

# New Resources from Each Mind Matters: Responding to COVID-19

April 14, 2020



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

# Welcome!

## Housekeeping Items

- This Zoom meeting is being recorded.
- If you are comfortable, turn video option on so we can see your face!
- Type questions using the Chat feature and they will be answered during the Q&A section.
- Presentation slides and summary of notes will be made available after this meeting.





# Who We Are



Aubrey Lara



Emily Bender



Nicole Jarred



Ryan Brown



Heather McClenahen

# Agenda



## Support During COVID-19

- New resources from Each Mind Matters
- New May Activation Kit activities (modified)

## Small group discussion

- New strategies for outreach
- What would you like to see?

## Next steps

## Additional resources



# Support During COVID-19: New Resources



# Each Mind Matters & SanaMente



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## CORONAVIRUS (COVID-19): HOW TO STAY CONNECTED IN TIMES OF PHYSICAL DISTANCING

Find tips and resources on the blog,  
and learn more about self-care  
during COVID-19 here.



[www.eachmindmatters.org](http://www.eachmindmatters.org)



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### Blog

Lee este blog para mantenerte al tanto de la salud mental y la prevención del suicidio. Si quieres contribuir al blog favor de contactarnos.

[Contáctanos](#)

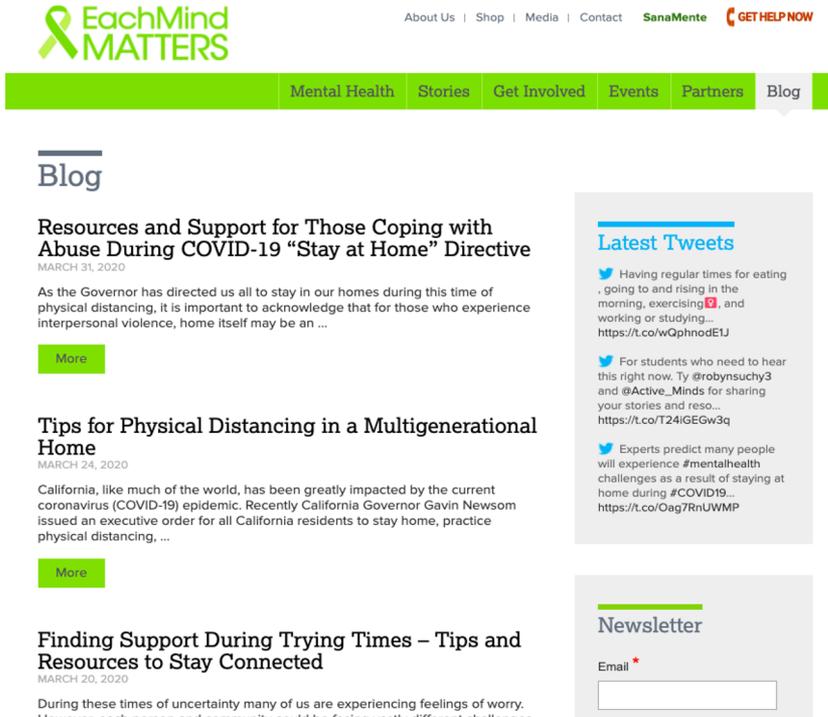
Filtrar

Todos Categorías

Busca Aquí

[www.sanamente.org/blog/](http://www.sanamente.org/blog/)

# Each Mind Matters Blog



The screenshot shows the homepage of the Each Mind Matters Blog. At the top, there is a navigation bar with links for 'About Us', 'Shop', 'Media', 'Contact', 'SanaMente', and 'GET HELP NOW'. Below this is a secondary navigation bar with categories: 'Mental Health', 'Stories', 'Get Involved', 'Events', 'Partners', and 'Blog'. The main content area features three blog posts, each with a title, date, and a 'More' button. To the right, there are sections for 'Latest Tweets' and a 'Newsletter' sign-up form.

**EachMind MATTERS**

About Us | Shop | Media | Contact | SanaMente | GET HELP NOW

Mental Health | Stories | Get Involved | Events | Partners | Blog

## Blog

### Resources and Support for Those Coping with Abuse During COVID-19 “Stay at Home” Directive

MARCH 31, 2020

As the Governor has directed us all to stay in our homes during this time of physical distancing, it is important to acknowledge that for those who experience interpersonal violence, home itself may be an ...

