



2026

# Children's Mental Health Matters Campaign Pre-Launch Rally

November 18, 2025



[ChildrensMentalHealthMatters.org](https://ChildrensMentalHealthMatters.org) | [MHAMD.org](https://MHAMD.org)

# Agenda

- Welcome
- Campaign Team & Partners
- About the Campaign
- 2025 Recap
- 2026 Updates
- Important Dates & Links
- Call to Action!

# Campaign Team



**Heidi Rochon**  
Chief Program Officer



**Angie McRae**  
Child & Family Engagement Mgr.



**Rony Ngamliya-Ndam**  
Child & Family Program Mgr.

# Campaign Partners



MARYLAND  
FAMILY  
NETWORK



**Behavioral Health System**  
Baltimore



**BHIPP**  
Maryland Behavioral  
Health Integration in  
Pediatric Primary Care

# About the Campaign

For more than 25 years, the Children's Mental Health Matters Campaign has brought together nonprofit agencies, schools, businesses and other agencies with the following goals: raising public awareness of the importance of children's mental health and substance use, helping reduce the stigma of mental health, and connecting families, educators and providers throughout Maryland with resources to help children.

Increase public acceptance of children's mental health as important component of child well-being

Open up conversations about mental health and substance use and reduce stigma

Strengthen access for children and their families to the resources necessary to prevent and support mental health challenges

Highlight and celebrate innovative efforts of Champions for Children's Mental Health

Provide opportunity for Campaign Partners and Champions to amplify their voices

# 2025 Campaign Recap

- **+720 Champions**
- **980 Schools impacted**
- 115 Promo Kits filled
- 19 Champion events promoted on the CMHM Website
- 20+ CMHM Team Outreach Events
- 655 Monthly Webinar attendees
- 56 Rally Attendees
- *Additional information in the 2025 Annual Wrap-Up Report*



# 2026 Campaign Updates

- ❖ Promo Packs – standard size for all requests
- ❖ Champion Corner – dedicated page for all Campaign details
- ❖ Merch Store – the online store will feature favorites from last year and new items
- ❖ Annual Poster Contest – Launches this week!

# Promo Packs



- One standard size for all requests
- Serves up to 50 -100 attendees
- Includes campaign favorites: color-changing pencils, wristbands, and bookmarks
- **NEW** items – light-up yo-yos, puzzle pens
- Requests available in early Spring



Home // Champion Corner

The Champion Corner is a new space designed for current Champions to get all the information they need in one place! Check back here throughout the Campaign to get up to date information. Not a Champion yet? [Go here to learn more and sign up!](#)

- 📅 Important Dates +
- 🔗 Important Links +
- 👍 Follow the Campaign on Social Media +
- # Campaign Tags +
- 👤 Help us Grow our Network of Champions! +
- 📺 Past Champion Rally Recordings +

Browse our [Frequently Asked Questions](#) for more information.

- Introduced last year with great reception
- “Go-to” location for all things related to the campaign
- Updated regularly





## 2026 Children's Mental Health Matters Campaign Online Merch Store

### All products

28 items

Sort by: Recommended



Children's Mental Health Mat...  
\$21.60



Square Sticker Roll — "Childr...  
\$76.03



Mouse Pad (Rectangle)  
\$4.99



Accessory Pouch w T-bottom  
\$6.99



Teal Weekender Tote Bag  
\$20.99



Car Magnets  
\$3.99



Colorful Mugs (11oz, 15oz)  
\$7.99



Spiral Notebook - Ruled Line  
\$6.99

- CMHM branded products to help make your campaign a success
- Look out for flash sales throughout the campaign
- Three lucky attendees today will get receive a prize!

Calling All Young Maryland Artists!

# ART POSTER CONTEST!

Children's  
Mental  
Health  
Matters.org  
A MARYLAND PUBLIC  
AWARENESS CAMPAIGN

Contest Theme: "No Judgement, Just Help"

"No Judgement, Just Help" is more than our theme—it's the mission of the 988 Suicide & Crisis Lifeline. This critical resource ensures no Marylander faces mental health challenges alone.

We're asking Maryland students to illustrate this message of hope. The winning artwork will become the official 2026 Children's Mental Health Matters Campaign poster, inspiring people statewide to reach out for support.

## ARTWORK SPECIFICATIONS

Create original artwork that reflects the theme, "No Judgement, Just Help." The art piece should encourage openness, challenge stigma, and inspire others to seek help when they need it.

### Format:

- Square formatting, 14" x 14" preferred
- Background should be filled in and empty space kept to a minimum
- Two-dimensional artwork only

## CONTEST RULES

- The contest deadline is February 6, 2026.
- One entry per student.
- Artists may collaborate on an art piece.
- Completed consent form must be included for each submitted piece of artwork.

Submit Your  
Artwork!



Visit [childrensmentalhealthmatters.org](https://childrensmentalhealthmatters.org) to learn more and submit your artwork!



Children's  
Mental  
Health  
Matters.org  
A MARYLAND PUBLIC  
AWARENESS CAMPAIGN

- Theme "No Judgement, Just Help"
- Partnering with Maryland Department of Health/988
- Open to all Maryland students up to age 18
- Share far and wide with fellow educators, providers, families, and kids' organizations

[ChildrensMentalHealthMatters.org](https://ChildrensMentalHealthMatters.org) | [MHAMD.org](https://MHAMD.org)

# Sponsorship

- Introduced in 2024
- Past sponsors:
  - Backpack Healthcare
  - Kros Learning Group
  - Breakthrough Therapeutics
- New lower level(s) to be added this year
- Released in Dec '25/Jan '26



## Why Sponsor the Children's Mental Health Matters Campaign?

For over 25 years, the Children's Mental Health Matters Campaign in Maryland has been dedicated to raising awareness, reducing stigma, and connecting families with vital resources. By sponsoring the 2025 Campaign, you will:

- > Help distribute essential resources and information to schools and communities.
- > Expand the campaign's reach with increased engagement activities throughout the year.
- > Play a crucial role in reaching additional underserved populations and communities.
- > Join a growing community of advocates.
- > Be recognized as a leader in promoting healthy families and communities.

Your support sends a powerful message that your business or organization recognizes that mental health is more than the absence of a disorder. Mental health influences children's thoughts, emotions, and actions, impacting their developmental milestones, social skills, and ability to cope with challenges. Supporting mentally healthy childhoods contributes to positive quality of life, fostering thriving families and communities. This sponsorship is not only an endorsement of these values and of building strong communities but is also an opportunity to increase awareness, share your commitment with a broader network, and enhance your brand presence across every county in Maryland.

### 2024 Campaign Reach



**23.9K**

Social Media  
Followers



**9.6K**

Email  
Subscribers



**45K**

Website  
Pageviews\*



**+700**

Champions



**+400K**

Children and  
Families

\*Website data unavailable for July 1-August 6.

*Samples from last year's Sponsorship materials.*

[ChildrensMentalHealthMatters.org](https://ChildrensMentalHealthMatters.org) | [MHAMD.org](https://MHAMD.org)



# Presentations and Webinars

## Interested in having the Campaign team present to your organization?

- We'll share the history, mission and details of the Campaign to your organization virtually or in-person.
- Presentations can run from 15 – 30 minutes.

## Interested in being a CMHM Webinar presenter?

- The 3<sup>rd</sup> Thursday of each month, we bring topics related to children and families' mental health and wellbeing.
- Presentations can run from 45-55 minutes.

# Important Dates

**Nov 18** – Poster Contest opens

**Jan** – Champion sign-up officially opens

**Feb 6** – Poster contest deadline

**Feb 10** - Champion Rally: Kicking Off the 2026 Campaign

**Mar** – Promo Pack requests open

**Apr 7** – Champion Rally: Gearing Up for CMHM Awareness Week

**May** – Champions Only Question Persuade Refer (QPR) Suicide Prevention Training

**May 3 - 9** - CMHM Awareness Week

**May 7** – **Wear Green Day!**

**May 26** – Champion Rally: Celebrating Your Successes

# Important Links

## Be a Champion:

[childrensmentalhealthmatters.org/champion2026](https://childrensmentalhealthmatters.org/champion2026)

## Campaign Events:

[childrensmentalhealthmatters.org/events](https://childrensmentalhealthmatters.org/events)

## Follow us on Social Media:

- Facebook: [@ChildrensMentalHealthMatters](https://www.facebook.com/ChildrensMentalHealthMatters)
- Instagram: [@childrensmentalhealthmatters](https://www.instagram.com/childrensmentalhealthmatters)
- X: [@ChildrensMHM](https://twitter.com/ChildrensMHM)
- LinkedIn: [linkedin.com/company/childrensmentalhealthmatters](https://www.linkedin.com/company/childrensmentalhealthmatters)

# Call to Action!

## Become a Champion!

Sign up your school, business or organization today

## Utilize Campaign Resources

Browse our online resource directory and utilize the Digital Toolkit (coming in early 2026)

## Attend Monthly Webinars

3<sup>rd</sup> Thursday each month

## Get Connected

Sign up for the Children's Newsletter

## Plan Awareness Events & Activities

Share details and help us measure impact



# Contact Us



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