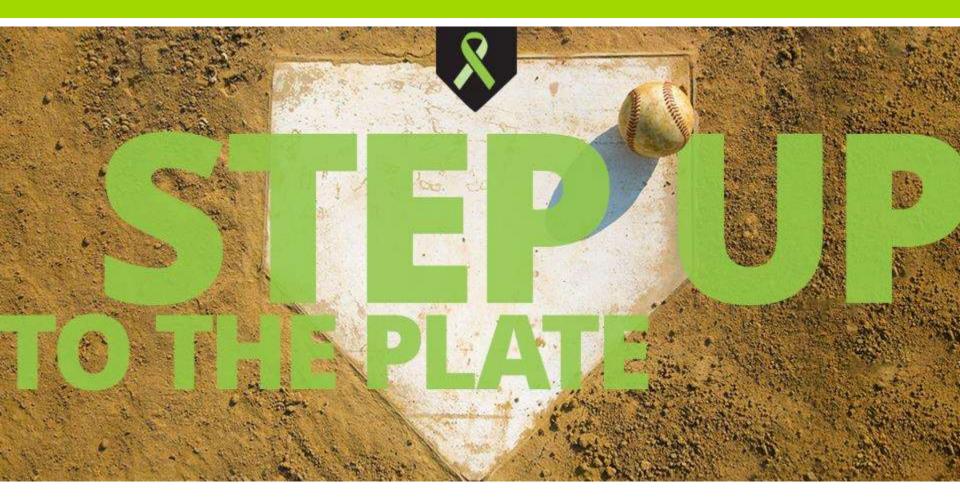
#StrengthInCommunity

The online activation kit will be available by the first week of April.

You will receive a copy of these slides after the webinar

EachMind MATTERS





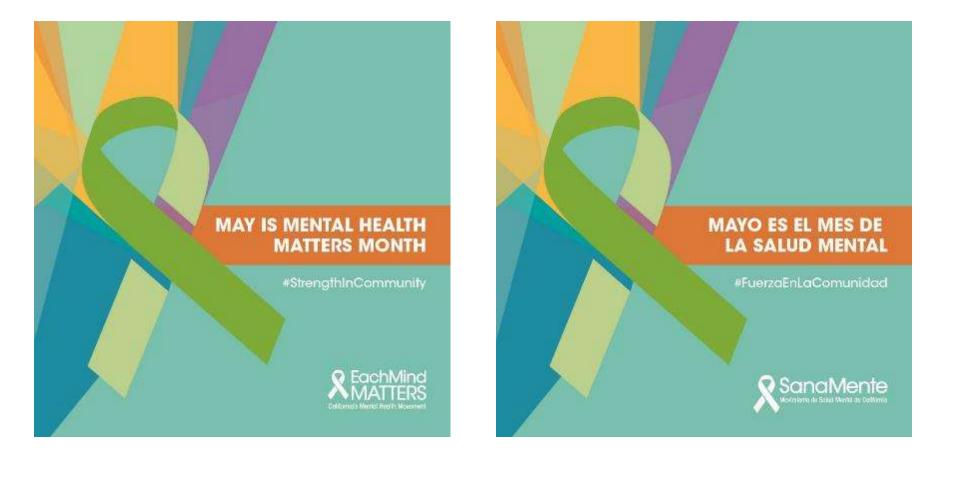
X Step Up to the Plate

MAY 2019						
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12	13	14	15 San Francisco	16	17	18
19 Anahem	20	21	22	23 Dedgers	24 Sacramento	25 Oakland
26	27	28	29	30 Los Angeles	31	





% 2019 Theme



X Fence Art Activity



MAY IS MENTAL HEALTH MATTERS MONTH

This May Each Mind Matters: California's Mental Health Movement is supporting mental wellness through building resilience within our communities. Research shows that resilience is not a trait that people either have or do not have. It includes learned behaviors, thoughts and actions that can be

This fence installation is meant to show Californians that we are not alone, and that resilience can be found and fostered by connecting with others around us. We encourage you to find #StrengthInCommunity. Follow along and post your own photos using the hashtags #EachMindMatters

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MAY IS MENTAL HEALTH MATTERS MONTH

#StrengthInCommunity

FENCE ART

In this year's Mental Health Matters Month toolkit, we are debuting a new activity to elevate the visibility of Each Mind Matters: California's Mental Health Movement within our communities. Drawing inspiration from street art and the toolkit theme of #StrengthInCommunity, this fence activation is fun, easy, and will spark conversations about mental health across the state.

In your toolkit box you will find the materials you need to execute this installation:

- Lime green duct tape
- A 5"x7" postcard explaining the installation to people who are walking by
- Zip the to secure the postcard to the fence

To complete this activity, you will need to find an area on a chain link fence that is at least a few feet wide. Be sure to get permission to use the fence for this activity! Look for a fence in an area that has a lot of foot traffic.

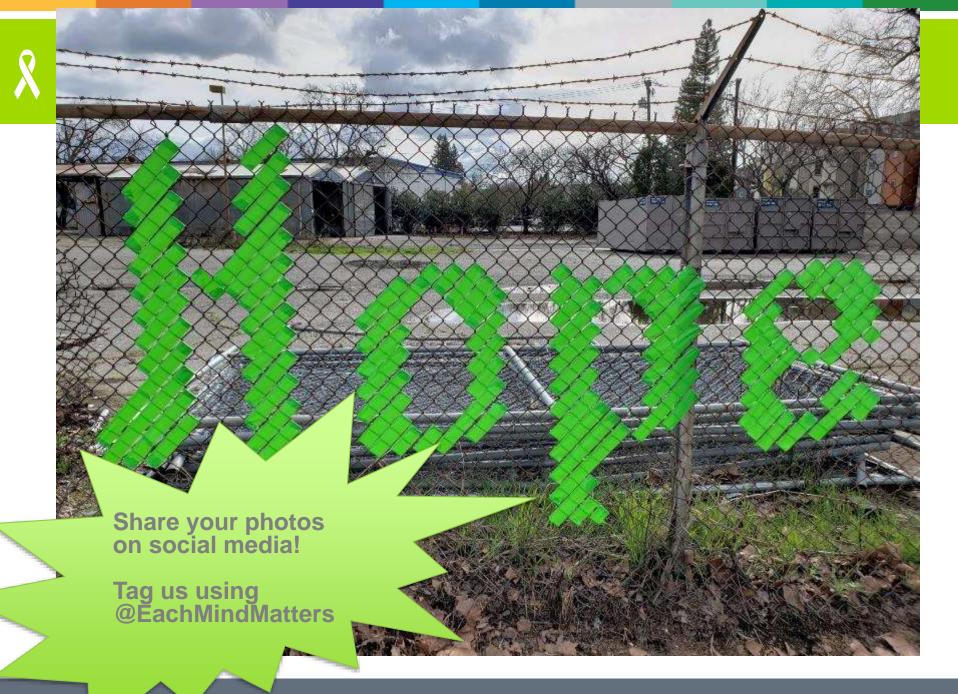


Once you have selected your location, visit EachMindMatters.org/fence for detailed instructions and templates that will show you how to place the duct tape. We have provided templates for the words Hope. Animo, Fuerza, and the lime green ribbon.

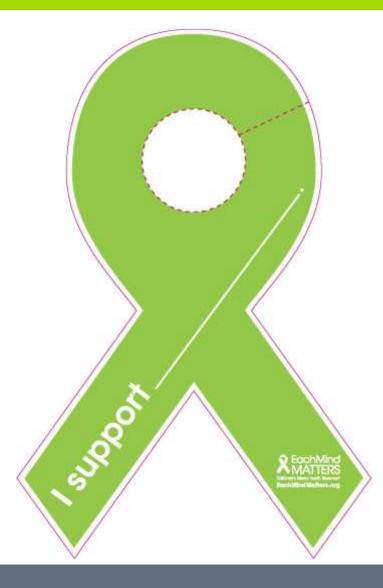
When you have set up your fence activation, please share photos of your fence with us! Via social media, taa @EachMindMatters and use the hashtags #EachMindMatters and #StrengthInCommunity so we can share your work with our followers.