[More](#)

### Tips for Physical Distancing in a Multigenerational Home

MARCH 24, 2020

California, like much of the world, has been greatly impacted by the current coronavirus (COVID-19) epidemic. Recently California Governor Gavin Newsom issued an executive order for all California residents to stay home, practice physical distancing, ...

[More](#)

### Finding Support During Trying Times – Tips and Resources to Stay Connected

MARCH 20, 2020

During these times of uncertainty many of us are experiencing feelings of worry.

#### Latest Tweets

Having regular times for eating , going to and rising in the morning, exercising, and working or studying...  
<https://t.co/wQphnodE1J>

For students who need to hear this right now. Ty @robysuchy3 and @Active\_Minds for sharing your stories and reso...  
<https://t.co/T24iGEGw3q>

Experts predict many people will experience #mentalhealth challenges as a result of staying at home during #COVID19...  
<https://t.co/Oag7RnUWMP>

#### Newsletter

Email

- Community Connections in Times of Physical Separation
- Finding Support During Trying Times - Tips and Resources to Stay Connected
- Tips for Physical Distancing in a Multigenerational Home
- Resources and Support for Those Coping with Abuse During COVID-19 “Stay at Home” Directive
- Always, And Especially in Times of Crisis – Words Matter
- *Coming Soon: Suicide prevention blog discussing isolation during COVID-19*

[www.eachmindmatters.org/blog/](http://www.eachmindmatters.org/blog/)



# Each Mind Matters Resource Center



[Initiatives](#)

[Collections](#)

[About Us](#)

[Contact Us](#)

[SEARCH RESOURCES](#)



COLLECTIONS

## COVID-19 Response

Use these resources to support individuals, communities, and create connection during COVID-19. Includes resources on self-care, social media, supporting communities during physical distancing, and more.



### [Tips for Self-Care During COVID-19 >](#)

Tips for Self-Care During COVID-19 Cards and Social Media Posts in English and Spanish



### Search Our Resources

SEARCH

[Advanced Search](#)

[emmresourcecenter.org/collection/covid-19-response](https://emmresourcecenter.org/collection/covid-19-response)

# Tips for Self-Care

*“During times of change and uncertainty it is ever more important to incorporate self-care and structure into your schedule. And while your typical self-care routine may no longer be available, there are ways to stay healthy and remain connected. Every day take a moment (or more) to take care of yourself.”*

This resource is available in the following languages:

- Arabic
- Chinese Simplified
- Chinese Traditional
- Russian
- Spanish
- Tagalog
- Vietnamese
- Hmong



## Tips for Self-Care During COVID-19

During times of change and uncertainty it is ever more important to incorporate self-care and structure into your schedule. And while your typical self-care routine may no longer be available, there are ways to stay healthy and remain connected. Every day take a moment (or more) to take care of yourself.

- Exercise**  
Exercising increases energy levels, improves happiness and doesn't have to take place in a gym. Take a virtual workout class at home or spend some time outdoors walking or biking.
- Eat Healthy**  
The foods we choose to nourish our bodies and the way we enjoy them can have a tremendous impact on our mental and physical health. Be purposeful when restocking on groceries and pick up foods that boost your mood such as oatmeal, nuts, and even dark chocolate.
- Sleep**  
Sleep plays a major role in our overall health, improving emotional regulation and management of anxiety. It's important to get 7 to 9 hours of sleep, especially during times of stress. Try to limit your exposure to the news and social media a couple of hours before bed.
- Learn and Explore**  
Research shows people engaged in learning feel more confidence, hope and purpose. Keep your mind active by taking virtual tours of museums, reading, trying new recipes, or solving puzzles.
- Structure and Routines**  
Having regular times for eating, going to bed and rising in the morning, exercising, and working or studying can help maintain a sense of normalcy.
- Practice Mindfulness**  
Take breaks throughout the day, first thing in the morning or before bed to slow down and be present. The practice of pausing, breathing, and just "being" is essential to our well-being and mental health because it helps us reduce stress, worry less and it enhances feelings of resiliency.
- Talk with a Friend**  
Our connections with others help us cope with the ups and downs in life. Keep in contact with friends, family and co-workers through phone and video calls.

