

Children's Mental Health Matters!

a Maryland public awareness campaign

About the Campaign

Now in its tenth year, the Children's Mental Health Matters! Campaign brings together non-profits, schools, agencies and other partners with the goal to raise public awareness of the importance of children's mental health and substance use. The Campaign also helps reduce the stigma of mental health, lets parents know that they are not alone in caring for children with mental health needs, and connects families throughout Maryland with information and services to help their child. This statewide Campaign is coordinated by the Mental Health Association of Maryland and the Maryland Coalition of Families.

Why is this important?

Mental health is how we think, feel and act. It affects how a child feels about himself/herself, relates to other children and adults, and handles change, stress and other life situations. As many as **one in five children** experience a mental, emotional or behavioral health problem before the age of 18, yet **70 percent** of school-aged children with a diagnosable mental illness **do not receive treatment**.

Ways to be involved

Join the Campaign as a Community Champion

State and local agencies, school systems, community groups, nonprofit organizations and providers are invited to join the Campaign as a **Community Champion**. Champions commit to use their communication tools to share the Campaign locally. Examples of activities include sharing the Campaign via newsletter articles, social media and organizational website; hosting events, distributing Campaign materials; and encouraging staff to wear green during Awareness Week. Check the Campaign website in early 2018 to sign up at www.ChildrensMentalHealthMatters.org/Community-Champions

Join the Campaign as a School Champion

Maryland schools are invited to participate by becoming a **School Champion**. Schools can participate by designating someone to be a School Champion Coordinator (or Team). The School Champion Coordinator will be responsible for organizing at least one awareness raising or educational event for their school during Awareness Week. We will provide Champions with materials and information including tips on how their school can participate. Check the Campaign website in early 2018 to join our efforts at www.ChildrensMentalHealthMatters.org/School-Champions

2018 Awareness Week



This year's Awareness Week, May 6 -12, 2018, will feature many informative and dynamic events and educational opportunities. Parents, educators and anyone who cares for children are encouraged to visit our website to:

- see the schedule of events
- learn about the signs and symptoms of mental health problems
- find out where to go for help

For more information or to be added to our distribution list, please contact us:



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