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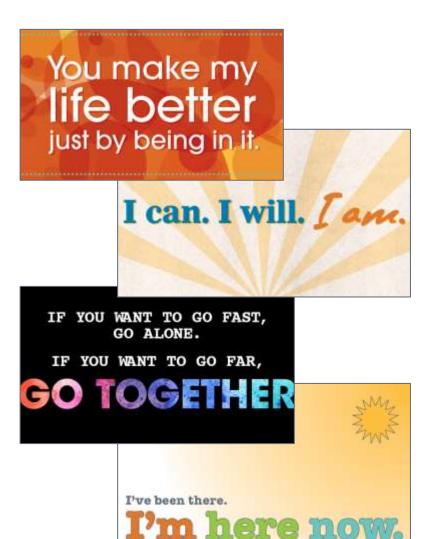


X Door Hanger Activity



X Affirmation Cards





X







El 50 por ciento de nosotros sufrirá de un reto de salud mental en nuestra vida. Por eso todos debernos de alzar la voz.

SanaMente.org

Si necesitas asistencia inmediata, Ilama a la Red Nacional de Prevención del Sulcidio al 1.888.628.9454.

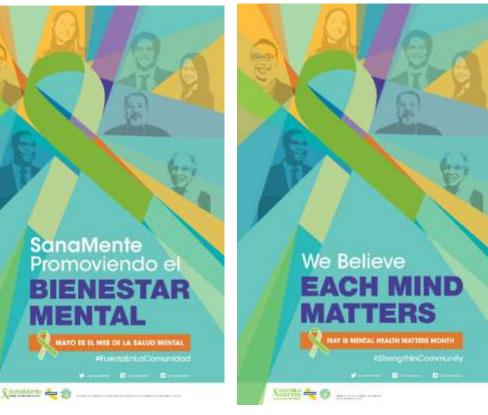
Rearche oper cookede is travis de la Ley de Generates de Mantel (Proposito 41), aprelada por velante

Estaré a tu lado... cuando necesites más apoyo.



& Additional Resources





& Activation Kits

- Door Hangers
- Fence Art Activity Sheet and Postcards
- Lime Green Duct Tape
- Message Cards
- Poster and Brochure
- Green Ribbons and Wristbands







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REATHER - (1) ------

& How do you access these materials?

Please fill out the post survey and let us know what materials you are interested in. We have a small supply of Activation Kits available for webinar participants. (Limited while supplies last)

Easy to use templates to print the materials on your office computer or at your local printer are available.

All materials can be ordered at the Each Mind Matters Store: www.eachmindmatters.org/shop/

May is Mental Health Matters Month

Q&A

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Online materials include:

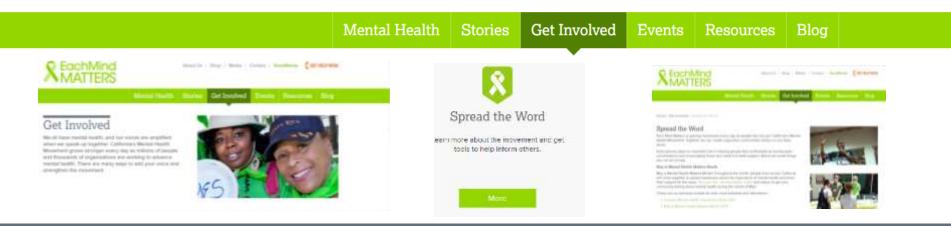
- Activation Activity
- Social Media Posts
- Email Templates
- Hand-outs

All materials are bilingual

> (English and Spanish)

Note that these materials can be found and **downloaded** at

EachMindMatters.org/May2019



X Online Materials

Social Media

- Resources
- Activity Tips
- Email Blasts

R May is Mental Health Matters Month

Tuesclay, May 8

Suggested Email Subject Line: There's Still Time: Get Involved in May!

