



I am
Unique

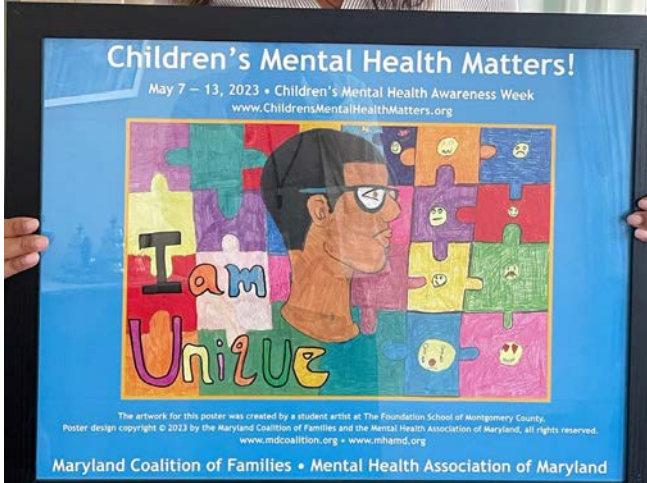
2023 Wrap-Up Report

The Children's Mental Health Matters Campaign has been a Maryland tradition for more than a quarter of a century—supporting children's mental health by increasing public awareness, reducing stigma, and connecting children and families with resources, support, and community.

Each year, the Campaign brings together nonprofits, schools, local businesses, and community leaders from across the state and offers guidance, support, and resources to ensure success. This report illustrates the impact of our 2023 Campaign.

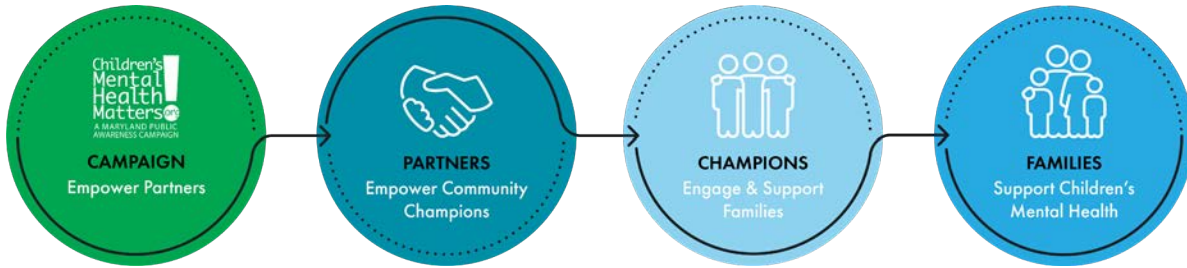
Welcoming First Lady Dawn Moore

In 2023, we were thrilled to have Maryland's First Lady, Dawn Moore, join the Campaign as our Honorary Chair. She has taken on the cause of supporting children and youth and we thank her for her efforts to promote mental health awareness and share resources for those in need. In her travels participating in campaign awareness events, she surprised students with school visits and had the chance to join in on the fun. We look forward to her continued partnership in the years ahead.



Engaging Champions Across the State

The Children’s Mental Health Matters Campaign brings together a statewide network of schools and community organizations – **534 CMHM children’s mental health champions in 2023** – that help us to broaden our reach and support children and families in every Maryland county.



Raising awareness and support for children’s mental health takes a village. Each year, the Campaign invites Maryland schools and community organizations to come together and participate in the campaign as champions. Our champions are a vibrant network of passionate advocates who are taking action to improve the trajectory for Maryland’s children and families. Champions are given tools and ongoing guidance to support them in their community outreach efforts.

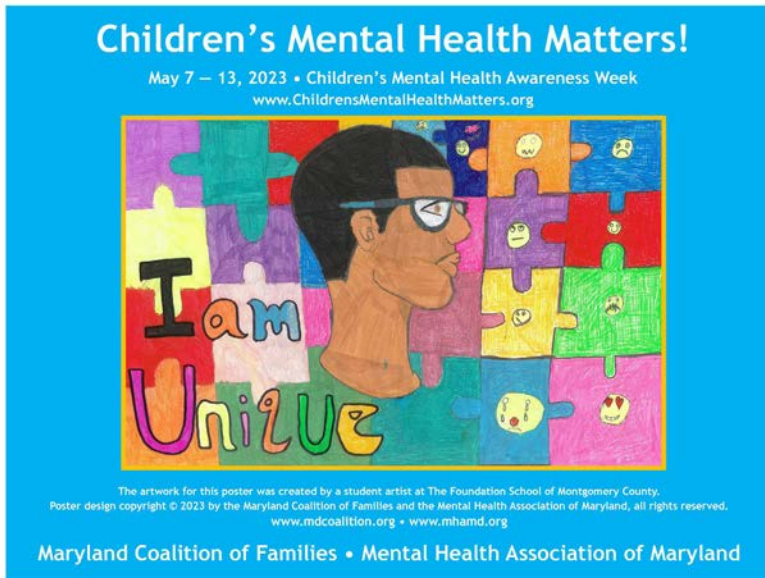


STATEWIDE CHAMPION REACH:

