



May is

Mental Health Matters Month



EachMindMatters.org

Learning Exchange: Tips & Tools for Mental Health Matters Month

March 7, 2017

Introductions



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Sacramento, CA



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Alameda, CA



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Orange County, CA



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San Diego, CA

Each Mind Matters

Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.



Welcome!

- Please mute your line
- If you have a question, technical problem or comment, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel





Agenda:

- **EMM Mental Health Toolkit**
 - ❑ An overview of the toolkit, including a Lime Green Champion and Sidewalk Talk activity
 - ❑ A discussion of awareness activities and examples from county and community organizations
- **Learning Exchange**
 - ❑ An open dialog and learning exchange to discuss ideas, challenges and lessons learned

Our Core Message



Unite

Improve

Amplify

Empower



Thank you for being a part of Mental Health Matters Month

The toolkit includes:

- Sidewalk Talk Activity
- Lime Green Champions Ribbon Wall Activity
- Email Blasts
- “Show Your Lime Green Spirit” Activity Ideas
- Social Media Posts
- Resources

Note that these materials can be found and **downloaded** at EachMindMatters.org

Mental Health

Stories

Get Involved

Events

Resources

Blog



Home / Shop / News / Contact / Newsletter / **Get Involved**

Mental Health / Stories / **Get Involved** / Events / Resources / Blog

Get Involved

We all have mental health, and our voices are amplified when we speak up together. California's Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health. There are many ways to add your voice and strengthen the movement.



Spread the Word

Learn more about the movement and get tools to help inform others.

More



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Spread the Word

Learn more about the movement and get tools to help inform others.

Why is World Mental Health Month?

World Mental Health Month is a global observance that raises awareness and promotes mental health. It is a time to educate the public about mental health and to encourage people to seek help if they need it. World Mental Health Month is celebrated every year in October.



Partnership with Sidewalk Talk



www.sidewalktalksf.com

Lime Green Champions

- Ribbon Wall Activity Instructions
- Fabric Ribbons (not provided)
- Ribbon Wall Ribbons
- Markers and Tape (not provided)



Can be ordered from EachMindMatters.org

May is
Mental Health Matters Month

JOIN THE MOVEMENT

Half of us will experience a mental health challenge in our lifetime. Show your support for increasing mental health awareness by participating in our **Lime Green Ribbon Pledge!**

- 1**
Sign a paper ribbon to show that you believe Each Mind Matters.
- 2**
Take a lime green ribbon and wear it all month.
- 3**
Talk to your family and friends about the importance of mental health.

For more information about Mental Health Matters Month and the Each Mind Matters movement, visit EachMindMatters.org.

Each Mind Matters is a registered trademark of the University of Illinois. © 2010, U.I.U.

Lime Green Champions



Implementing a Ribbon Wall Activity can be done in four easy steps.

- 1** Choose a blank wall in your office or other public area with high foot traffic.
- 2** Identify a small table to set up next to the wall and lay out the paper ribbons, pens, tape and fabric ribbons. Set the table-top instruction sign on the table next to the other supplies.
- 3** Put the Ribbon Wall Activity poster on the wall to draw attention to the promotion. You can get it started by signing the first lime green ribbon!
- 4** Inform others about the Ribbon Wall – make an announcement at a staff meeting or send out the sample e-blast to members of your organization to encourage them to participate.