We hope your Mental Health Motte

There's already been such great mo Grants professional baseball team h Each Mind Matters' <u>Eacebook</u> page with time greent

How are you planning to get involve search for an event near you or add

Other exciting events are happenin Program and Film Context will hold Ase Habel in Los Angelenfrom 11 er change the convertient mon short suit there communities, tom may etime info-and to reserve; your space

Mental Health Matters Day is Wedn from across California to advocate t this opportunity to take awareness ware mental teachmettersday ors

Have you had a chance to look thro information and resources to coppo community. For example, the "Say" should say - and what we should as

More to come next week. We hope

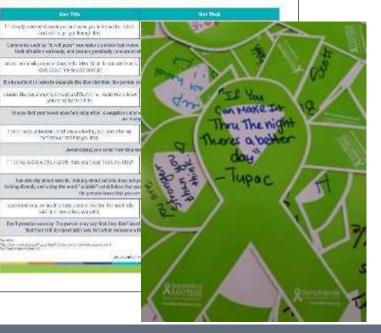
In the meantime, make size to visit HYPERURIAL, inscrement (INSERT HYP ideas, and tips to promote mental h

[Insert Agency/CBO Signature Line]

S Mental Health Matters Month

Say This Not That

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& Social Media Guide

- May is Mental Health Matters Month and lime green is the national color of awareness. Show us how you are incorporating lime green in May. Share your photos with us and get your lime green gear at EachMindMatters.org.
- Social media can be a powerful tool to initiate change. Watch our quick video with helpful tips on ways to use your social media channels to be a part of the mental health movement.

https://vimeo.com/134363573



Each Mind Matters Social Media Channels

 Campaign Hashtags: #EachMindMatters

 #MillionsLikeMe

 Instagram:
 Instagram.com/EachMindMatters

 Facebook:
 Facebook:

 Twitter:
 @EachMindMatters

- Wear the "Twibbon" on your social media profile picture. You can easily add a "Twibbon" from: http:// twibbon.com/Support/each-mind-matters
- RT to let others know they aren't alone if they ever need to talk. Being open and honest is the best way to end stigma! #EachMindMatters
- Show your support for Mental Health Matters Month and #EachMindMatters wherever you are by using the hashtag #MillionsLikeMe

X Social Media Images





X More content to share - Videos!

vimeo.com/eachmindmatters

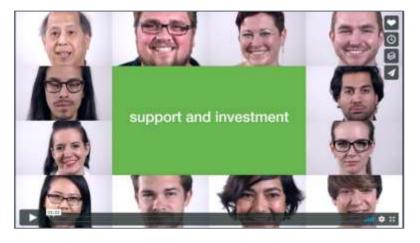
What is stigma? https://vimeo.com/145923301

How to start a conversation on social media: <u>https://vimeo.com/134363573</u>

What is EMM? https://vimeo.com/128939915

How to start a conversation about mental health: <u>https://vimeo.com/129273542</u>





Seach Mind Matters – Mental Health Awareness Month

Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

Instagram: Instagram.com/EachMindMatters/

Facebook: Facebook.com/EachMindMatters

@EachMindMatters

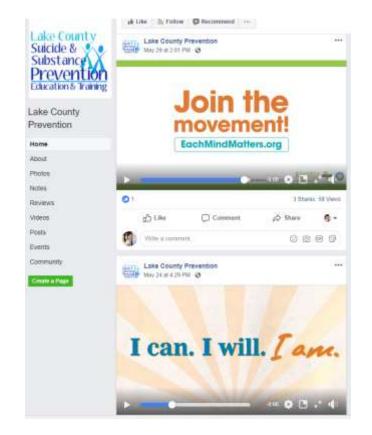


Twitter:

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Social Media: Examples from across the state





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Home

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1-6 ochealth added an event bealth April 30 . 3

Hosted by the Mental Health Association of Orange County, the annual conference will educate the community about mental health issues and provide attendees with important resources for accessing mental health care for the underserved. For registration information, visit https://mhaoc.org/? page id=79 or call 714-547-7559. For more upcoming mental health awareness events, visit www.ochealthinfo.com/m/matters



Social Media: San Luis Obispo County

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County of San Luis Obispo Behavioral Health Department



