



# CHILDREN'S MENTAL HEALTH MATTERS!

MARYLAND'S STATEWIDE CHILDREN'S MENTAL HEALTH  
CAMPAIGN

# ABOUT THE CAMPAIGN

An initiative of the Mental Health Association of Maryland (MHAMD), with support from the Maryland Department of Health-Behavioral Health Administration and Maryland Family Network. For 27 years, the Campaign has brought together partners, schools, & community organizations with the following goals:



01

increase public awareness of children's mental health and substance use challenges

02

reduce stigma surrounding mental health and substance use challenges

03

connect children and families with information, tools for prevention, and support of mental health challenges

04

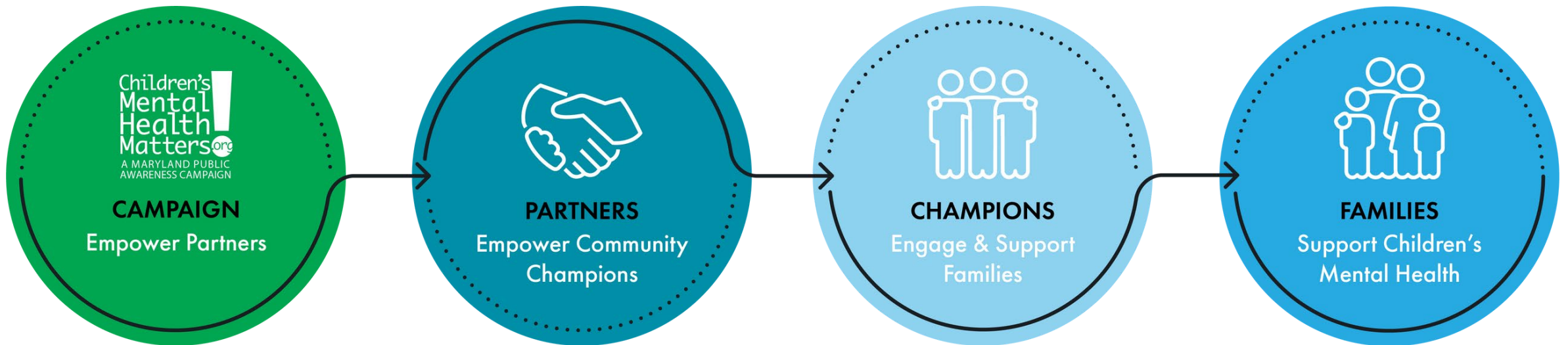
highlight creative, innovative, and impactful efforts of local communities across Maryland

05

provide opportunities for Campaign Partners and Champions to be a role model

# EMPOWERING OTHERS TO TAKE ACTION

Children's mental health is more critical now than ever. By equipping adults with resources and improved understanding, we have the opportunity to change the trajectory of children's lives.



# Campaign Reach

485



# Children's Mental Health Matters!

May 5 - 11 • Children's Mental Health Awareness Week

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



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[www.mdcoalition.org](http://www.mdcoalition.org) • [www.mhamd.org](http://www.mhamd.org)

**Maryland Coalition of Families • Mental Health Association of Maryland**

To order a poster please email [info@mdcoalition.org](mailto:info@mdcoalition.org)

## Some Highlights from the Toolkit

- Resources

<https://www.childrensmentalhealthmatters.org/resources/downloads/>

- Morning Script Announcements

- Champion Store

<https://cmhm-champions.printify.me/products>

- Sections for Individuals/Families, Schools, Businesses
- Email Signatures and Social Media Graphics

Have you seen  
your 2024  
UPDATED  
Toolkit!?!?

# TAKE ACTION!

## Utilize Resources

- Utilize resources in your 2024 Toolkit
- Browse online resource directory

## Attend Monthly Mental Health Webinars

- The 3<sup>rd</sup> Thursday of the month 11:30am-12:30pm
  - April 18<sup>th</sup> 11:30-12:30 **Supporting Your Child with Autism Spectrum Disorder** <https://events.mhamd.org/o0HUhk6/5a3LRc6TDbA>
  - May 16<sup>th</sup> 11:30-12:30 **Supporting Your Healing Spaces: Reducing Trauma, One Garden at a Time** <https://events.mhamd.org/o0HUhk6/5a3LRc8PBmr>

## Plan Awareness Events & Activities

- Share details & help us measure state impact
- <https://www.surveymonkey.com/r/CMHMevents>

## Attend a Champion Rally

- Next one is June 11:30am-12:30pm



# IMPORTANT DATES THIS MAY 2024



5<sup>th</sup>-11<sup>th</sup>

Children's Mental  
Health  
Awareness Week

7<sup>th</sup>

Wear **GREEN** for  
National  
Children's  
Mental Health  
Awareness Day

18<sup>th</sup>

from 11:30AM-  
12:30PM: May  
Children's  
Mental Health  
Webinar

Check out the CMHM Events Calendar to learn about upcoming awareness events:  
<https://www.childrensmentalhealthmatters.org/events/>





# Last Chance to Order Promo Kits!

<https://www.surveymonkey.com/r/XRQ9WWY>

# Let us Know About Your Events!

<https://www.surveymonkey.com/r/CMHMevents>

**Backpack Healthcare** aims to provide personalized, accessible, and inclusive mental health care to the most vulnerable and underserved children nationwide.

View their website for more information at:

[www.hellobackpack.com](http://www.hellobackpack.com)

We look forward to working together to support the wellbeing of families and communities across Maryland!

THANK YOU TO OUR  
SUPER HERO SPONSOR:

**backpack**<sup>™</sup>

Email us at: [info@cmhm.mhamd.org](mailto:info@cmhm.mhamd.org)

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