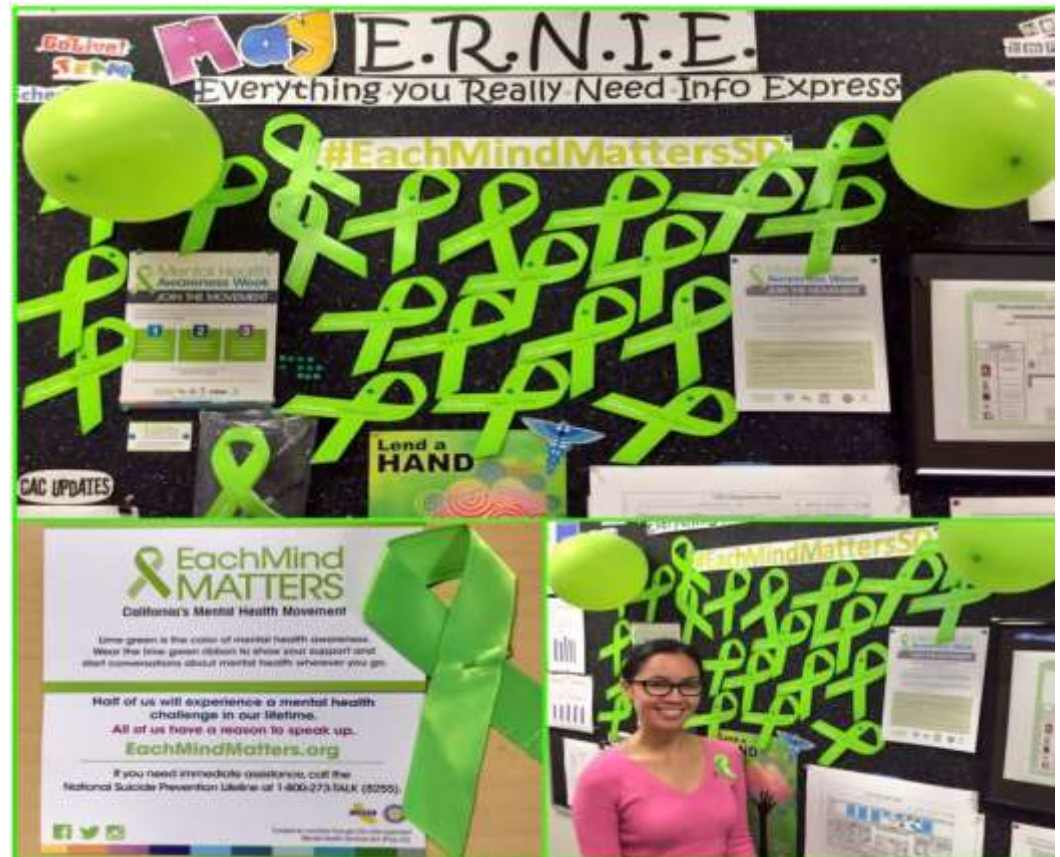


San Diego County

Last May Lime Green was seen throughout San Diego County with the distribution of:

- 1,000 wristbands,
- 2,500 Ribbon Wall Ribbons,
- and 17,000 Green Ribbon Pins

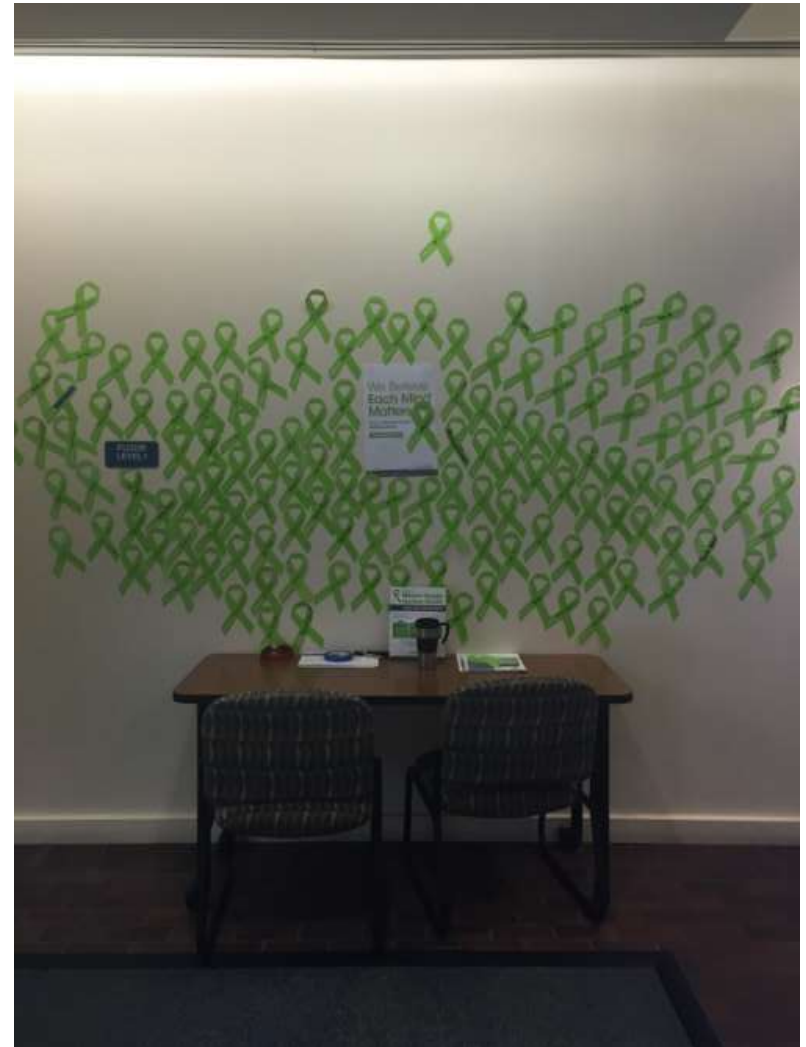
to all county staff.



Sutter/Yuba Counties



San Bernardino County



Orange County



Learning Exchange:

How have you used green ribbons to raise awareness?