Events

Community



2	County of San Luis Obispo Behavioral Health Department is at O County of San Luis Obispo Behavioral Health Department. May 4 - San Luis Obispo · O	••
Here's	u know like green is the national color for mental health awareness? what our staff has to say about their mental health support! What you write on your lime green ribbon? 💖	

#SLOBHD #SLOCo #mentalhealthawareness #mentalhealth #endthestigma #eachmindmatters #awareness





County of San Luis Obispo Behavioral Health Department gslotehavrocathealth

Home
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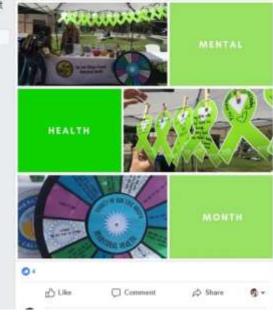
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👘 Like 🐘 Follow 🛷 Share \cdots

County of San Luis Obispo Behavioral Health Department ***
May 15 3

Today our team was a part of Cal Poly's 31 Days of Welfness- Emotional Welfbeing Fair. Students, staff, and faculty spun the wheel and answered mental health trivia. They also shared their Each Mind Matter's Green Ribbon: statements of encouragement or support were written on their green ribbons. Carch them again at 31 Days of Welfness-Community Welfbeing Fair next week to learn more about mental health!

#SLOBHD #SLOCo #mentatheatthawareness #mentatheatth #endthestigma #eachmindmatters #awareness #MentalHeatthMorth



May is Mental Health Matters Month

Q&A

May is Mental Health Matters Month

California Counties Promote Mental Health Awareness

Inspiration from 2018 Mental Health Awareness Month Activities across the State



X Alameda County











Amador County



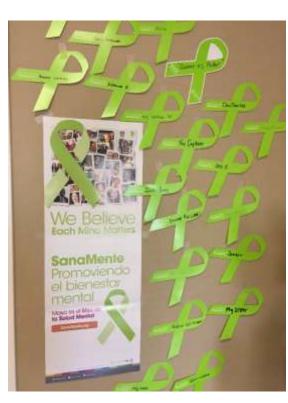














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X Contra Costa County





Fresno County



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CARES May 24 at 0 31 PM (0

Superintendent of Schools, Jim Yovino and Freeno County Board of Education members: Delbert Cederquist, Dr. Allen Clyde, Ismael Herrera and Nelson Esparza were seen wearing green ribbons in support of Mental Health Awareness Month, On May 17th, the board also adopted the resolution declaring May as Mental Health Awareness Month.



Home Events Reviews About Photos Posts-Community

Create a Page



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19	With a comm		00	69	
	the second			124	

CARES May 24 at 9 11 201 45

We would like to CONGRATULATE CLOVIS EAST HIGH SCHOOL for receiving 1st Place for their Directing Change film at the recent Directing Change Awards Ceremony in Los Angeles. The experience was definitely one to remember!



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Fresho Cares Home Events

Revews About Photos Flosts.

Community

Country & Page



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Partnerships

others to

BLAN

Write a comment.

CARES April 27 B

The May meeting will be held at the UC Me

The purpose of the Fresho County Suicide

bring together a vast cross-section of gove

based organizations, non-profit efforts, con

- Learn about suicide See More

Say This Not

Each Mind Matters Special Edition - April 20**

Facts Mand Marrows, Spectral For

Comment

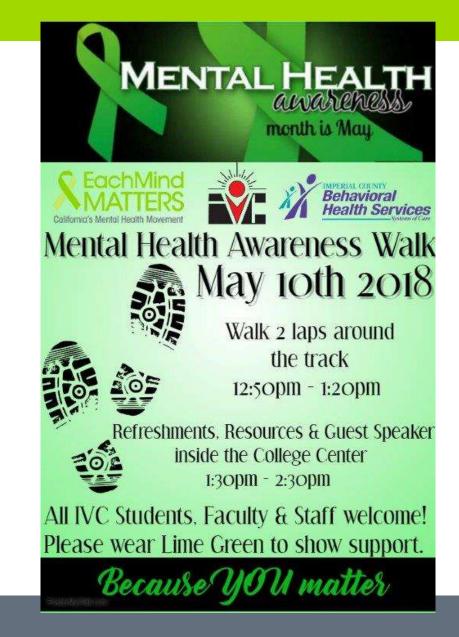
Mental Illnesses are common & TREATABLE

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X Imperial County







X Kings County









& Lassen County











Rupported by the LACOMIL Faith-Based Advocacy Council.

HEALTH WITH SUPPORT FROM THE MENTAL HEALTH SERVICES ACT

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TENT OF MENTAL

🞗 Nevada County





Nevada County Library May 25 - 🔇

Nevada County Reads and Writes presents a special event highlighting community resources for mental wellness. The Library will host representatives of a variety of local non-profit and county-based mental health and family support resources, as well as giveaways and fun and hands-on

activities..http://madelynhelling.evanced.info/signup/EventDetails...



Nevada County Reads and Writes Presents Mind Your Mental Health

Wednesday, May 30, 3-7pm Madelyn Helling Library



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🞗 Modoc County









X Monterey County







Riverside County

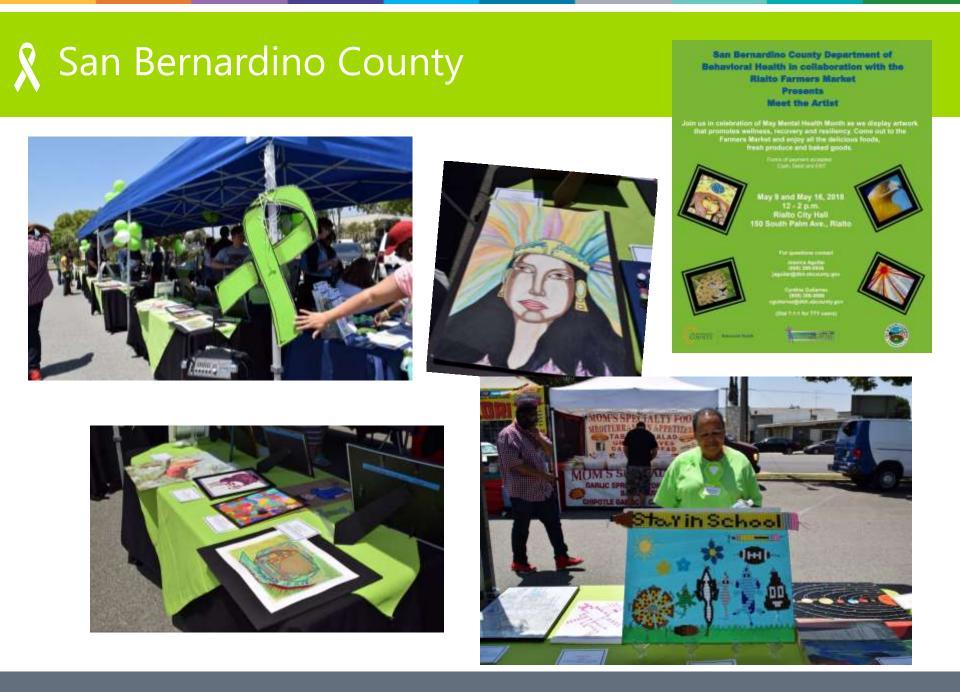


MAY IS MENTAL HEALTH MONTH

THURSDAY MAY 24TH

1-5pm





Riverside and San Bernardino Counties Directing Change Award Ceremony









X San Diego County



Mental Health Month



Mental Health Matters!

Throughout the month of May, people from San Diego and across California will come together to spread awareness about the importance of mental health.

If you support Mental Health Awareness

Click Here

Link Up: Help and support are available. For information and mental health resources, visit: Up2SD.org

If you or someone you care about is in emotional crisis and needs immediate help. Call the San Diego Access and Crisis Line: (888) 724-7240



x San Luis Obispo County

CELEBRATE BIKE MONTH AND MENTAL HEALTH AWARENESS MONTH!





