

About the Campaign

Now in its 12th year, the **Children's Mental Health Matters! Campaign** brings together non-profits, schools, agencies, and other partners with the goal to raise public awareness of the importance of children's mental health and substance use. The Campaign also helps reduce the stigma of mental health, lets parents know that they are not alone in caring for children with mental health needs, and connects families throughout Maryland with information and services to help their child. This statewide Campaign is co-sponsored by the Mental Health Association of Maryland and the Maryland Coalition of Families. We partner with many organizations that contribute to our efforts across the state: Maryland Association of Non-Public Special Education Facilities, Maryland Department of Disabilities, Maryland Department of Health, Maryland State Department of Education, and National Center for School Mental Health.

Why is this important?

Mental health is how we think, feel, and act. It affects how a child feels about himself/herself, relates to other children and adults, and handles change, stress, and other life situations. As many as **one in five** children experience a mental, emotional, or behavioral health problem before the age of 18, yet **70 percent** of school-aged children with a diagnosable mental illness **do not receive treatment**.

Ways to be involved

Join the Campaign as a Community Champion

State and local agencies, community groups, nonprofit organizations, and providers are invited to join the Campaign as a **Community Champion**. Champions commit to use their communication tools to share the Campaign locally and/or coordinate Awareness events. We provide Champions with a Digital Toolkit with suggestions for activities, social media posts, and more.

Join the Campaign as a School Champion

Maryland schools are invited to participate by becoming a **School Champion**. Schools can participate by designating an individual to be a School Champion Coordinator (or Team). This person or team is responsible for organizing at least one awareness raising event for their school during Awareness Week. We provide Champions with a Digital Toolkit and other materials to use in preparation for the week.

Check out website in early 2020 to join as a Champion at
[www.ChildrensMentalHealthMatters.org!](http://www.ChildrensMentalHealthMatters.org)

2020 Awareness Week

This year's Awareness Week, May 3 - 9, 2020, will feature dynamic, informative, and awareness raising events across the state of Maryland. Parents, educators, and anyone who cares for children are encouraged to visit our website to:

- see the schedule of events
- learn about the signs and symptoms of mental health problems
- find out where to go for help

For more information or to be added to our distribution list, please contact us:

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