

The logo for Mental Health Matters Day features the text "MENTAL HEALTH MATTERS DAY" in a bold, sans-serif font. The words "MENTAL HEALTH" are in a light green color, while "MATTERS DAY" is in a darker green. The text is set against a dark background that includes faint, stylized silhouettes of people in various poses, suggesting a community or group of individuals.

MENTAL HEALTH MATTERS DAY

Event and Media Relations Final Report

Prepared by Runyon Saltzman & Einhorn, Inc.

June 18, 2014

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a. Background

Each Mind Matters: California's Mental Health Movement is developing a community of individuals and organizations dedicated to a shared vision of mental wellness and equality. California Mental Health Services Authority (CalMHSA) sought to enhance awareness of the mental health movement during and beyond Mental Health Awareness Month. Runyon Saltzman & Einhorn, Inc. (RS&E) was retained by CalMHSA to empower the community to share ideas, tools and resources for reducing stigma and implementing a mental health awareness event during the month of May. Mental Health Matters Day served as the platform for bringing together youth change agents, leaders of the mental health movement, mental health workers, advocates and the larger community, to show their support for people dealing with mental health challenges.

RS&E, in collaboration with the Stigma and Discrimination Reduction Consortium (SDR Consortium), executed an event that consisted of a dynamic speaking program, live entertainment and resource booths hosted by mental health and community-based organizations from across California. The event strategy was to incorporate elements that would entice not only those already involved in the mental health movement, but also those unaware of the movement. The speaking program featured inspiring words from pioneers of the mental health movement, legislators and new perspectives on eliminating stigma from youth leaders. RS&E developed a communication strategy to announce the event to both Sacramento and Bay Area media, and key messaging was provided to mental health advocates. The communication strategies and tactics implemented by RS&E were designed to result in significant media attention.

Mental Health Matters day succeeded in bringing together an estimated 1,500 individuals in support of mental health. The media advocacy and outreach efforts for this event exceeded expectations with more than 11 media outlets reporting on the event.

Communication Goals

RS&E, in collaboration with Citizen Relations, Paschal | Roth, and the SDR Consortium, established the following communication goals to enhance awareness of the mental health movement:

- Host an inspiring mental health event aimed at empowering attendees to reduce stigma through open dialogue, and increase awareness of the opportunities to live mentally well.
- Raise visibility of the mental health movement by bringing together over a thousand individuals in support of the cause.
- Maximize coverage of Mental Health Matters Day in Sacramento and Bay Area print, broadcast and online media to increase the overall reach.
- Build diverse partnerships with local and regional organizations to encourage ongoing involvement in the movement.
- Strengthen the impact of Mental Health Matters Day by encouraging support through social media and EachMindMatters.org.

b. Target Audience:

To achieve our communication goals, it was important to have diverse representation at the event. RS&E identified several audiences, to whom the event was targeted, including:

- Individuals currently dealing with mental health challenges and their families
- Mental Health advocates
- Influencers:
 - Healthcare Representatives
 - Education Representatives
 - Mental Health Associations
- California Policy makers (Legislators and Administrators)
- Youth Change Agents and their peers
- Local Businesses
- Media
- General Public

c. Event Highlights

The event was successful with an estimated 1,500 people in attendance from across the state. Held on the south side of the Capitol, Mental Health Matters Day featured a resource fair with 22 interactive booths, and a 9 foot video wall that ran a loop of inspirational video vignettes featuring people with lived mental health experience. Participant resource bags packed with a variety of CalMHSA program partner information and resources, including lime green ribbons, were distributed and all 1,000 prepared bags were handed out before the speaking program began. Senate President pro Tem Darrell Steinberg reflected on the ten years since the Mental Health Services Act. Congresswoman Doris Matsui, Assembly member Rocky Chavez and State Senator Jim Beall shared their perspectives on mental health leadership and policy. Several youth speakers, including Amanda Lipp, a mental health advocate for National Alliance on Mental Illness (NAMI), offered a fresh perspective on eliminating the stigma associated with mental illness. The program concluded with a tribute video to mental health pioneers of the consumer movement, Jay Mahler and Sally Zinman.

