

Children's Mental Health Matters 2026 Campaign

Kicking Off the 2026 Campaign



An Initiative of

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

Welcome & Reminders:

- This session is being recorded and will be available on the CMHM Website
- Three (3) new CMHM Merch winners to be selected from today's webinar!
- Let's see who's here today!

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



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.

Our mission:

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

What is a Champion?

Advance the Campaign Mission!

Dedicated to raising awareness, reducing stigma, promoting protective factors, and increasing access to resources to improve the mental wellness of Maryland's children and families.

Champions can be:

- School administrators
- Teachers
- Students
- Advocates
- Community members
- Family members
- Businesses
- Non-profits
- Service providers
- Government officials
- Government agencies
- Community leaders

How to Advocate:

Advocacy can range from hosting or joining an event, promoting the campaign through your social media channels, or simply using the campaign signature in your email.

Benefits:

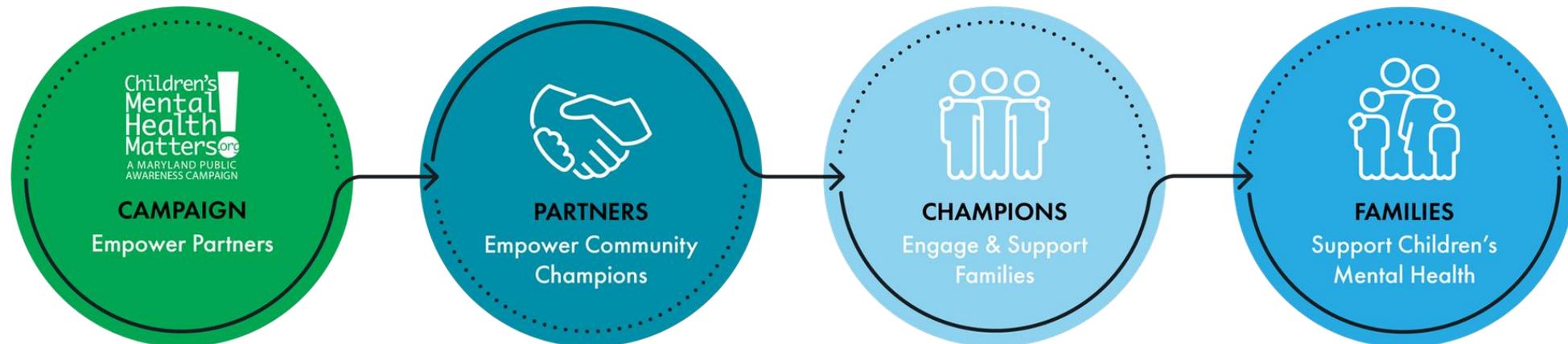
Shared Learning Opportunities: Gain insights from statewide Champions.

Event and Activity Support: Host impactful events to promote mental health awareness.

Digital Resources: Access comprehensive materials to enhance your efforts.

Empowering Others to Take Action

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



2026 Campaign Highlights

- ❖ **Announcing soon -**
- ❖ **Current Champions** – no need to re-register! Rolled over, opportunity to update info
- ❖ **Poster Contest** - partnering with MDH/988, deadline extended through February 20th. Winning poster to be revealed soon.
- ❖ **Champion Corner** – dedicated page for all Campaign details. Bookmark the page to stay up to date.
- ❖ **Promo Pack** – one standard size, fulfillment will begin in mid-March
- ❖ **Merch Store** – the online store will feature favorites from last year and new items
- ❖ **Digital Toolkit** – new, improved layout
- ❖ **QPR (Question, Persuade, Refer) Suicide Prevention Course – Focus on Youth** – registration is open, limited space!

Planning Your Events and Engagement

The CMHM Team is here to make your events and efforts a success!

- Sharing Ideas for events
- Examples:
 - Walk & Chalk
 - Art Party
 - School Assembly
 - Neighborhood Block Party

Call to Action!

Be a Champion!

[Sign up your school, business or organization today](#)

Utilize Campaign Resources

[Browse our online resource directory](#)

[Utilize the Digital Toolkit](#)

Attend Monthly Webinars & Champion Rallies

[3rd Thursday each month](#)

Get Connected

[Sign up for the Children's Newsletter](#)

Plan Awareness Events & Activities

[Promote your public events on our website](#)

[Share the impact of your completed events](#)



Presentations and Webinars

CMHM Presentations

- 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.

Submit your request here: [CMHM Presentation](#)

Host a CMHM Webinar

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

Submit your request here: [Host a CMHM Webinar](#)

Sponsorship Opportunities

Thank you to our 2026 Sponsors to date:

- * Uneo Health
- * Parents Place of Maryland



[Read about our 2026 Sponsorship Opportunities](#)



SHARE THIS LINK!!

childrensmentalhealthmatters.org/sponsor

ChildrensMentalHealthMatters.org | MHAMD.org

Important Dates

- ✓ **Feb** – Champion sign-up officially opens
- ✓ **Feb 10** - Champion Rally: Kicking Off the 2026 Campaign
- Apr 14** – Champion Rally: Gearing Up for CMHM Awareness Week
- May 3-9** - CMHM Awareness Week
- May 7** – **Wear Green Day!**
- May 12** – QPR For Parents and Caregivers
- Jun 10** – Champion Rally: Celebrating Your Successes

Important Links

Be a Champion:

childrensmentalhealthmatters.org/champion2026

Champion Corner:

www.childrensmentalhealthmatters.org/champion-corner/

Campaign Events Calendar:

childrensmentalhealthmatters.org/events

Share your events on CMHM website:

www.childrensmentalhealthmatters.org/2026-champion-event-form/

Sponsor the Campaign:

childrensmentalhealthmatters.org/sponsor

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)

Contact Us



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