Email Blasts

Toolkit Includes:

- 5 Customizable Email Templates



Here's a weekend challenge: Take what you've learned this week and continue to share it with others. Whether it is starting a conversation about mental health awareness, the significance of lime green or sharing the resources we've provided. If you need some help, here's a [handout](#) you can print to remind everyone that each mind matters. You can also share this [two-minute video](#).



Mental Health Awareness Week

JOIN THE MOVEMENT

This year, make a resolution for a healthier body and mind.
Join Orange County Health Care Agency for
Mental Health Awareness Week
January 11-17, 2016

Here are a few ways you can get involved and show your support:

1. **Help create our Lime Green Ribbon Wall.** Lime green ribbons to sign will be available in many locations throughout Orange County. Visit the Behavioral Health OC Links Blog for a list of locations, then add your name to the wall!
2. **Learn more about how mental health stigma affects all of us** and what you can do to help change our community.
3. **Take our daily challenges all week long:**

Monday: Lime green is the national color for mental health. Submit a photo showing your mental health and lime green spirit and win prizes!

Tuesday: Don't miss out on your chance to add your name to the Lime Green Ribbon wall, locations are all over Orange County, find one near you.

Wednesday: It's Wellness Wednesday! Watch your email for some great tips and tricks to be happier at work and in the rest of your daily life.

Thursday: Show your support on social media. Add the Each Mind Matters ribbon to your Facebook or Twitter profile photo, or make a pledge online.

Friday: See how young people in the OC are getting involved and watch the award-winning public service announcements created by youth for youth.

Saturday and Sunday: Wear your lime green ribbon all weekend and talk to your family and friends about why Each Mind Matters to you.



Each Mind Matters is a registered trademark of Orange County Health Care Agency.

Mental Health Awareness Week

JOIN THE MOVEMENT



Monday, May 9, 2016

Mental Health Awareness Week - Day One: Have a Lime Green Conversation!

Today is the first day of the County of San Diego's Mental Health Awareness week! Do you know about Lime Green?

Lime green is building momentum as the national color for mental health awareness. Wearing the lime green ribbon is a great way to open an honest dialogue with friends, family, classmates and co-workers about mental health. It's an easy way to show your support.

Every person plays an important role in helping people feel comfortable by having open conversations and encouraging those who need it to seek support.

Watch the video at <https://vimeo.com/129273542> to start your first dialogue. Remember you could make all the difference in one person's life. Do it today!

If you or someone you care about is in crisis and needs immediate help, call the Access and Crisis Hotline at (888) 724-7240.



Additional non-crisis resources for eligible employees and their household members can be found on the [Employee Assistance Program](#) website, or you can call 1-888-777-6885 twenty-four hours a day.



Funded by counties through the voter-approved Mental Health Services Act (Prop. 63)

Social Media Guide

■ May is Mental Health Matters Month and lime green is the national color of awareness. Show us how you are incorporating lime green in May.  your photos with us and get your lime green gear at EachMindMatters.org.

■ Social media can be a powerful tool to initiate change. Watch our quick video with helpful tips on ways to use your social media channels to be a part of the mental health movement.
<https://vimeo.com/134363573>




Each Mind Matters Social Media Channels

Campaign Hashtags: #EachMindMatters
#MillionsLikeMe

 Instagram: [Instagram.com/EachMindMatters](https://www.instagram.com/EachMindMatters)

 Facebook: [Facebook.com/EachMindMatters](https://www.facebook.com/EachMindMatters)

 Twitter: [@EachMindMatters](https://twitter.com/EachMindMatters)

- Wear the “Twibbon” on your social media profile picture. You can easily add a “Twibbon” from: <http://twibbon.com/Support/each-mind-matters>
- RT to let others know they aren’t alone if they ever need to talk. Being open and honest is the best way to end stigma!
[#EachMindMatters](https://twitter.com/EachMindMatters)
- Show your support for Mental Health Matters Month and [#EachMindMatters](https://twitter.com/EachMindMatters) wherever you are by using the hashtag [#MillionsLikeMe](https://twitter.com/EachMindMatters)

🎗️ Social Media Guide



Join The Movement
EachMindMatters.org

#MillionsLikeMe

NIMH NIH

Each Mind Matters - Join the Movement

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🎗️ Social Media Guide

🎗️ Headaches and broken arms can heal,
And with help, so can the things we feel.



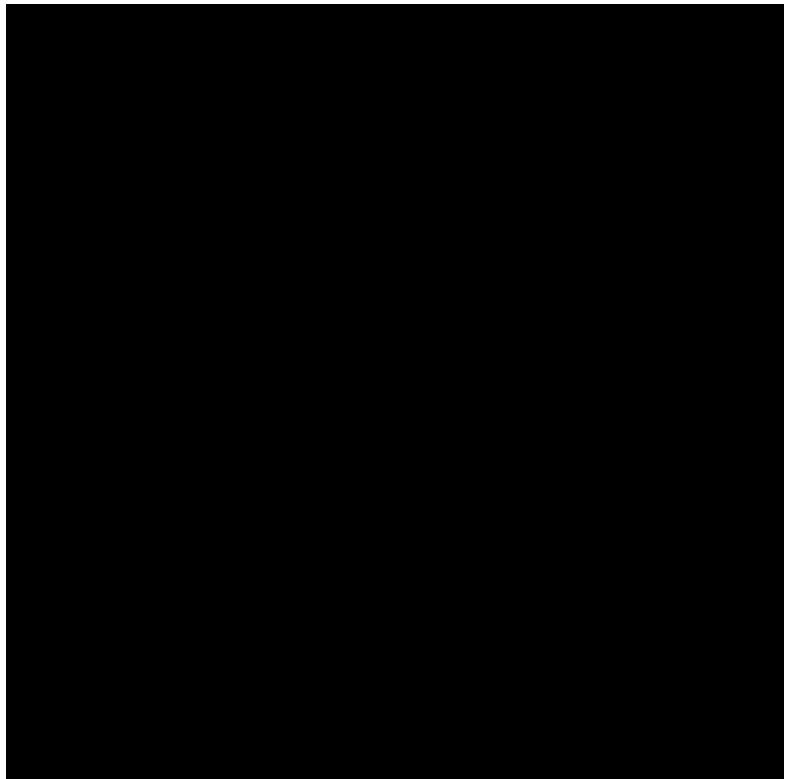
🎗️ Closing doors to be alone
can leave you feeling blue.
But sharing your story can help you,
and others too



🎗️ Reach out to tell people
you trust what's wrong.
And you'll realize
you had support all along.



🎗️ With support and love from others
you'll begin to feel free.
So speak out about mental health
by using the hashtag #MillionsLikeMe.





May is Mental Health Matters Month



Placer County Network of Care added 2 new photos.

May 13, 2016 · 🌐

May is Mental Health Matters Month! The campaign Each Mind Matters focuses on reducing the stigma of mental illness and improving mental health outcomes for individuals, families, and communities. Stop by our booth tomorrow and learn more information about mental health resources that are featured on the Placer Network of Care!



Riverside University Health System - Behavioral Health

Yesterday at 7:59am · 🌐

Wait! OMG! Do you mean it's less than 90 days until the Resource Fair in Fairmount Park in Riverside - celebrating May is Mental Health Month? Add this to your calendar right now!

MAY IS MENTAL HEALTH MONTH 2017



Thursday, May 25th
Fairmount Park
#LiveLifeWell

WELLNESS & RESOURCE FAIR

Presented by Riverside University Health System - Behavioral Health



FREE — OPEN TO THE PUBLIC

FROM 1 TO 5 PM — FOOD AND REFRESHMENTS PROVIDED

- ☑ Children's Activities
- ☑ Young Adult Activities (ages 16-25)
- ☑ Free Health Screenings
- ☑ Community Information
- ☑ Information on Mental Health
- ☑ Music and Entertainment
- ☑ Substance Abuse Information
- ☑ Special Recognitions

Fairmount Park in Riverside 2601
Fairmount Blvd.
Intersection of Route 60 and Market
Street
RTA Bus Route 29





May is Mental Health Matters Month



Like Follow Share ...

Sign Up

Message

Albums > #MHM2016

#MHM2016

38 Photos · Updated 9 months ago

Photo album highlighting the lime green sightings throughout May Mental Health Month.

San Bernardino County Department of Behavioral Health

@sdbdbh

Home

About

Email Signup

Twitter

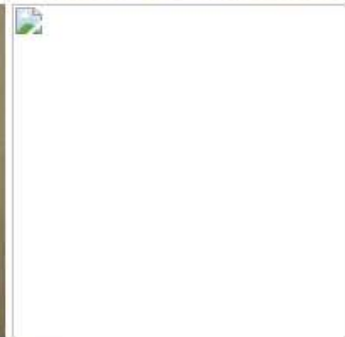
Instagram

Pinterest

Photos

Events

Likes





May is Mental Health Matters Month

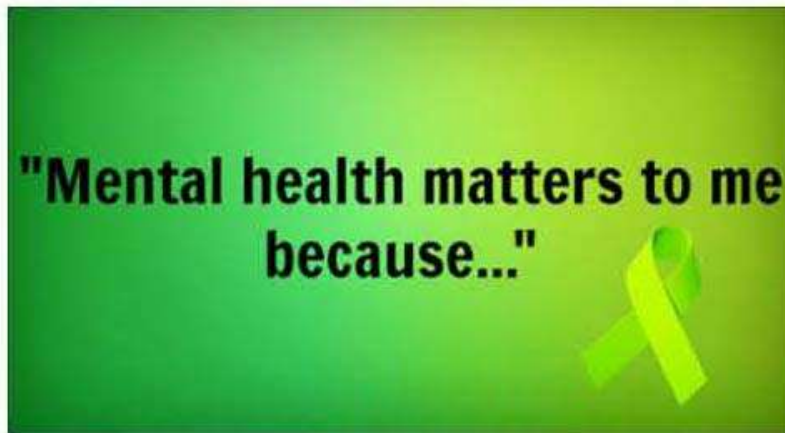


Monterey County Health Department

May 17 at 1:20pm · 🌐

👍 Like Page

Why does mental health matter to you? #mentalhealthmatters #eachmindmatters



👍 2



👍 Like 💬 Comment ➦ Share



Monterey County Health Department

May 9 at 2:45pm · 🌐

👍 Like Page

Half of us will experience a mental health challenge in our lifetime. All of us have a reason to speak up! #eachmindmatters #MHAM16



Monterey County Behavioral Health Bureau

May 3, 2016 · 🌐

Did you know that lime green is the national color of mental health awareness? Show your support by wearing lime green – ribbons, t-shirt, nail polish and more all month long in May! Learn more and get your lime green gear at EachMindMatters.org

👍 Like 💬 Comment ➦ Share



Partnerships

- EMM collaborates with a network of community partners across California to support mental health awareness and stigma reduction efforts.
- School and CBO mini-grantees receive funding and technical assistance to integrate EMM messaging, resources, and materials into activities designed specifically to highlight and celebrate May Mental Health Matters Month.



DHCS Mental Health Awareness Efforts

The California Department of Health Care Services mission is to provide Californians with access to affordable, integrated, high-quality health care, including medical, dental, mental health, substance use treatment services and long-term care. Our vision is to preserve and improve the overall health and well-being of all Californians.

To support the department's mission, raising awareness is an important component to educate and engage all Californians about the importance of seeking help. We encourage those experiencing mental health and substance use challenges to seek help early to improve their overall quality of life.



DHCS Awareness Planning Committee

DHCS Awareness Planning Committee (APC) is a team of individuals responsible for planning and coordinating activities, events, and resources for any awareness effort throughout the year.

The APC's primary functions are as follows:

- Collaborate to creatively develop means of communication to educate and engage departmental employees and the public;
- Assist with the development of social media;
- Build enthusiasm to increase outreach and engagement for employee participation;
- Leverage stakeholder collaboration; and,
- Have fun!



DHCS Mental Health Awareness Webpage



DHCS Mental Health Awareness webpages is a cultivation of information related to promoting and increasing awareness that happens at the department and county-level.

The purpose of the webpages is to advance the departments commitment to “effectively engage the public” as it relates to the importance of increasing awareness. The awareness webpages are a means of communication to the public to promote the cause, provide information, connect the public to resources and activities, and educate the public on a specific health care issue(s).

DHCS Social Media

The use of social media to promote mental health awareness is an effective method to publish awareness information and activities quickly to a large audience.

The purpose of using social media is to:

- provide the public with resources;
- engage in community outreach;
- create a direct dialogue; and,
- increase public awareness around specific topic(s).





DHCS Social Media – Promoting National Children’s Mental Health Awareness Week



Special thanks to DHCS Mental Health Services Division, children who participated in the department’s annual event, *Bring Your Child to Work Day*, April 28, 2016 for creating the crafty hand art to promote National Children’s Mental Health Awareness Week.

DHCS Participation in May Events

Mental Health Awareness Events and Activities

- Kick-off event
- Annual Director's Walk
- Table Talk events
- Outdoor Tree Ribbons
- Departmental E-blast





May is
Mental Health Matters Month

Q&A



🎗️ Congregation Rodef Sholom

REAL LIFE. PEOPLE. CONNECTIONS.

The Mental Health Initiative at Rodef Sholom

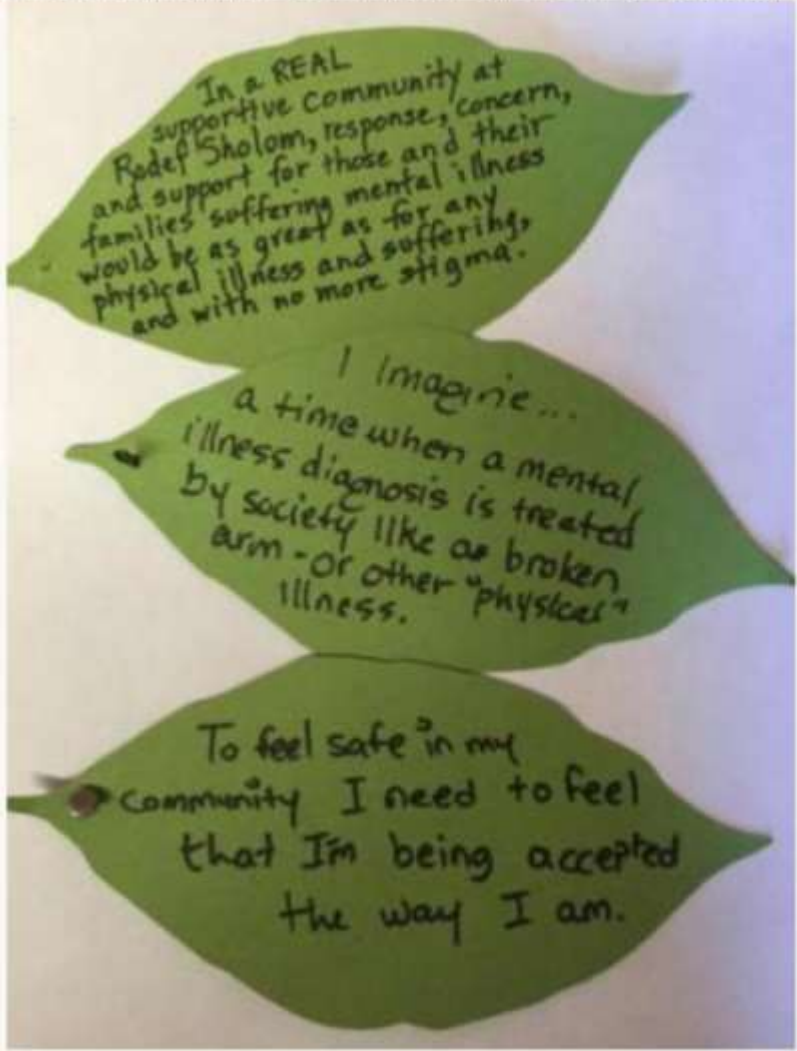
May "Kick Off" Event: Mental Health Awareness Shabbat



🎗️ Congregation Rodef Sholom

The Mental Health Tree

IMAGINE: SHARE YOUR HOPE, DREAM OR PRAYER FOR WHAT A REAL SUPPORTIVE COMMUNITY WOULD BE LIKE.



🎗 Congregation Rodef Sholom

Connecting with Social Media



REAL at Rodef Sholom

May 5, 2016 · 🌐

This is what it looks like when Congregation Rodef Sholom embraces our mission to end stigma and isolation in the Jewish community.
#EachMindMatters #mentalhealthawareness #endstigma



REAL at Rodef Sholom added 2 new photos.

May 18, 2016 · 🌐

Getting REAL at Marin County's Mental Health Awareness Day; proud to represent both the Jewish and larger faith-based community.
#eachmindmatters



REAL at Rodef Sholom

May 9, 2016 · 🌐

"I've been wearing my green bracelet all week and when we stood under the chuppah together somehow something deep inside shifted in my connection to Judaism and the alienation I have felt in Marin."

REAL Life. Real People. REAL Connections.

#EachMindMatters #MentalHealthMonth #MentalHealthShabbat
Congregation Rodef Sholom

Congregation Rodef Sholom

Upcoming Events for May is Mental Health Month 2017:

SCREENING
HOSTED BY THE REAL
MENTAL HEALTH INITIATIVE

THE S WORD

THURSDAY, MAY 4
7 PM
LARK THEATER
549 MAGNOLIA AVE
LARKSPUR, CA


From the creative team behind the award-winning *Of Two Minds* comes a new film that will tackle one of the most unfathomable and cloistered issues of our time... Suicide. A suicide attempt survivor is on a mission to find fellow survivors and document their stories of courage, insight and humor. Along the way, she discovers a rising national movement transforming personal struggles into action.

Tickets:
www.larktheater.net

For more information:
JoAnne Forman
415.479.3441 x3011

www.rodefsholom.org/MHI

facebook: @realatrodesholom
twitter: @REALRodefSholom







SPEAKER
HOSTED BY THE REAL
MENTAL HEALTH INITIATIVE

HANNAH HART

Join Hannah Hart, wildly popular YouTube personality, for a conversation about mental health, family, faith, love, sexuality, self-worth, fame and friendship. Hannah's inspired storytelling and unique brand of reckless optimism will make you laugh and cry as she shares her journey through childhood trauma, coming out as LGBTQ and the decision to "shine a light" on mental health in her NY Times best-selling memoir, *Buffering*.

THURSDAY, MAY 18 AT 7 PM
CONGREGATION RODEF SHOLOM
170 N. SAN PEDRO RD.
SAN RAFAEL, CA

RSVP: MHI@rodesholom.org
415.479.3441 x3011
www.REALHannahHartEventbrite.com



The REAL Mental Health Initiative at Rodef Sholom is supported by the Lavin K. Tsubar Family Foundation.