The visual nature of the venue provided the opportunity to extend reach beyond attendees; those passing by could not help but take notice of the lively event. Many attendees were moved by their experience and took time to write their personal pledges on the lime green Each Mind Matters Pledge Wall. Event performers included the Sacramento Mandarins Drum & Bugle Corps and Beats, Rhythm and Life. Participants were led by the Sacramento Mandarins down Capitol Mall to Raley Field to attend a “Mental Health Awareness” River Cats school day baseball game. During the game employees sported lime green ribbons in support of Mental Health Awareness month. Twenty-two schools from the Sacramento area attended the game, and an additional 4,000 ribbons were given out. Logan Noone, a

student advocate whose personal story is one of the Walk in Our Shoes narratives threw the first pitch in support of Mental Health Matters Day. Photos are provided in Appendix I.

Throughout the event attendees were encouraged to support the cause via social media. The hashtag #MHMD2014 was developed specifically for use at the event to encourage attendees to tweet about their experiences. Tracking reports indicated that Mental Health Matters Day messages were potentially viewed 206,796 times and by over 74,242 unique individuals. Social media contributors included attendees, mental health advocates, Girls on the Grid, Senate President pro Temp Darrell Steinberg and radio station B92.5.

Media outreach efforts resulted in 11 earned media hits for Mental Health Matters Day. Broadcast outlets covering the event included KCRA 3, CBS 13, News10, Fox 40, Univision, and Crossings TV. Print outlets covering the event included Sacramento Bee, The San Luis Obispo Tribune, Santa Maria Times, San Francisco Chronicle, San Mateo County Times and San Jose Mercury News. RS&E collected all garnered media clips from the event and assembled a recap report complete with links and photos.

d. Event Logistics

In honor of Mental Health Awareness Month, RS&E coordinated Mental Health Matters Day with CalMHSAs and CalMHSAs partners. The event was held on May 13, 2014 at 10:30 on the South Side of the Capitol lawn. This date was selected based on May being Mental Health Month, and availability of the Capitol lawn space. Working with the State Capitol, Governor's Office, City of Sacramento, CalTRANS and City of West Sacramento, RS&E obtained all the necessary permits for the rally, March and legislative breakfast. RS&E also organized and secured a partnership with the Sacramento River Cats baseball team to promote the Each Mind Matters agenda during the game. A number of partnership and sponsorship opportunities were established in support of the event:

- Telecare
- National Association of Social Workers
- Advantage Presentation Services
- Hyatt Regency
- California Coalition for Mental Health
- Stigma and Discrimination Consortium
- Sutter Health Center for Psychiatry
- Mental Health America of California
- National Alliance on Mental Illness
- California Council of Community Mental Health Agencies

The SDR Consortium and RS&E's combined sponsorship efforts secured \$33,500 in sponsorship funds and an additional \$52,000 in added value and in-kind support.

In collaboration with the Consortium, RS&E established a two-pronged approach to community outreach to potential attendees. The Consortium focused on recruiting established members of the

mental health community, while RS&E recruited newcomers to the mental health movement, particularly through education channels and the general public. In addition to encouraging attendance, outreach was also conducted to organizations regarding tabling at the event. Outreach strategies included presenting at meetings; online promotion through EachMindMatters.org; tabling at events; newspaper calendars; free advertisement; social media; fliers and e-newsletters.

The RS&E team played a pivotal role in organizing the step-up for the rally, the walk and the legislative breakfast. Paschal | Roth executed the legislative breakfast, while RS&E executed the rally and walk. The RS&E creative team also developed all the collateral and advertising pieces for the event.

Collateral pieces included (prov:

- Event Flyer and Take One
- Bandanas
- T-Shirts

Advertising pieces included:

- Radio
- Out of home LED boards
- Digital banners

All collateral and advertising materials are provided in Appendix II.

Event Speakers

In collaboration with CalMHSA, speakers were chosen to enhance awareness of the mental health movement and share their vision of mental wellness and equality. The final speakers for the event were:

- Paul Gilmartin, celebrity mental health advocate
- Mike Duncan, Native American advocate
- Maureen Bauman, CalMHSA
- Amanda Lipp, student advocate
- Assemblymember Rocky Chavez, parent and veteran
- Senator Jim Beall, member of the Mental Health Caucus
- Congresswoman Doris Matsui, Excellence in Mental Health Act
- Senate President pro Tem Darrell Steinberg, author of Prop 63
- Rosalva Ibarra, parent
- Chief Kenton Rainey, Bay Area Rapid Transit Police
- Dr. Hendry Ton, UC Davis Health System
- Dr. Taisha Caldwell, University of California
- Spencer Wilson, student

Entertainment included:

- Beats, Rhymes and Life, Mental Health Hip Hop group
- The Sacramento Mandarins, drum line
- Video presentation about Mental Health Advocate Sally Zinman and Jay Mahler
- Directing Change video presentation

