



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

ANNUAL CHAMPION PARTICIPATION:

Year	School Champions	Community Champions
2021	472	169
2020	600	199
2019	657	219
2018	485	190
2017	445	136



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

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.”

“We really enjoyed being a Community Champion and being able to connect with other community champion organizations to promote county-wide efforts. We received positive feedback about our lobby displays and appreciated having all of the educational materials from CMHM to distribute. We were able to partner with other organizations, including the American Foundation for Suicide Prevention, to enhance the impact of our outreach efforts. For example, we co-hosted a Talk Saves Lives event during Children’s Mental Health Awareness Week.”

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:

