



Dear Community Champion:

Thank you for joining the Children's Mental Health Matters! Campaign as a Community Champion and pledging your commitment to raising awareness of children's mental health! **As a Community Champion, please use your role to share the Campaign broadly during or around Awareness Week, May 3 - 9, 2020.**

Within this packet you will find many resources, including ideas and templates for activities, to use during Awareness Week.

- Examples of ways to be involved (p. 2)
- Fast facts about children's mental health (p. 3)
- Sample email signature (p. 4)
- Sample newsletter article or blog post (p. 5)
- Sample social media posts (p. 6)
- Additional resources (p. 9)

For more information and resources please visit the campaign website [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org). You can also follow us on Facebook, Instagram and Twitter for additional ideas and activities for you to use in your communities. In the months leading up to Awareness Week, we will routinely email you with new resources and ideas to add or use in your planning.

Participate in the 2020 Community Champion of the Year contest by submitting photos and/or stories of your organization's awareness activities. The winner will receive recognition on our website and social media, as well as a certificate honoring your efforts. **All submissions must be received by May 22, 2020.**

If you have community events scheduled, email us the details so that they can be added to our website event calendar. When you post your stories and photos on social media, use the hashtag **#CMHMMaryland** so that your activities can be shared.

**Please send your contest submissions or questions to Tiffany Thomas at [TThomas@mhamd.org](mailto:TThomas@mhamd.org).**

With appreciation,

Kari Gorkos  
Tiffany Thomas  
MHAMD

Gail Doerr  
MCF

The Children's Mental Health Matters! Campaign is a collaboration of the Mental Health Association of Maryland (MHAMD) and the Maryland Coalition of Families (MCF) with support from the Maryland Department of Health-Behavioral Health Administration. The Campaign goal, with community and school champions across the state, is to raise public awareness of the importance of children's mental health. For more information, please visit [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org)



Follow us on Social Media!





## Examples of Ways to be Involved

- Share news of the Campaign with your constituents via email, social media, press release, newsletter article, etc
- Provide a prominent link to [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) on your website from now through May 2020, using the CMHM logo provided
- Distribute/display Campaign items and brochures at related events, offices or wherever you normally distribute materials
- Add our Campaign "tagline" below your name to every email you send (sample follows)
- Write a letter to the editor about the importance of children's mental health in your community
- Hold an Open House or community event during May to support the Campaign and raise awareness
- Encourage other colleagues, peer and members of the community to join the Campaign as a School or Community Champion
- Post on social media platforms about the Campaign (Sample Posts follow)
- Identify a local community event and staff a booth with Campaign materials
- Display a Campaign poster in a prominent place in your office and have brochures available
- Partner with a local business to advertise Children's Mental Health Awareness
- Ask your staff to wear green on May 7, 2020 in honor of National Children's Mental Health Awareness Day

**Children's Mental Health Awareness Week is a great time to learn more about children's mental health and to check out available resources to help ensure all children have the opportunity to be successful in school, at home, in the community, and in their future adult lives.**

Read more about the signs and symptoms of mental health problems and find resources, including our Family Resource Kit, at [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org)



## Fast Facts about Children's Mental Health

- Mental health refers to a person's overall emotional, behavioral and psychological well-being. It impacts how we think, feel and act, including how a child:
  - Feels about themselves
  - Relates to other children and adults
  - Handles change, stress and other life situations
- One in five children may experience a mental, emotional or behavioral health problem before age 18. These problems affect children of all demographic groups, regardless of education, income race or culture.
- 70% of school-aged children with a diagnosable mental illness do not receive treatment
- Ultimately, our hope is that more Maryland families, schools and communities will recognize the importance of mental health and connect families to help and support they need, so that all children have the opportunity to be successful in school, at home, in the community and in their future adult lives.

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Read more about the signs and symptoms of mental health problems and find resources, including our Family Resource Kit, at

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



## Sample Email Signature



Children's Mental Health Awareness Week is May 3-9, 2020! Visit [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) for resources or to join the Campaign as a School or Community Champion!





## Sample Newsletter Article or Blog Post

### Children's Mental Health Matters!

It's easy to know your child needs help dealing with a fever or broken bone, but mental health problems can be harder to identify.

#### ***You may be surprised to learn that:***

- 1 in 5 children experience a diagnosable mental health condition each year, yet only 20% are identified and receive treatment.
- 1 in 9 youth aged 13-18 experience a substance use disorder, yet only 7% receive services.

The tricky part of parenting is knowing the kinds of behaviors and moods that are usual for the stage of development your child is in - and when your child needs help.

Visit [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) to learn:

- what to do if your child needs help
- where to go for help
- how to access a wealth of free children's mental health resources
- how to get involved

#### **About the Children's Mental Health Matters! Campaign:**

The Children's Mental Health Matters Campaign is a collaboration of the Mental Health Association of Maryland and the Maryland Coalition of Families with support from the Maryland Department of Health - Behavioral Health Administration.