Key Messages

To ensure consistency and clarity of communications throughout the campaign, key messages were developed for event speakers and volunteer advocates. This effort ensured that the team stayed on message in all communications with media, advocates, policymakers and influencers. The following key messages were provided:

- One in four American adults lives with a diagnosable mental illness in a given year.
- A diagnosis of a mental illness is not a life sentence. Help is available and recovery is possible. With support and treatment, most people who are living with mental health challenges report reduced symptoms and an increased quality of life.
- Research shows that half of all mental illnesses start by age 14 and three-quarters start by age 24. But, an average of 6 to 8 years pass after the onset of mood disorder symptoms – 9 to 23 years for anxiety disorder symptoms – before young people get help.
- The wide spectrum of mental illness includes post-partum depression, obsessive compulsive disorder, bipolar disorder and post-traumatic stress disorder. A mental health challenge can be acute (short-term) or chronic (long-term).
- People who have been diagnosed with a mental illness are teachers, doctors, politicians, lawyers, artists, business owners and scientists, among many other occupations that contribute to society in major ways. They are our colleagues, family, friends and neighbors.
- Those living with mental health challenges are not defined by their condition. It is just a small part of who they are and how they live their lives.

Media Kit

RS&E developed materials, produced media kits and disseminated media materials to targeted media. This information kit included:

- Press release
- Media advisory
- Fact sheet
- Frequently asked questions document
- Program lineup
- Mental Health AP Style Guide

All media kit materials are provided in Appendix III.

Media List

RS&E assembled and maintained a targeted media list of print, broadcast and online journalists, reporters, and publications. Direct pitching to large market print and broadcast media was conducted the week prior to the launch event. On the day of the event, the media release was distributed to Bay Area and Sacramento media via email, follow-up was conducted via phone.

The complete media list is provided in Appendix IV.

Media Coverage

As noted previously, Mental Health Matters Day event media outreach was a success, with more than 11 local and statewide, earned media stories generated.

A complete recap report of media coverage is provided in Appendix V.

e. Future Success

Mental Health Matters Day was highly successful. However, as with any event there are areas of opportunity for improvement. RS&E identified the following:

- The timing for obtaining permits was much too short. Many permits required between 60 to 90 days for approval. Due to unforeseen circumstances, our team had less than the necessary time to obtain the required permits, therefore many of our permits were not provided until the day before or in some cases the day of the event. RS&E believes that with more advance notice, the permits could be obtained within the proper time frame making the execution of the event go more smoothly.
- The speaking portion of the event went over the estimated time; this then caused the march to be moved back, resulting in attendees leaving earlier for the game and not staying for the entire speaking program. RS&E would consider recording all the speakers beforehand and having the speaking program be presented via video with a set time in mind.
- Although the River Cats partnership provided a wonderful opportunity to promote the Each Mind Matters agenda during the game, it caused the rally component of the day to seem rushed. If given the opportunity RS&E would continue the partnership but not try to incorporate the game into Mental Health Matters Day.

f. Conclusion

The primary goal of Mental Health Matters Day was to enhance awareness of the mental health movement and inform the public of the resources available. Through the efforts undertaken in this event, we were able to garner more than 11 earned media hits and drive support via social media. In the end we solidified understanding of the issue among key target audiences and set the stage for continued support of Mental Health at the community level. RS&E greatly appreciates having had the opportunity to work with CalMHSA in this important effort.

Appendix I: Sample Event Photos

Event Set-up



Vendors and Booths



Each Mind Matters Walk on Capitol Mall



Speakers



Appendix II: Collateral & Advertising Pieces

Event Flyer

MENTAL HEALTH MATTERS DAY

RSVP TODAY AT
EachMindMatters.org/events

MAY 13, 2014

South Lawn, Capitol Building
Sacramento CA

- Stand with us to show that Mental Health Matters to us all
- Inspiring program led by Senate President pro Tem Darrell Steinberg
- Recognize the pioneers of California's Mental Health Movement and help welcome the next generation of youth change agents
- Enjoy live entertainment and interactive exhibits

EVENT DETAILS

- 10:30am Rally
- 11:45am Each Mind Matters Walk on Capitol Mall
- 12:05pm River Cats "Mental Health Matters" School Game (ticketed event)
- 3:00pm Directing Change Award Ceremony (ticketed event)

Brought to you by



Event Take One

(Front)



(Back)

- Stand with us to show the Mental Health Matters to us all
- Inspiring program led by Senate President pro Tem Darrell Steinberg
- Recognize the pioneers of California's Mental Health Movement and help welcome the next generation of youth change agents
- Enjoy live entertainment and interactive exhibits

EVENT DETAILS

10:30am Rally

11:45am Each Mind Matters Walk on Capitol Mall

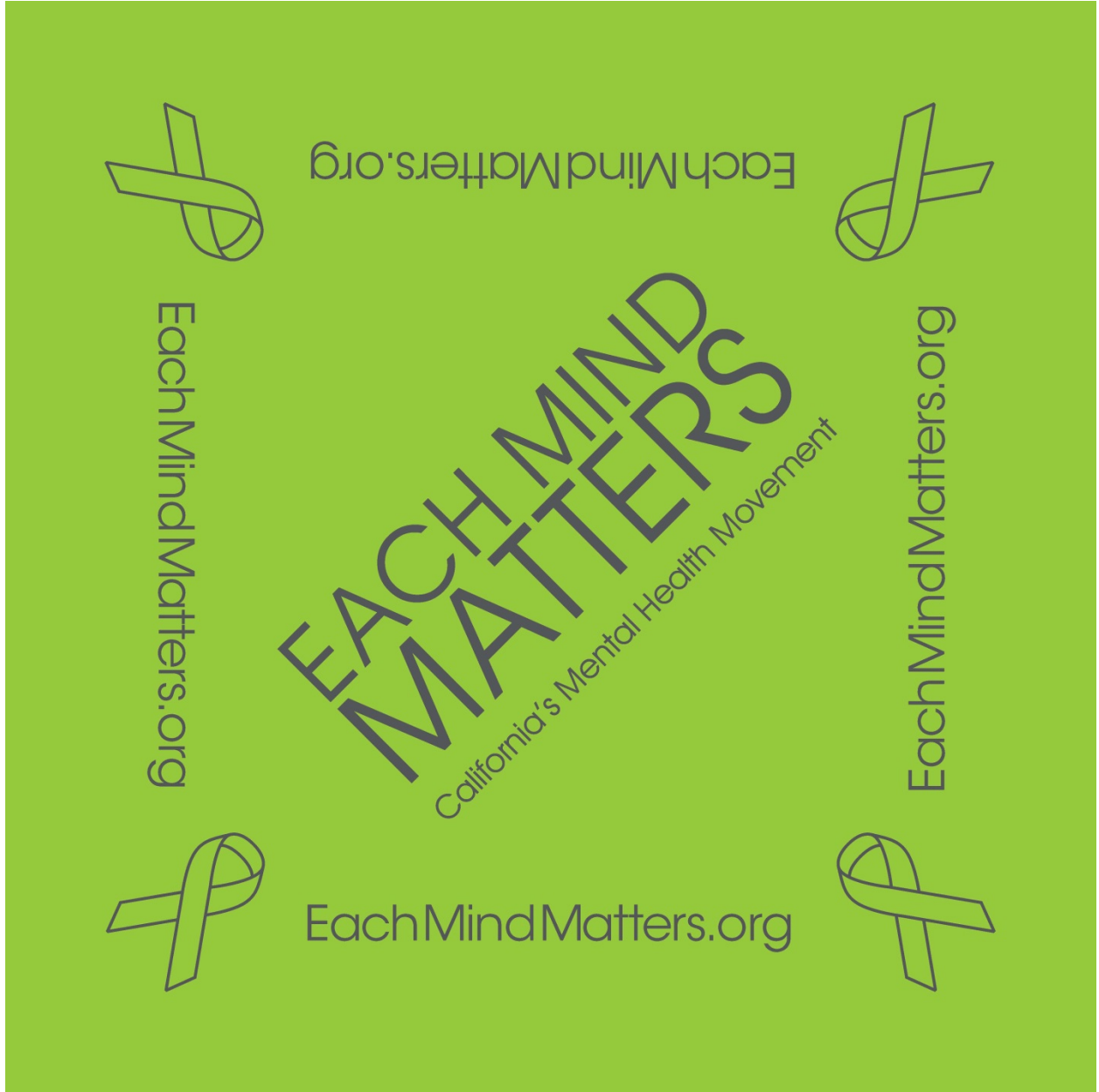
12:05pm River Cats "Mental Health Matters" School Game
(ticketed event)

3:00pm Directing Change Award Ceremony
(ticketed event)

RSVP TODAY AT
EachMindMatters.org/events



Bandana



Event T-Shirt



Radio Advertising Script

Read by youth advocate Amanda Lipp:

“One in four people face mental health challenges. My name is AmandaLipp, and I’m one of those people. I first struggled with my mental health as a freshman in college and sharing my story helped me on the way to living mentally well at UC Davis. On May 13, at Mental Health Matters Day, supporters of the Each Mind Matters movement will be gathering at the Capitol to share stories, enjoy live entertainment and hear an inspiring program led by Senate President pro tem Darrell Steinberg. Join us May 13th.”

