Children’s Mental Health Matters! Campaign

The 2021 Children’s Mental Health Awareness Campaign made an incredible impact. Results:

100%
OF MARYLAND JURISDICTIONS
PARTICIPATION AS CHAMPIONS

270,000+
STUDENTS SUPPORTED THROUGH
CAMPAIGN RESOURCES

1,326,379
MATERIALS DISTRIBUTED

200+
200+ PIECE OF ARTWORK SUBMITTED FROM
YOUTH ACROSS MARYLAND FOR ANNUAL
CELEBRATING THROUGH ART: THE FIRST LADY’S MENTAL HEALTH AWARENESS YOUTH ART DISPLAY

500%
INCREASE IN ATTENDANCE AT VIRTUAL KICKOFF MEETING COMPARED TO YEARS PRIOR - 125 STAKEHOLDERS ATTENDED

"[Awareness Week is] always great! This year, required that we all think outside the box. This was one of the best year’s yet.”

ANNUAL CHAMPION PARTICIPATION:

<table>
<thead>
<tr>
<th>Year</th>
<th>School Champions</th>
<th>Community Champions</th>
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</thead>
<tbody>
<tr>
<td>2021</td>
<td>472</td>
<td>169</td>
</tr>
<tr>
<td>2020</td>
<td>600</td>
<td>199</td>
</tr>
<tr>
<td>2019</td>
<td>657</td>
<td>219</td>
</tr>
<tr>
<td>2018</td>
<td>485</td>
<td>190</td>
</tr>
<tr>
<td>2017</td>
<td>445</td>
<td>136</td>
</tr>
</tbody>
</table>
Key Champion Statistics

9/10 OF RESPONDENTS WERE SATISFIED OR VERY SATISFIED WITH THE CAMPAIGN RESULTS

1/3 OF RESPONDENTS LEARNED ABOUT THE CAMPAIGN FROM EMAIL/NEWSLETTER

58% OF RESPONDENTS WERE FIRST OR SECOND YEAR PARTICIPANTS

63% OF RESPONDENTS WERE FIRST OR SECOND YEAR SCHOOL CHAMPIONS

“One student who had not been attending virtual school daily wrote the Principal and shared that she was having mental health concerns as a result of a Morning Announcement she heard. Staff were able to intervene as a Risk Assessment had to be conducted and parents were notified of the student’s concerns.”

Partnerships

Thank you to our Campaign Partners. Their commitment to cultivating Champions within their communities across Maryland is vital to the success of the Campaign. As the Campaign continues to grow, we are pleased to welcome new partners.

Coordinated by: