

Children's Mental Health Matters! Awareness Campaign



Our Children Are Our Greatest Resource

CHILDREN'S MENTAL HEALTH MATTERS! AWARENESS CAMPAIGN

Family members, public officials, providers, educators and other stakeholders gathered in December for a Kickoff Breakfast to introduce the Children's Mental Health Awareness campaign. Maryland's First Lady, Katie O'Malley serves as the campaign's honorary chairperson.

The Children's Mental Health Matters! Campaign, co-sponsored by the Maryland Coalition of Families for Children's Mental Health and

the Mental Health Association of Maryland, is enabled through generous support from the state's Mental Hygiene Administration and the Transformation Grant. The Campaign seeks to raise awareness of children's mental health needs and enhance outreach efforts to families and communities.

Legislators were introduced to the campaign on January 21 during a breakfast in Annapolis. Those in attendance were delighted to meet Debbie

Phelps, mother of Olympic champion Michael Phelps. Mrs. Phelps, who will be featured in our campaign's upcoming Public Service Announcements, spoke of the importance of children's mental health, both as a mother and as a middle school principal.

Children's Mental Health
Awareness Week
is celebrated May 3 – 9, 2009.



*Nell Geddes and
Spokesperson Debbie Phelps*



*Jacob Rochon and
Spokesperson Debbie Phelps*



*MD Coalition Executive Director Jane Walker,
Secretary of Juvenile Services Donald DeVore,
Secretary of Human Resources Brenda Donald,*

WEBSITE UP AND RUNNING

We're ready to include your Awareness Week activities! Our website is officially "up and running" and awaiting information to post.

www.childrensmentalhealthmatters.org

Please visit the site for featured information. To post YOUR agency's educational / informational activities on the website, please contact:

Christine DeVore
MD Coalition of Families
cdevore@mdcoalition.org
410.730.8267
or
Kari Gorkos
Mental Health Association of MD
kgorkos@mhamd.org
410.235.1178x215



We will be happy to advertise your Awareness Week activities. Just keep in mind that we cannot post any fund raising events.

NEXT STEPS

1. Media Opportunities. Public Service Announcements featuring Mrs. Katie O'Malley and Debbie Phelps are now being developed with the assistance of our Media partners, Fox 45 and ABC 2. The completed PSAs will air most of the month of May. The Campaign will also be featured on their respective websites.

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

3. Promotional Items. Based on your input, we are in the process of developing and ordering adequate promotional items for your use. We are hoping to provide those items to you free of charge. Several agencies have offered a donation to offset the cost of the promotional items. Feel free to forward your donation to the Maryland Coalition at this time so that we are adequately prepared.

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
Governor's Office for Children
Howard County Local Children's Board
Innovations Institute
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
Sheppard Pratt Health System
The Pathways Schools
Villa Maria Continuum
Washington County Core Service Agency
Washington County Local Management Board



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.