County	Total
Statewide	19
Allegany	6
Anne Arundel	19
Baltimore City	60
Baltimore Co	58
Calvert	4
Caroline	27
Carroll	49
Cecil	17
Charles	11
Dorchester	9
Frederick	6
Garrett	4
Harford	35
Howard	46
Kent	4
Montgomery	20
Prince George’s	77
Queen Anne’s	21
St. Mary’s	4
Somerset	6
Talbot	14
Washington	3
Wicomico	47
Worcester	13

The 2023 Campaign Poster: “Unique”

Each year, student artwork is selected and featured in our annual Children’s Mental Health Matters poster. 42 students submitted pieces for this year’s artwork competition, hosted by Maryland Coalition of Families. **This year’s winner was 16-year old Irving**, who attends The Foundation School of Montgomery County. Irving titled his piece: “Unique.”



IRVING’S INSPIRATION:
Good mental health is like a puzzle. The pieces and how they go together and the picture they form is unique for each person.

During Mental Health Awareness Month, Irving and his school were presented with a framed copy of the poster by staff and board members from the Maryland Coalition of Families.



Leveraging Powerful Partnerships

Our campaign partners are aligned in mission and values—leveraging networks and resources to strengthen the 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.

Thank you to our campaign partners for making our 2023 Children’s Mental Health Matters campaign another success!

THANK YOU TO OUR CAMPAIGN PARTNERS!



Awareness Week, May 7-13, 2023

Community and School Champions engaged thousands of Maryland children and families throughout the year, culminating in a series of local events during Awareness Week, May 7-13, 2023. Each Champion brings unique energy and creativity to inspire awareness in their communities.



This year, newly elected Governor Moore issued a proclamation in support of the Campaign and the many awareness activities occurring in communities across the state.



Awareness Week, May 7-13, 2023 CONT.



On Thursday, May 11th, our community joins together in wearing green in support of children's mental health awareness.



Awareness Week, May 7-13, 2023 CONT.



2023 Campaign Highlights

The 2023 Children’s Mental Health Matters Campaign made an incredible impact, with over 500 Champions leading efforts in their local communities.

352
SCHOOL CHAMPIONS

182
COMMUNITY CHAMPIONS

213,380
STUDENTS SUPPORTED THROUGH
CAMPAIGN RESOURCES

233,336
MATERIALS DISTRIBUTED

CHAMPION DATA OVER TIME:

Year	School Champions	Community Champions
2023	352	182
2022	388	147
2021	472	169
2020	600	199
2019	657	219

YTD WEBSITE & SOCIAL MEDIA DATA:

WEBSITE
Pageviews
440,824

Resource
Downloads
9,792

FACEBOOK
Total Reach
366,345

TWITTER
Total Impressions
44,719

INSTAGRAM
Total Reach
16,893



Listening to Our Champions

Following Children’s Mental Health Awareness Week, Community Champions and School Champions were asked to complete an online survey to share their experience and feedback about the 2023 Campaign.

RESULTS FROM THE 2023 CHAMPION SURVEY:

100% of Champions surveyed would be interested in participating in outreach/training events throughout the year.

How long Champions have participated in the Campaign:

36.73% — 1st year

14.29% — 1-2 years

26.53% — 3-5 years

22.45% — 6+ years

Champions rated their satisfaction with this year’s toolkit. The average was **84/100**.

Champions identified the **most useful resources** in the 2023 Campaign Toolkit:

1. Ideas & Tips for Champions
2. Campaign Resources/Activity List
3. Social Media: Handles & Graphics
4. Important Dates & Champion Checklist
5. Social Media: Sample Posts

The **top 5 benefits** Champions believe their activities offered:

1. Parents learned about resources
2. Reduced stigma in community
3. Students learned about resources
4. Students learned skills
5. Community strength building



Looking Ahead

During next year's campaign, we plan to:

- Seek improved partnerships with stakeholders to expand the CMHM message
- Support Champions with taking on larger role in the campaign through different partnership opportunities
- Increase tools shared to offer activities throughout the year as requested
- Create opportunities to access branded CMHM promotional items
- Increase education and training to families and community partners on children's mental health content
- Opportunities to recognize activities and programs that exemplify the campaign values
- Opportunities for business partnership in the campaign



Children's Mental Health Matters!

May 7 – 13, 2023 • Children's Mental Health Awareness Week
www.ChildrensMentalHealthMatters.org



The artwork for this poster was created by a student artist at The Foundation School of Montgomery County.
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www.mdcoalition.org • www.mhamd.org

Maryland Coalition of Families • Mental Health Association of Maryland

For more information, please visit ChildrensMentalHealthMatters.org.

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