The Campaign Goal, with Community and School Champions across the state, is to raise awareness of the importance of children's mental health, and to connect parents and community members with resources. Children's Mental Health Awareness Week in Maryland will be celebrated May 3-9, 2020.



## Social Media Posts

All stakeholders (students, parents, school staff, mental health clinicians, community members) can spread the word about the Children's Mental Health Matters! Awareness week. Update your social media platforms or share these sample posts with your distribution lists of children, youth and family-serving organizations, associations, agencies and individuals, encouraging them to share with their contacts.

You can use these messages as stand-alone e-mail messages, a component of your signature block or to post on your website, blog, social media and other means of communicating with colleagues and families.

A first step is to follow the Campaign on our social media platforms:

- **Facebook:** [www.facebook.com/ChildrensMentalHealthMatters/](http://www.facebook.com/ChildrensMentalHealthMatters/)
- **Instagram:** [www.instagram.com/childrensmentalhealthmatters/](http://www.instagram.com/childrensmentalhealthmatters/)
- **Twitter:** [www.twitter.com/ChildrensMHM](http://www.twitter.com/ChildrensMHM)

When you post your stories and photos on social media, use the hashtag **#CMHMMaryland** so that your activities can be shared.

### 2020 Social Media Posts

Below are suggested posts for Children's Mental Health Awareness Week in Maryland:

**May 3:** Children's Mental Health Awareness Week is May 3-9, 2020 in Maryland. For more information, visit:

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

**May 4:** Did you know that 1 in 5 children experience a mental, emotional or behavioral health problem before the age of 18? Learn more at

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland



## Social Media Posts

**May 5:** Can you name 3 ways to help build resilience in a child? Some suggestions: listen, spend positive time, encourage play, encourage a good night's sleep, be consistent with rules and routines, promote mutual respect and trust. Find more facts and resources:

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

**May 6:** Every 13.7 minutes in the US, someone dies by suicide. You can help. Contact the Maryland Crisis Hotline if you need immediate help at 800-422-0009 or call 211, press 1. [www.help4mdyouth.org](http://www.help4mdyouth.org) #CMHMMaryland

**May 7:** Only 20% of children with mental disorders are identified and receive mental health services. Download the Family Resource Kit for information on where to get help. [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

**May 8:** Concerned about your child's mental health? Find facts and resources at [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

**May 9:** Research indicates that early identification and intervention can minimize the long-term impact of mental health conditions. Don't wait, get help today: [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

### **Additional post suggestions:**

> Have questions about children's mental health? Find answers:

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

> How can you help foster positive mental health in a child you love? Find ideas: [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

> Mental health challenges and disorders often develop during adolescence. Learn more about the signs and symptoms:

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

> Did you know that children who are bullied by their peers are likely to have increased thoughts about suicide that may persist into adulthood? Find fact sheets and resources to help stop bullying:

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) or [www.stopbullying.gov](http://www.stopbullying.gov)

#CMHMMaryland



## Social Media Posts

### Additional post suggestions:

> Depression in teens can often mimic what we consider "normal adolescent behaviors." Talk to your pediatrician if you are concerned.

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

> Year after year, suicide remains one of the top two leading causes of death for young people ages 15 to 24. If you or someone you know needs immediate help, call 800-422-0009, 2-1-1 - press 1, or go to your nearest emergency room. [www.help4mdyouth.org](http://www.help4mdyouth.org) #CMHMMaryland

> As the number of traumatic events experienced during childhood increases, the risk for the following problems in adulthood increases: depression; alcoholism; drug abuse; suicide attempts; heart and liver disease; pregnancy problems; high stress; uncontrollable anger; and family, financial, and job problems. With help from families, providers, and the community, children and youth can be resilient when dealing with trauma. Learn ways to build resilience: [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

> Studies on the brain show that physical, emotional, or sexual abuse in childhood can cause permanent damage to the brain, reduce the size of parts of the brain, impact the way a child's brain copes with daily stress, and can result in enduring problems such as depression, anxiety, aggression, impulsiveness, delinquency, hyperactivity, and substance abuse. With help from families, providers, and the community, young children can demonstrate resilience when dealing with trauma. Learn ways to build resilience: [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org) #CMHMMaryland

> Young children exposed to 5 or more adverse or traumatic life events in the first 3 years of childhood face a 76% likelihood of having one or more delays in their cognitive, language, or emotional development. With help from families, providers, and the community, young children can demonstrate resilience when dealing with trauma. For more information on ways to build resilience: <http://www.ChildrensMentalHealthMatters.org> #CMHMMaryland



## Additional Resources for Community Champions

Materials available for download from the Campaign website:

- One page **About the Campaign** overview
- Book list for **young children**
- Book list for **older children**
- **Resiliency Calendar**
- **CMHM Logo** or **Community Champion Graphic**
- Individual fact sheets from, or the entire contents of, a **Family Resource Kit**
- An **Educator Resource Kit** for those who work in a professional setting with children
- Looking for inspiration? See how **School and Community Champions celebrated Awareness Week in 2019!**