For mental health resources visit [EachMindMatters.org](http://EachMindMatters.org)

National Suicide Prevention Lifeline: 1.800.273.8255

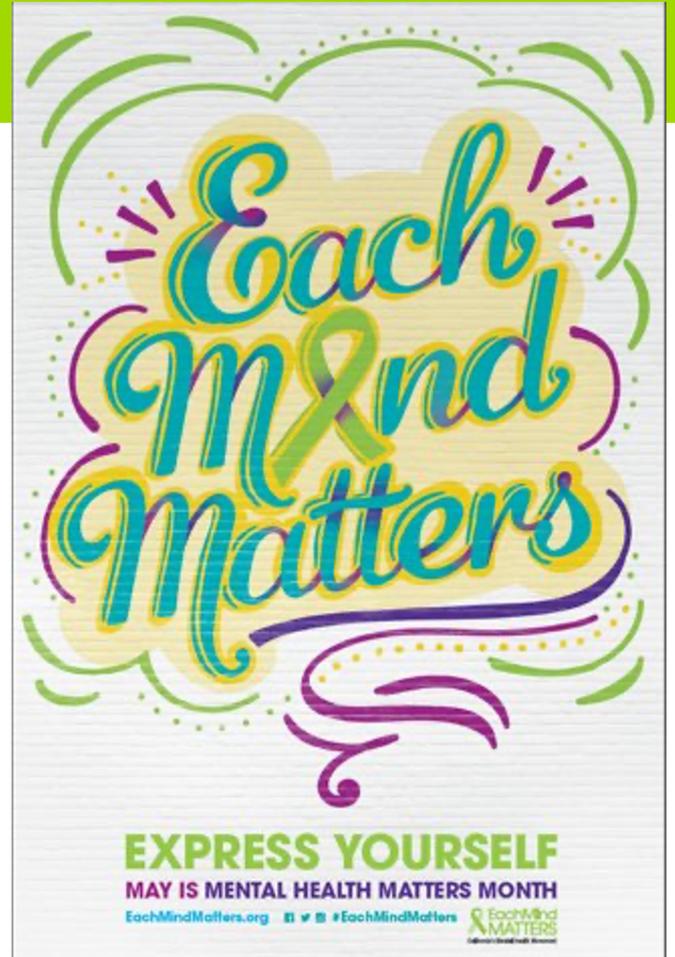
The Peer-Run Warm Line: 1.855.845.7415 for peer-run non-emergency emotional support

  
Funded by counties through the Mental Health Services Act (Prop 63)

# 🎗️ May 2020 Activation Kit



[EachMindMatters.org/May2020](https://EachMindMatters.org/May2020)



# Sidewalk Chalk



Express your support for Mental Health Matters Month with sidewalk chalk art.



# Planting Activity



**EXPRESS SELF-CARE  
THROUGH PLANT CARE**

Find out why at  
[EachMindMatters.org/seeds](https://EachMindMatters.org/seeds)

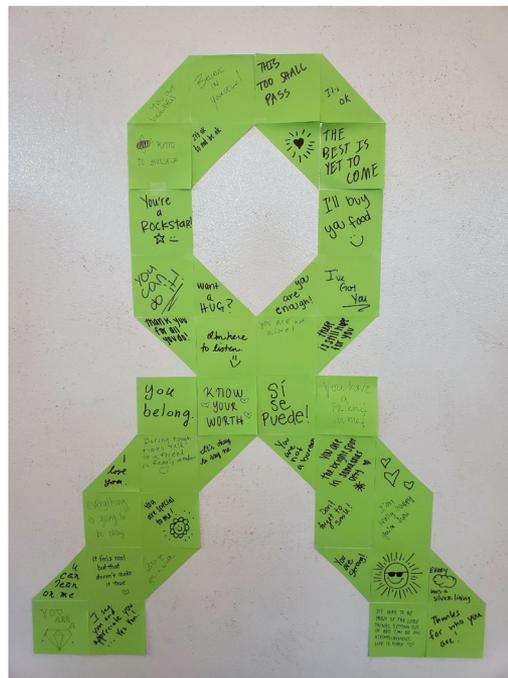


Plant care is self-care



[EachMindMatters.org/seeds](https://EachMindMatters.org/seeds)

# Sticky Note Activity



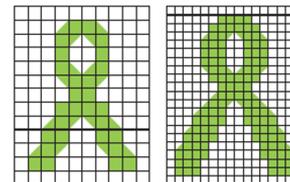
[EachMindMatters.org/stickynotes](https://EachMindMatters.org/stickynotes)

## EXPRESS YOURSELF

# Let's Express Unity with a Wall Art Installation

Millions of individuals and hundreds of organizations work to reduce mental health stigma with Each Mind Matters. As part of the many activities taking place during **Mental Health Matters Month**, we're encouraging everyone to show their support for the mental health movement through creative self-expression.

A fun and meaningful way to create awareness is to write inspiring messages of support that, when assembled together, create the shape of Each Mind Matters' lime green mental health awareness ribbon.



1 square = 1 sticky note | 1/2 square = 1 sticky note cut diagonally

### Follow these steps to form the ribbon:

- To start, find a wall space that is at least five feet wide by five feet high. A painted wall is the best surface. Using the gridline templates above, place the sticky notes onto the wall, arranged in the shape of a lime green ribbon. Use the grids pictured above or visit [EachMindMatters.org/stickynotes](https://EachMindMatters.org/stickynotes) to download the templates.
- Respond to one of the prompts below by writing or drawing on a lime green sticky note. Read and be inspired by what others have written!
  - Leave a positive message to brighten someone's day.
  - What's the best thing someone could say to you when you need support?
  - Write your pledge to stop the stigma surrounding mental health.
  - Why is it important to speak openly about our mental health?
- To share your creation and inspire others to reduce stigma and support the mental health movement, snap a photo and upload it to social media. Don't forget to tag [@EachMindMatters](https://twitter.com/EachMindMatters) on Instagram, Twitter, and Facebook and use [#EachMindMatters!](https://www.facebook.com/EachMindMatters/)
- Visit [EachMindMatters.org/May2020](https://EachMindMatters.org/May2020) for more ways to get involved in Mental Health Matters Month.



[f](https://www.facebook.com/EachMindMatters/) [t](https://twitter.com/EachMindMatters/) [i](https://www.instagram.com/EachMindMatters/) [#EachMindMatters](https://www.facebook.com/EachMindMatters/)

For tips and downloadable templates, visit [EachMindMatters.org/stickynotes](https://EachMindMatters.org/stickynotes)



Funded by a grant from the 2018-2020 National Mental Health Services Act (Prep. 03)

# Online Activation Kit

Online materials include:

- Week-by-Week Activity Guide
- Sticky Note Activity
- Planting Activity
- Coloring Pages
- "Take One" Poster
- Social Media Guide
- Email Templates
- Drop In Article
- Draft Proclamation

These materials (in English and Spanish) can be **downloaded:**

[EachMindMatters.org/May2020](https://EachMindMatters.org/May2020)



# Online Materials

## "Take One" poster



**#EachMindMatters**  
**TAKE WHAT YOU NEED**

Boy help to someone new.
Boy help to someone new.
I am not of one.
I am not of one.
I can't will I am.
I can't will I am.
I am resilient, strong and brave.
I am resilient, strong and brave.
It's okay to ask for help.
It's okay to ask for help.
I have the power to create change.
I have the power to create change.
I give myself permission to do what is right for me.
I give myself permission to do what is right for me.
I offer empathy and understanding to others.
I offer empathy and understanding to others.
Empower someone else by listening to them.
Empower somebody by listening to them.

Each Mind Matters logo with ribbon icon and text: Each Mind MATTERS California's Mental Health Movement

## Coloring pages



**Express YOURSELF**  
**#EachMindMatters**

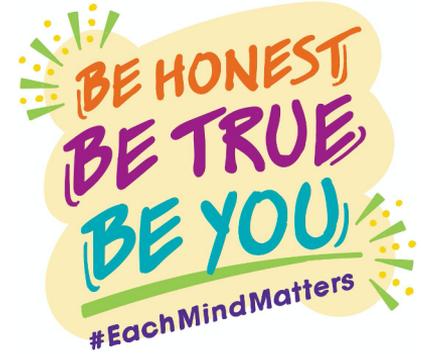
Each Mind MATTERS California's Mental Health Movement