May is
Mental Health Matters Month

Q&A





Lime Green Spirit Activities

🎀 Feature stories, resources and information from Each Mind Matters about mental health in your company newsletter or e-blast

🎀 Have employees wear lime green or decorate their workstations in lime green

🎀 Wear a lime green ribbon every day in May and when people ask, share what it means to you

🎀 Check out our EMM videos at www.eachmindmatters.org/stories and share

🎀 Follow our EMM social media accounts and share or re-tweet us



Ingredients

1.5 cups butter, softened
2 cups white sugar
4 eggs
1 tsp vanilla extract
5 cups all-purpose flour
2 tsps baking powder
1 tsp salt

Instructions

1. In a large bowl, cream together butter and sugar until smooth. Beat in eggs and vanilla. Stir in flour, baking powder and salt. Cover and chill dough for at least one hour.
2. Preheat oven to 400°. Roll out dough on a floured surface 1/4 to 1/2 inch thick. Cut into shapes using ribbon-shaped cookie cutter. Place cookies 1 inch apart on ungreased cookie sheets.
3. Bake 6 to 8 minutes in preheated oven. Cool completely.
4. Spread on lime green frosting.
5. Enjoy at your next gathering! Remember to share the meaning of the lime green ribbon and why mental health is important.

*Sugar
Cookies*
by  EachMind
MATTERS




San Francisco County




Wellness Tree at San Francisco Department of Public Health




Lime Green Spirit Activities


 Tie lime green ribbons to all the trees in your neighborhood, or have your neighbors or local businesses display lime green ribbons on their front doors!


 Arrange
Community Events

 Host a screening of the
Each Mind Matters
documentary “A New State
of Mind”

 Host Walks or Marches
For Mental Health

 Collaborate with
Local Businesses

 Ask your local government officials or business association to light up a prominent area in downtown (e.g. City Hall, a local monument, a park, a shopping mall) lime green during the month of May

 Screen a local Directing Change film in a movie theatre or invite students to a Board of Supervisor meeting

Walks and Marches

The Colusa County Department of Behavioral Health hosted the community event, **Stomp Out Stigma**, a mental health awareness and education 5k.



Humboldt County hosted a March for Mental Health.



🎗️ Innovative Community Events



Local Film Screenings (www.directingchange.org)

@nami San Diego
presents

SAVE THE DATE

Directing Change
Film Screening

Come and view inspirational short films produced by San Diego youth.

These young filmmakers created films to change the conversation about suicide prevention and mental health at their schools and in their communities. Learn how you can participate this year and win cash prizes for schools and organizations.

Wednesday, September 14, 2016

DRAWINGS FOR GIFT CERTIFICATES AND LIGHT DINNER WILL BE HELD AT 7:00 PM.

DIRECTING CHANGE
FRESNO / MADERA COUNTIES

FILM SCREENING
TOWER THEATER
MAY 31, 2016

YOUTH & YOUNG ADULT
THROUGH THE LENS OF CULTURE
MENTAL HEALTH MATTERS
SUICIDE PREVENTION

Eureka Theater
Saturday, May 7

Youth Film
Shooting Change
Free Screening

Come see film and act from Humboldt County youth.

These young filmmakers created films to change the conversation about suicide prevention and mental health at their schools and in their communities.

Presented in partnership with:
United Inland Empire Health Services Team Advance Group
Square Change Team Change 5024 -
Madera Youth & Family Center

With special thanks to:
The Foster Youth Madera's photography outlet
"Foster Stories of Foster Youth -Madera"

Event Info:
Saturday, May 7, 2016 from 6 to 9 p.m.
The Capitol and Screening
The Eureka Theater, 612 F St., Eureka



Inland Empire Screening & Award Ceremony of the Directing Change Program & Film Contest



Thursday, May 5, 2016

🎗 Collaborate with Local Businesses



Integrate Lime Green into Your Events





May is
Mental Health Matters Month

Learning Exchange:

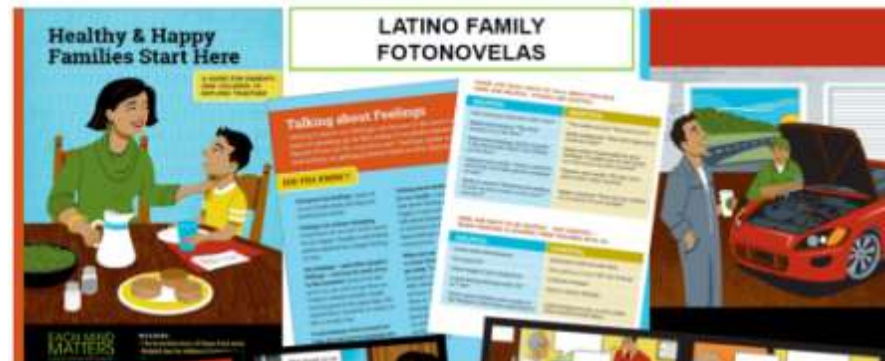
How have you (or are you planning to) integrate **Each Mind Matters** and lime green into your awareness activities?