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 May to place Monthl Production Monthly View

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X May Activities at CBOs and Schools







May is Mental Health Matters Month

Q&A

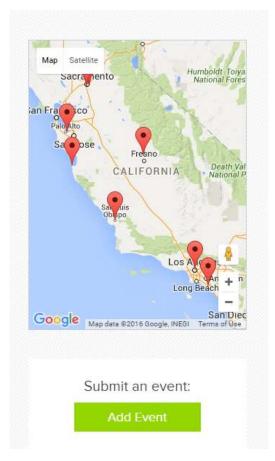
X Please share!

Mental Health Stories Get Involved

red Events

ts Resources

ces Blog



If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience!

http://www.eachmindmatters.org/events/

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store

X Save the date!

Directing Change Award Ceremony and Screening May 21nd

Tuesday, May 21, 2019 | 11-2 p.m. Los Angeles County

The 6th annual **Directing Change** Award Ceremony will be hosted at Historic Theatre at the Ace Hotel and will include a red carpet reception, films screening and award ceremony. To RSVP visit: <u>www.directingchangeca.org</u>



Mental Health Matters Day CALIFORNIA STRONG!

MAY 22, 2019 9:30am - 2pm

www.mentalhealthmattersday.org/





Initiatives

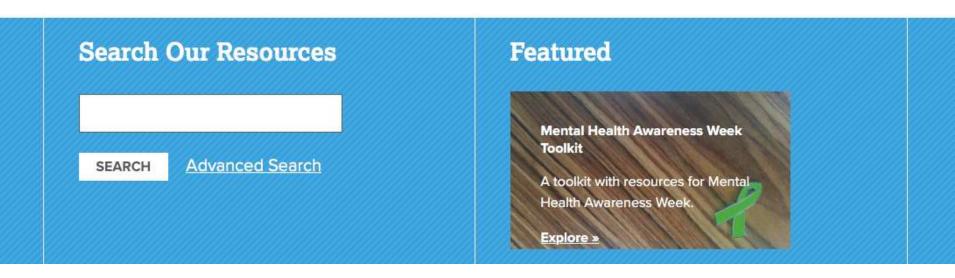
Collections

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SEARCH RESOURCES

Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.



www.emmresourcecenter.org/

X

Explore Our Initiatives



Each Mind Matters California's Mental Health Movement. EXPLORE »



Know the Signs Pain isn't always obvious. Suicide is preventable. EXPLORE »



SanaMente Movimiento de Salud Mental de California EXPLORE »



Directing Change

A student film contest that focuses on suicide prevention and mental illness. **EXPLORE »**



Walk In Our Shoes An educational campaign that teaches children about mental health. EXPLORE »



Ponte en Mis Zapatos Una campaña educativa que enseña a los niños de la salud mental. EXPLORE »

X

Browse Collections

Women's History Month

Celebrate Women's History Month with these resources.

Children

Support the child in your life with these tools and resources.

LGBTQ Pride

Raise awareness and celebrate LGBTQ pride with these resources.

Higher Education and Faculty

Check out available resources for those working in higher education.

Suicide Prevention Week

Take the time to learn what to do so you're ready to support someone when it matters most.

Black History Month

Celebrate the achievements of African Americans in the U.S.