**Each Mind MATTERS**  
**EachMindMatters.org**

Each Mind MATTERS California's Mental Health Movement

# Social Media Images



- Image files for posts
- Cover images for Facebook and Twitter profiles

# New! Instagram Story GIFs



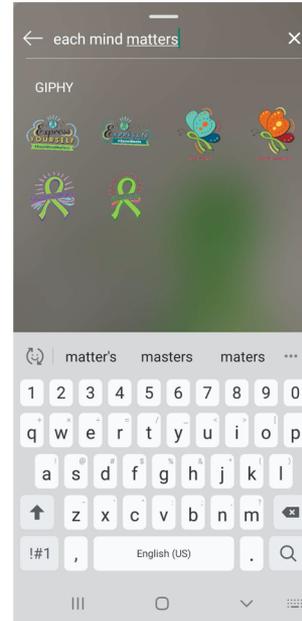
Go to your Instagram Story and snap a pic



Tap the icon to add a sticker



Search "Each Mind Matters" or "SanaMente"



Add our animated GIFs to your stories!





# Social Media Channels

## Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

 Instagram: [Instagram.com/EachMindMatters/](https://www.instagram.com/EachMindMatters/)

 Facebook: [Facebook.com/EachMindMatters](https://www.facebook.com/EachMindMatters)

 Twitter: [@EachMindMatters](https://twitter.com/EachMindMatters)





# Q&A





# Support During COVID-19: Group Discussion

# Let's Hear From You!



- What is working for outreach and engagement?
- What are gaps or challenges?
- Identify resources needed.
- How are you relying on network and partners?



# Group Discussion

1. How are you engaging and supporting your communities during this time? What are your “bright spots?” What is working for outreach and engagement?

*For example: Someone on your team might have come up with a creative way to get mental health information to clients. Or perhaps your team has identified creative ways to stay connected during this time of physical distancing.*



# Group Discussion

2. What are your gaps or challenges?



# Group Discussion

3. What resources do you anticipate needing in the weeks or months to come, that you don't currently have?



# Group Discussion

4. How are you relying on your network and partners during this time? What resources are you sharing?



## Next Steps



# One-on-One Discussions

In our ongoing efforts to gather input and feedback from communities, we will be conducting a series of one-on-one discussions with organizations and agencies about the changes in your work. Through this effort, we aim to:

- Develop information summary about our learnings
- Share existing resources and successful strategies with you, our partners
- Work to develop additional resources and support based on the gaps and challenges that you identify



# One-on-One Discussions

Each Mind Matters will be distributing an Interest Form to our CBO partners who would like to help inform new resources and support strategies being developed. Here are opportunities for your participation:

- Participate in a one-on-one discussion
- Submit a resource developed by your agency
- Serve as a reviewer

The Interest Form will be emailed shortly after this webinar!



# Q&A





## **Additional Resources**



# Additional Resources

- **SAMHSA Coronavirus Update**  
<https://www.samhsa.gov/coronavirus>
- **CDC Coronavirus -Daily Life & Coping**  
<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/index.html>
- **WHO Mental Health Considerations**  
<https://www.who.int/docs/default-source/coronaviruse/mental-health-considerations.pdf>
- **California Immigrant Youth Justice Alliance - Resources for Undocumented People**  
[https://ciyja.org/covid19/?fbclid=IwAR1FxdSGo4I3APBGH3Ifx9kk\\_ua6TtTfOFWqc1E8a5TWS1Gx9nUIUsy4SqM](https://ciyja.org/covid19/?fbclid=IwAR1FxdSGo4I3APBGH3Ifx9kk_ua6TtTfOFWqc1E8a5TWS1Gx9nUIUsy4SqM)
- **NAMI Resource Guide**  
<https://www.nami.org/getattachment/About-NAMI/NAMI-News/2020/NAMI-Updates-on-the-Coronavirus/COVID-19-Updated-Guide-1.pdf>
- **Suicide Prevention Resource Center - Resources to Support Mental Health**  
<http://www.sprc.org/covid19>

# Thank You

For additional support and technical assistance,  
please contact us.

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**Emily Bender - [Emily@TheSocialChangery.com](mailto:Emily@TheSocialChangery.com)**