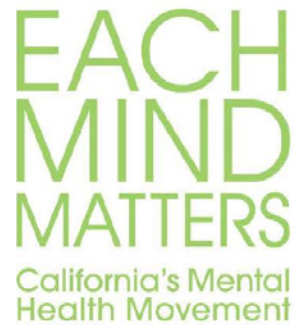
LED Board Advertising



Digital Banner Advertising



Appendix III: Press Kit



More Than A Thousand Set to Gather in Sacramento on May 13 for Inaugural Event to Show that Mental Health Matters

Sacramento, Calif. – May is Mental Health Month and on Tuesday, May 13 – Mental Health Matters Day – more than a thousand people from throughout the state and from various backgrounds will gather on the south lawn of California’s capitol building in Sacramento and give voice to the growing community of Californians who recognize that mental health is a critical issue for everyone, and that widespread wellness is only possible when fear and stigma are eliminated.

Each Mind Matters is a call to action embraced by thousands of individuals and organizations working together to eliminate stigma and increase awareness of opportunities to live mentally well. On May 13th Californians will be asked to show their support by wearing lime green, the color of the movement, and sharing messages and support online with tools available at www.EachMindMatters.org.

The event is scheduled to kick off at 11:00 a.m. and speakers will include pioneers of the mental health movement, and the policymakers that support the effort including Congresswoman Doris Matsui, Senate pro Tem Darrell Steinberg, California State Senator Jim Beall and Assemblyman Rocky Chavez. Several youth speakers will be featured including Amanda Lipp, a mental health advocate for NAMI (National Alliance on Mental Illness) who will offer fresh perspectives on eliminating the stigma associated with mental illness.

"Stigma is perpetuated through the ways in which we *think* others view the mental health challenges we face and it’s a barrier to mental wellness because it stops people from reaching out for help when they need it," said Lipp. "On May 13th we will take pride in our journeys of struggle and success, and empower everyone to obliterate the very stigma that perpetuates those challenges we face."

California is a national leader in innovative strategies and services that promote mental wellness, a historic effort made possible by voter-approved Prop. 63. While greatly expanding access to services for people living with mental illness, Prop. 63 also dedicates resources to

keep individuals healthy so they don't reach the crisis point of our jails, hospitals, or homelessness. Prop. 63 puts a focus on reaching underserved communities so that every Californian has access to resources and services to attain mental wellness.

"When we passed Prop. 63 in 2004, mental health advocates envisioned the day when no one would be afraid to seek help for mental health challenges, and with the enthusiasm around Mental Health Matters Day we have come a long way toward ensuring every Californian living with a mental health challenge is able to thrive," said California Senate President pro Tempore and Prop. 63 author Darrell Steinberg. "Most inspiring are the young people who are stepping forward to demand an end to discrimination in housing, employment and education — because of their energy and passion, California's Mental Health Movement is coming alive in our classrooms, on our college campuses and online at www.eachmindmatters.org."

Significant improvements in mental health are also taking root at the national level with legislation expanding access to mental health services, authored by Congresswoman Matsui, a longtime mental health champion, signed into law by President Obama on April 1, 2014. H.R. 1263, the Excellence in Mental Health Act is the first piece of meaningful legislation to increase access to mental health services Congress has passed since the Mental Health Parity and Addiction Equity Act of 2008.

"The Excellence in Mental Health Act signed into law by the President is a historic step in expanding access to mental health services in communities across the nation," said Congresswoman Matsui (CA-06). "It is time for mental health to be treated on a level playing field with the rest of our nation's healthcare system. This is a significant step forward in achieving true parity between physical and mental health care, and will help community mental health centers expand their reach to all individuals in need of help."

The Mental Health Matters Day event in Sacramento will also feature educational interactive exhibits and live entertainment. A highpoint of the special occasion will be an Each Mind Matters walk on Capitol Mall, ending at Raley Field where the Sacramento River Cats will play the "Mental Health Matters" School Day baseball game against the Salt Lake City Bees.

Following the game, an awards ceremony will take place at the Crest Theater in Sacramento at which the winning student film entries from the Directing Change Student Video contest will be recognized and screened. The statewide contest empowers students to take action to prevent suicide, reduce stigma related to mental illness and promote mental health and wellness among their fellow students. This year 432 submissions, representing 996 students from 112 high schools and 9 UC campus locations were received. Participating high school and UC students competed regionally by submitting 60-second videos in two categories: suicide prevention and ending the stigma of mental illness.

“Participants in this inaugural event will get the tools, information, support and inspiration they need to become change agents in their communities,” said Maureen Bauman, California Mental Health Services Authority (CalMHSA).

The California Mental Health Services Authority (CalMHSA) is an organization of county governments working to improve mental health outcomes for individuals, families and communities, and administers programs on a state, regional, and local basis. Working with CalMHSA, counties efficiently and effectively deliver prevention and early intervention services that improve student mental health, prevent suicide, and eliminate stigma and discrimination.

To date, California counties partnership with CalMHSA has enabled 820,000 Californians to access crisis and early intervention services; trained 125,000 individuals in prevention strategies; and made systemic improvements with a long-term impact such as changing school administrator credentialing standards to include mental health training and to adopt new guidelines for reporting on mental health and illness by journalists. For more information, visit www.eachmindmatters.org.

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Press contact:

Rosemary O’Brien, Runyon Saltzman & Einhorn, 916-446-9900, robrien@rs-e.com

*** * MEDIA ADVISORY * ***

**More Than A Thousand Set to Gather in Sacramento on May 13 to Show that
Mental Health Matters**

WHAT: May is Mental Health Month and on Tuesday, May 13 – Mental Health Matters Day – more than a thousand people from throughout the state will gather in Sacramento to recognize that mental health is a critical issue for everyone, and that widespread wellness is only possible when fear and stigma are eliminated. Californians throughout the state will wear lime green to show support, as 1 in 4 American adults live with mental illness.

The event is open to the public and will also feature educational, interactive exhibits and live entertainment.

WHO: Rally speakers include:

- **Congresswoman Doris Matsui**
- **California State Senate pro Tem Darrell Steinberg**
- **California State Senator Jim Beall**
- **California State Assemblymember Rocky Chavez**
- **Student Advocate Amanda Lipp**
- **Event MC and Celebrity Advocate Paul Gilmartin**

WHERE: South lawn of California’s capitol building in Sacramento.

WHEN: Tuesday, May 13, 2014

- 11:00 a.m. - Rally**
- 11:45 a.m. - Each Mind Matters Walk on Capitol Mall to Raley Field**
- 12:05 p.m. - Sacramento River Cats “Mental Health Matters” AAA (Attitude, Attendance, Academics) School Game, Raley Field**
- 3:00 p.m. - Directing Change Student Film Award Ceremony, Crest Theater – Ticketed event**

WHY: California is a national leader in pioneering strategies and services that promote mental wellness, a historic effort made possible by voter-approved Proposition 63, the Mental Health Services Act of 2004. While greatly expanding access to services for people living with mental illness, Prop. 63 also dedicated resources to keep individuals healthy so they don't reach the crisis point of our jails, hospitals, or homelessness. CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities, and administers programs on a state, regional, and local basis.

Press contact: Rosemary O'Brien, Runyon Saltzman & Einhorn, 916-446-9900

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What is Each Mind Matters?

Each Mind Matters is California's Mental Health Movement.

We are a community of individuals and organizations dedicated to a shared vision of mental wellness and equality.

There is a place for you as part of Each Mind Matters.

Why does Each Mind Matter?

We all have mental health. Our minds deserve the same attention as our bodies.

Stigma is a barrier to mental wellness. It creates fear, pain and injustice that stop people from reaching out for help when they need it.

Early support and help for mental health challenges can reduce suffering and save lives.

Each Mind Matters opens hearts and minds to a new understanding of mental wellness for all.

How can I be a part of Each Mind Matters?

Individuals:

We need your voice to be part of this conversation. Here are easy ways to take action and make change:

- Wear a lime green ribbon – It's a conversation starter! Lime green is emerging as the national color for mental health awareness.
- Write a personal pledge at EachMindMatters.org and sign up to receive Each Mind Matters movement updates.
- Share your Lime Green Ribbon Story, either in person, in public or online at EachMindMatters.org.

Organizations:

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

- Feature the lime green ribbon, Each Mind Matters partner logo and EachMindMatters.org on your website, materials and at events. [Visit EachMindMatters.org for logos and style guide.](http://EachMindMatters.org)

- Order lime green ribbons and other Each Mind Matters items for distribution to your audiences. Email info@EachMindMatters.org to place an order, or with any questions.
- Contribute to the Each Mind Matters blog with news of your latest accomplishments and innovations. Use the online Contact form at EachMindMatters.org/Contact-Us.



What is Mental Health Matters Day?

On May 13, on the South Lawn of California’s Capitol Building in Sacramento, thousands of people from various backgrounds will gather together to show that mental health is important to everyone.

We will recognize the pioneers of California’s Mental Health Movement and welcome the next generation of youth change agents.

The day will include a speaking program, interactive exhibits, live entertainment and food.

- Keynote address from Senate pro Tem Darrell Steinberg, inspiring words from pioneers of the mental health movement, and new perspectives on eliminating stigma from youth leaders.

We will commemorate this inaugural event with an Each Mind Matters walk on Capitol Mall, ending at Raley Field where the Sacramento River Cats will play the “Mental Health Matters” School Day baseball game.

Why Mental Health Matters Day?

On May 13, we will give voice to the growing community of Californians who know that mental health is a critical issue for all of us, and that widespread wellness is only possible when we overcome fear and stigma.

We will spark conversations, and raise awareness for those who have not yet heard our message of mental wellness and early support.

Participants will get the tools, information, support and inspiration they need to become change agents in their communities.

What is the schedule for Mental Health Matters Day?

- 10:30 a.m. Interactive exhibits open, South Lawn
- 11:00 a.m. Speaking Program, South Lawn
- 11:45 a.m. Each Mind Matters Walk on Capitol Mall
- 12:05 p.m. [Sacramento River Cats](#) “Mental Health Matters” High School Day, Raley Field
- 3:00 p.m. [Directing Change Awards Ceremony](#), Crest Theater

How can I be a part of Mental Health Matters Day?

- RSVP today at eachmindmatters.org/events/ Or call us at 916-389-2625. We encourage you to organize a group and let us know how many people will be coming with you.



- [Download and share Mental Health Matters Day outreach materials with your networks.](#)
- Become a supporter – email info@eachmindmatters.org for more info on event sponsorship.

Get more ideas and tips online at eachmindmatters.org/events



Program Line-up

- 9:30 a.m. Audio from radio remotes
- 10:30 a.m. Video reel
- 10:55 a.m. Paul Gilmartin (event MC, celebrity advocate) opens program, introduces Maureen Bauman (CalMHSA)
- 10:56 a.m. Bauman welcomes guests, describes Each Mind Matters, thanks sponsors
- 10:58 a.m. Gilmartin welcomes a new generation of advocates and introduces Amanda Lipp (student advocate)
- 10:59 a.m. Lipp introduces Assemblymember Rocky Chavez
- 11:00 a.m. Assemblymember Chavez speaks about his experience as a parent and the importance of supporting veterans
- 11:05 a.m. Lipp introduces Senator Jim Beall
- 11:06 a.m. Senator Beall speaks about California's historic transformation under Prop. 63
- 11:11 a.m. Lipp introduces Congresswoman Doris Matsui
- 11:12 a.m. Congresswoman Matsui speaks about the national Excellence in Mental Health Act
- 11:17 a.m. Lipp introduces Senate President pro Tem Darrell Steinberg
- 11:18 a.m. Senator Steinberg speaks about California's national leadership in stigma reduction
- 11:23 a.m. Gilmartin introduces Tomás Alvarez (Beats, Rhymes and Life Inc.)
- 11:24 a.m. Alvarez introduces Beats, Rhymes and Life Inc.; group performs
- 11:29 a.m. Gilmartin introduces Rosalva Ibarra (parent)

- 11:30 a.m. Ibarra speaks in both English and Spanish about her experience as a parent of a child with mental health challenges and why Each Mind Matters is important for the Latino community
- 11:33 a.m. Gilmartin introduces Chief Kenton Rainey (Bay Area Rapid Transit Police)
- 11:34 a.m. Chief Rainey speaks about importance of mental health from law enforcement perspective
- 11:37 a.m. Gilmartin introduces Dr. Hendry Ton (Director of Education for the Center for Reducing Health Disparities at UC David Health System)
- 11:38 a.m. Dr. Ton speaks about what he has learned from his clients
- 11:41 a.m. Gilmartin introduces Dr. Taisha Caldwell (University of California, Office of the President)
- 11:42 a.m. Dr. Caldwell speaks about the importance of student mental health and shares messages from students; Dr. Caldwell introduces Spencer Wilson (2013 Directing Change winner)
- 11:46 a.m. Wilson shares his 2013 Directing Change video
- 11:51 a.m. Wilson introduces video of Sally Zinman and Jay Mahler (Directing Change students move to front)
- 11:52 a.m. Sally and Jay video plays
- 11:55 a.m. Gilmartin closes the program and leads the crowd to the start of the march (Walkers follow young people carrying lime green balloons)

Appendix IV: Media List

Each Mind Matters May 13 Event press list

WIRE

Associated Press (Sacramento Bureau)

PRINT

Sacramento Bee

Modesto Bee

Fresno Bee

Stockton Record

Chico Press Enterprise

San Francisco Chronicle

Bay Area News Group

Bay Citizen

San Jose Mercury News

Gold Country Media Group

Vacaville Reporter

Fairfield Daily Republic

Salinas Californian

Bakersfield Californian

San Louis Obispo Tribune

Santa Maria Times

Davis Press Enterprise

Woodland Daily Democrat

Vallejo Times Herald

Santa Rosa Press Democrat

Marin Independent Journal

Los Angeles Times

LA Daily News

Santa Clarita Valley Signal

Long Beach Press Telegram

Daily Breeze

Riverside Press Enterprise

Orange County Register

San Gabriel Valley News Group

San Diego Union-Tribune

Imperial Valley Press

North County Press

Inland Newspapers

TV

Sacramento-Stockton-Modesto

KCRA 3 (NBC)

KXTV 10 (ABC)

KOVR 13 (CBS) /KMAX 31

KTXL 40 (Fox) Sacramento

KUVS 19 (Spanish language)

San Francisco Bay Area

KPIX-TV (CBS)

KGO-TV (ABC)

KNTV-TV (NBC Bay Area)

KTVU-TV (Fox)

RADIO

Sacramento

KFBK AM/FM

Capitol Public Radio (KXJZ-FM)

SF Bay Area

KCBS-AM

KQED-FM

Central Coast

KCBX-FM Central Coast Public Radio

Southern California

KNX-AM

KPCC-FM

Other

California Watch

La Opinion (Hispanic- So Cal)

USC Center for Health Reporting

Sacramento Magazine

Sactown Magazine

Sacramento News & Review

Appendix V: Recap Report



Initial Event and Media Recap

- An estimated 1,500 people from throughout the state and from various backgrounds gathered at the Capitol to show their support for Mental Health Matters Day. 1,000 resource bags were distributed at the event, and more than 20 partner organizations provided information at booths.
- Following the rally, participants walked Capitol Mall to Raley Field to attend a “Mental Health Awareness” River Cats school day baseball game. More than 22 schools from the Sacramento area attended and approximately 4,000 lime green ribbons were distributed.



MENTAL HEALTH MATTERS DAY

May 13, 2014 10:30am South Lawn, Capitol Building, Sacramento CA

Broadcast Coverage

- KCRA 3 Reports @ 6 PM, NBC (KCRA) [Click here to view clip](#)
Local Market Viewership: 110,725
- CBS 13 News at 5pm, CBS (KQVR) [Click here to view clip](#)
Nielsen Audience: 55,953
- News 10 at 6:00, ABC (KXTV) [Click here to view clip](#)
Local Market Viewership: 48,858
- FOX40 News at 5:30pm, FOX (KXTL) [Click here to view clip](#)
Local Market Viewership: 10,199
- A Primera Hora at 6am, Univision (KUVS) [Click here to view clip](#)
Nielsen Audience: 9,646

Initial Print and Online (Directing Change coverage not included)

- Sacramento Bee: At the Capitol
- [The San Luis Obispo Tribune](#): Healthy Minds
- [Santa Maria Times](#): Area residents step up to support those with mental illness
- [San Francisco Chronicle](#): Training Helps Kids Avoid Crisis (Op Ed)
- San Mateo County Times: Mental Health Treatment Insufficient in State (Op Ed)
- San Jose Mercury News: Mental Health Treatment Insufficient in State (Op Ed)



A. Clip Links

Broadcast Coverage

- KCRA 3 Reports @ 6 PM, NBC (KCRA) [Click here to view clip](#)
Local Market Viewership: 110,725
- CBS 13 News at 5pm, CBS (KQVR) [Click here to view clip](#)
Nielsen Audience: 55,953
- News 10 at 6:00, ABC (KXTV) [Click here to view clip](#)
Local Market Viewership: 48,858
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