EMM Tools and Resources

A wide range of mental health and suicide prevention educational resources are available for diverse communities across the lifespan:

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle aged men
- Native American
- Spanish-speaking
- Vietnamese
- Russian (*coming soon*)
- Punjabi



Suicide Prevention Resources: yourvoicecounts.org
 Mental Health Resources: info@eachmindmatters.org

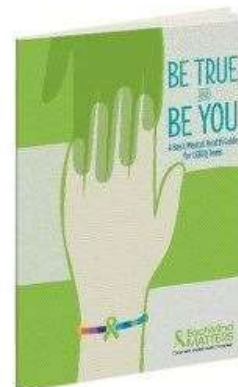
Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California's Mental Health Movement. If you would like to order materials with a Purchase Order, please [review the Purchase Order Process](#). If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.



**"A New State of Mind"
Documentary DVD Toolkit**



**"Be True and Be You" Booklet for
LGBTQ Teens**



**"Stories of Hope, Resilience and
Recovery" Vignette DVD**

Please share!

Mental Health

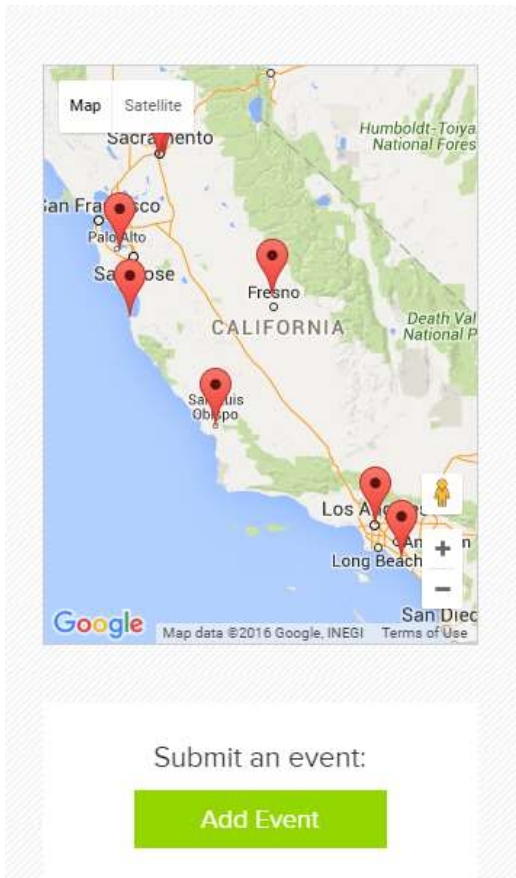
Stories

Get Involved

Events

Resources

Blog



If you are hosting a public event, add it to the **Each Mind Matters** events page to attract a larger audience!

<http://www.eachmindmatters.org/events/>

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store

Please share

- Encourage people to upload their photos to their social media channel, tag @EachMindMatters and add the hashtags #EachMindMatters and #MillionsLikeMe.



Save the date!

Directing Change Award Ceremony and Screening May 11th

May 11, 2017 | 11-2 p.m.
San Diego County

The 5th annual **Directing Change** Award Ceremony will be hosted at the Center for the Arts and will include a red carpet reception, films screening and award ceremony. To RSVP visit: www.directingchange.org



Mental Health Matters Day Building Momentum and Strength TOGETHER

May 24, 2017
California State Capitol East Steps

To find out about other upcoming events visit:
<http://www.eachmindmatters.org/events/>

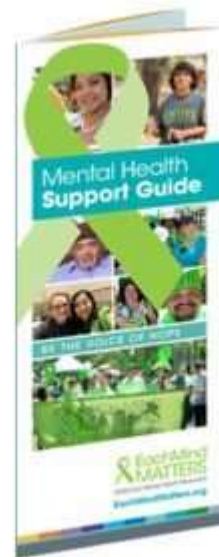


Evaluation Survey and Ordering Materials

If you are interested in requesting any of the following items, please make sure to fill out the post-survey provided after this webinar presentation.

- Ribbon Wall Poster
- Die-cut Ribbons for ribbon wall activity
- Poster
- Brochure

Limited supply. First come, first served.



We Believe Each Mind Matters

May is Mental Health
Matters Month

EachMindMatters.org





Thank you!

To access the toolkit online:

<http://www.eachmindmatters.org/get-involved/spread-the-word/>

