



## **What are you doing to celebrate Children's Mental Health Awareness Week?**

**Here are some easy, low-cost suggestions.**

### **1. Get the word out!**

- Distribute campaign materials throughout your agency and in your community: local school, library, doctor's office, and any other community outlet . (See attached **ORDER FORM**)
- Write a letter to the editor about the importance of children's mental health in your community.
- Write a letter about the Campaign for your agency newsletter (Visit our website for a sample article.)

### **2. Use email to stay informed and spread the word!**

- Join our Campaign listserv to get up to date Campaign info  
*Note: send your request to [info@mdcoalition.org](mailto:info@mdcoalition.org) to add people to be on the Campaign listserv*
- Create a Listserv to disseminate Campaign information
- Post Campaign information on a social networking site like Facebook, My Space or Twitter
- Add our Campaign "Tagline" below your name to every email you send. Suggested tagline:

"Support Children's Mental Health Matters!

Visit our Campaign website at [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)!"

### **3. Be visible in the Community!**

- Hang a banner for everyone to see, inside or outside (See attached **ORDER FORM**)
- Hold an Open House or other event during May to support the Campaign
- Share information about your events during May so we can post them on the Campaign website
- Join us at the Towsontowne Festival on May 3, 2009 with Media Sponsor WMAR
- Wear your Green Ribbon and Green Bracelet Proudly, throughout the month of May
- Partner with a local business to advertise Children's Mental Health Awareness



**Send your events to us so we can post them on the Campaign website!**

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

To have your events or activities posted on the website, contact:

Christine DeVore  
MD Coalition of Families  
[cdevore@mdcoalition.org](mailto:cdevore@mdcoalition.org)  
410.730.8267

or

Kari Gorkos  
Mental Health Association of MD  
[kgorkos@mhamd.org](mailto:kgorkos@mhamd.org)  
410.235.1178x215

## NEED PROMOTIONAL ITEMS?

Follow these steps...

As a Partner, we are offering you the opportunity to receive some promotional items on a complimentary basis. We realize that many of you have already requested promo items by completing the Partnership Form. However, our demand is far exceeding our supply. To ensure everyone receives all the promotional items they need, we have devised a new **Order Form** which lists free materials as well as those for which there is a cost. We ask that you take a moment to complete this form to ensure adequate processing and timely delivery of all promotional materials. Questions about ordering? Call Chris or Lynne at the Coalition office, 410.730.8269.



## NEXT STEPS

**1. Media Opportunities.** We have partnered with a local Advertising Agency, Siquis who is writing the script for our Public Service Announcements featuring Katie O'Malley and Debbie Phelps. Not only is Siquis donating their services to our Campaign but they have also identified a production company to produce our segment pro bono. Unbelievable!

**2. Website Posting.** Check out our website and compile YOUR Children's Mental Health Awareness activities for submission. Contact Christine DeVore at [cdevore@mdcoalition.org](mailto:cdevore@mdcoalition.org) or Kari Gorkos at [kgorkos@mhamd.org](mailto:kgorkos@mhamd.org) to feature your event / activity.

**3. Promotional Items.** Complete the attached Order Form and submit it no later than April 13 to receive your promotional items in time for Children's Mental Health Awareness Week.

## WHAT'S HAPPENING?

**Caring for Every Child's Mental Health Campaign**  
SAMHSA's, Caring for Every Child's Mental Health campaign has developed a listserv for system of care communities to communicate electronically across the country. To keep you "on the pulse" of national activities, we will keep you informed of their progress, resources, challenges and events.

## CAMPAIGN PARTNERS

*Carroll County Local Management Board  
Carroll County Core Services Agency  
Center for School Mental Health  
Child and Adolescent Mental Health Institute  
Community Behavioral Health Association of Maryland  
Family Informed Trauma Treatment Center (FITT)  
Governor's Office for Children  
Howard County Local Children's Board  
Innovations Institute  
Lower Eastern Shore Alliance of Families  
Maryland Assembly on School-Based Health Care  
Maryland Association of Core Service Agencies  
MANSEF, MD Assoc. of Nonpublic Special Education Facilities  
MAPS-MD, APS Healthcare  
MARFY, Maryland Association of Resources for Families & Youth  
Maryland Coalition of Families for Children's Mental Health  
Maryland Choices  
Maryland Committee for Children  
Maryland Department of Disabilities  
Maryland Department of Health and Mental Hygiene  
Maryland Department of Human Resources  
Maryland Department of Juvenile Services  
Maryland's Mental Health Transformation State Incentive Grant  
Maryland Hospital Association  
Maryland Psychiatric Society  
Maryland Psychological Association  
MD CARES – Children's Mental Health Initiative Grant  
Mental Health Association of Maryland  
Mental Health Management Agency of Frederick County  
Mont. Co. Federation of Families for Children's Mental Health  
NAMI, MD  
Quinter Design  
Sheppard Pratt Health System  
The Pathways Schools*



*Children's Mental Health Matters (CMHM), Maryland's children's mental health awareness campaign, is led by the Honorary Chair Katie O'Malley, the Maryland Coalition of Families for Children's Mental Health, the Mental Health Association of Maryland, and a statewide consortium of community partners, including Debbie Phelps, mother of Olympic champion Michael Phelps.*