Initiatives

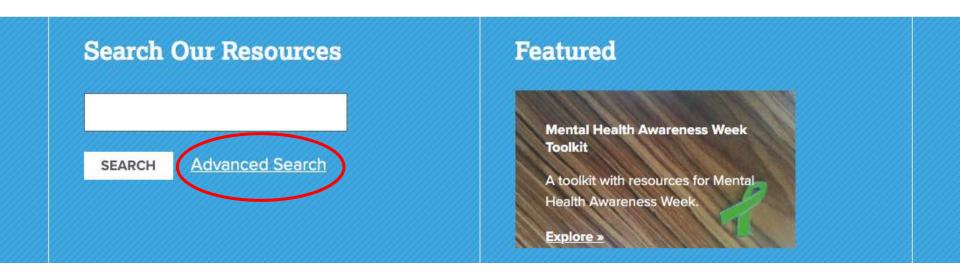
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Advanced Search Search Resources DISPLAYING 1 - 10 OF 401 Keyword(s) 8 SEARCH 2014 Judge Impact Evaluation Report > Directing Change A report highlighting the positive effects of training **Resource Type** Program & Film Contest influencers in safe messaging techniques while judging student submissions for the Directing Change film Branding and Logos competition. Data and Reports Directing Change, Influencers, Young Adults, Stigma and **Digital Advertisements** Discrimination Reduction, Suicide Prevention, English, Data and Reports **Facilitation Guides Outdoor Advertisements Outreach Materials** 2014 Outcome Statement > Posters and Brochures Directing Change An overview of the impact of the 2014 Directing Change Program & Film Contest Presentations youth film competition. Directing Change, Influencers, Young Adults, Stigma and **Press Materials** Discrimination Reduction, Suicide Prevention, English, Data and Radio Reports ~ Toolkits TV Videos 2014 School Impact Evaluation Report > Directing Change A report on the student and teacher survey disseminated Program & Film Contest

Last »

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Mental Health Stories Get Involved Events Partners Blog

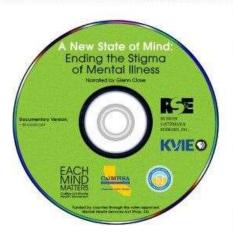
Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California's Mental Health Movement. If you would like to order materials with a Purchase Order, please **review the Purchase Order Process**. If you have any questions about your order or the Shop, please contact **Store@EachMindMatters.org**.

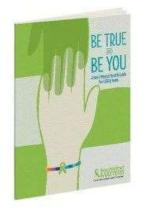
Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.



www.eachmindmatters.org/shop



"A New State of Mind" Documentary DVD Toolkit

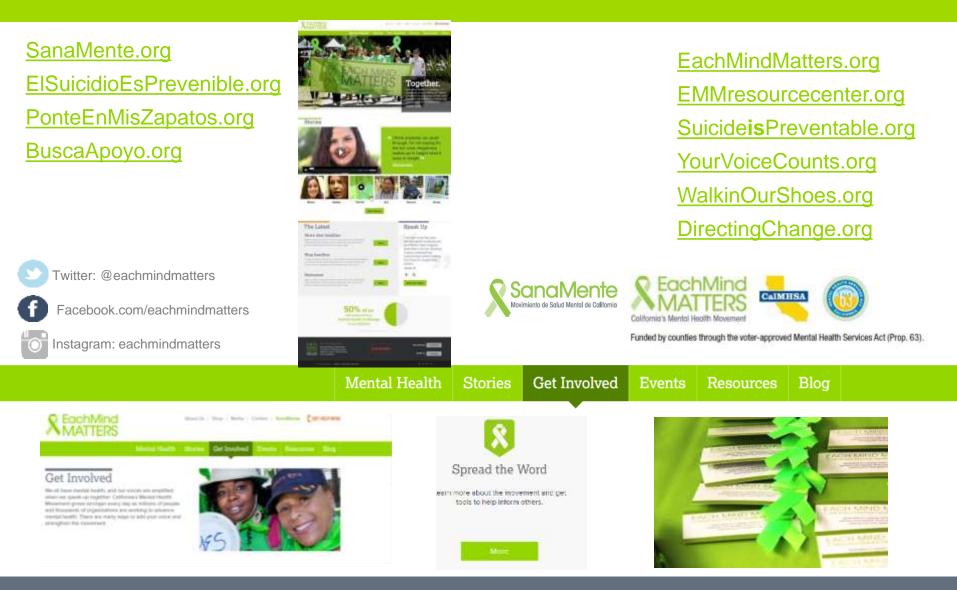


"Be True and Be You" Booklet for LGBTQ Teens



"Stories of Hope, Resilience and Recovery" Vignette DVD

$\hat{\mathbf{X}}$ Get involved at eachmindmatters.org





If you are interested in requesting an Activation Toolkit, please fill out the evaluation survey!





To access the toolkit online:

http://www.eachmindmatters.org/get-involved/spread-the-word/

