

# EACH MIND MATTERS

California's Mental  
Health Movement

**Stronger Together: California Colleges & Universities  
United for Student Mental Health**

Sept. 9, 2014



WELLNESS • RECOVERY • RESILIENCE

**Compassion. Action. Change.**



# Today's Objectives

- Introduce you to Each Mind Matters as a brand, symbol and movement
- Share information on some of the tools and resources available through EMM
- Show you how you can get involved in the movement
- Help you discover your lime green ribbon story

EACH  
MIND  
MATTERS  
California's Mental  
Health Movement



**Each Mind Matters** is about people making a difference

## **Amanda's Story**



# **Each Mind Matters** Belongs to all Californians

- ✓ Proposition 63
- ✓ California Mental Health Services Authority (CaMHSA)



WELLNESS • RECOVERY • RESILIENCE

**Compassion. Action. Change.**



# What is Each Mind Matters?

- Each Mind Matters is the mental health movement in California, leading the way in **eliminating the fear and isolation** around mental health challenges, **breaking down misconceptions**, **promoting acceptance** and encouraging **help-seeking** among all Californians.
- It is made up of hundreds of organizations and thousands of people JUST LIKE YOU who are working to advance mental health issues in California.
- It's all of us, because we are stronger together!

**EACH  
MIND  
MATTERS**  
California's Mental  
Health Movement

# What does Each Mind Matters offer?

- A platform for building a mental health movement
- Tools and resources for diverse audiences through the life span
- A simple way to tell a powerful story about our collective work to increase mental wellness in California



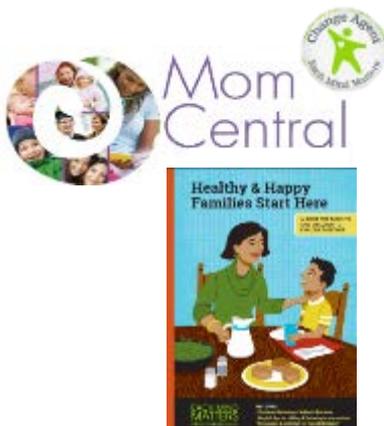
# EACH MIND MATTERS

## California's Mental Health Movement

### Lifespan Approach + Diverse Audiences

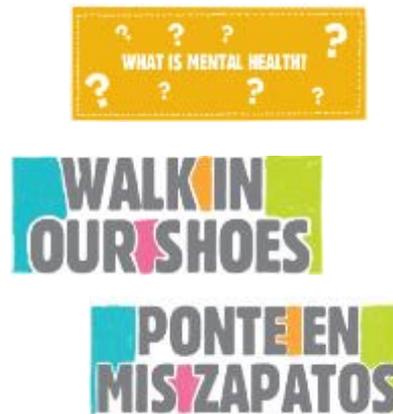
#### Parent & Caregivers (Age 0-8)

- Educate parents and caregivers to provide stigma-free environment
- Outreach to local parent bloggers with customized SDR messaging in English and Spanish
- Latino family forums to encourage open dialogue



#### Tweens (Age 9-13)

- Early intervention with adolescents to prevent formation of stigma
- Fill key gaps in knowledge and debunk myths through website, school-based performances, take-home materials and advertising/education campaigns



#### Transition-Age Youth (Age 14-24)

- Mobilize age group to seek and provide online support within their peer group
- [ReachOutHere.com](http://ReachOutHere.com) (English-language) and [BuscaApoyo.com](http://BuscaApoyo.com) (Spanish-language) to access online forums for peer support and to engage as peer-supporters



#### Adults (Age 25+)

- Targeted messaging to adults with influence over people with mental health challenges
- Provide credible, local, targeted and continuous contact with people with mental health challenges
- Reinforce hope, recovery and resilience



# EACH MIND MATTERS

## California's Mental Health Movement

Lifespan Approach + Diverse Audiences

### African American

- Faith-based initiative that creates Mental Health Friendly Communities through training and outreach



### Asian & Pacific Islander

- Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults



### Latino

- Bring together key influencers to network, raise awareness and collaborate as change agents on the issue of SDR



### LGBTQ

- Partner with Gay-Straight Alliance (GSA) Network to introduce and extend SDR messages to LGBTQI youth and allies



### Native American

- Develop a culturally relevant outreach campaign guided by input from Native American Advisory Committee and community leaders



# Engaging All Californians: EachMindMatters.org

EACH MIND MATTERS  
California's Mental Health Movement

Get Informed ▾ Join the Movement ▾ Great Minds Gallery ▾ Blog / News ▾ 

## Great Minds Gallery

Welcome to the Great I  
and recovery. The inspi  
Watch the groundbre



Janet's Story



 Tweet 41  Share 42

stories of hope, resilience  
"Illness."



y 

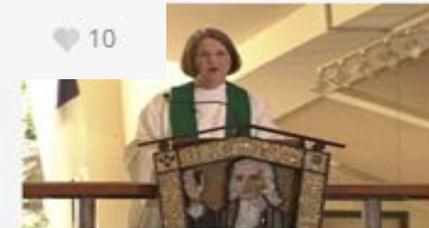


and start a new life in the United States

Emily's Story



 10



WELLNESS • RECOVERY • RESILIENCE

Compassion. Action. Change.



# Stigma and Discrimination Reduction Social Marketing Campaign: Transition Age Youth

an initiative of Inspire USA Foundation

NEED HELP NOW? **1 800-448-3000**

LOG IN REGISTER ABOUT US ESPAÑOL Search

**REACH OUT.COM** Get through tough times

THE FACTS REAL STORIES GET INVOLVED GET HELP FORUMS BLOG

BE YOUR BIGGEST FAN

BE YOUR OWN HERO BE YOU

EXPECT NOTHING NOTICE EVERYTHING

Be Grateful

MAKE PLANS. MAKE CHANGES. DON'T JUST MAKE DO.

Thank You

EVERYBODY'S GOT PROBLEMS, YOU ARE NOT ALONE.

**TALK IT OUT**

It helps to talk. Maybe someone needs your help. Pick a topic from the list below and get started.

- Anxiety
- Becoming Independent
- Depression
- Drugs, Alcohol & Tobacco
- Eating Issues
- Family Relationships
- Friendships & Peer Relationships
- Loss & Grief
- Maintaining Good Health
- Romance, Sexuality & Pregnancy
- School Pressures
- Self-Harm
- Struggles with Other Problems
- Suicide
- Violence & Sexual Assault

ALL TOPICS

REAL FRIENDS CHARGE YOU UP

SPEAK

OWN IT

CHANGE YOUR MENTALITY & YOU CAN IMPROVE REALITY

EVERYDAY IS A CHANCE TO live better.

It's okay if you're not okay

EVERYBODY IS MAKING IT UP AS THEY GO ALONG

BE GENUINE

LET GO OF THE PAST & MOVE TOWARD THE FUTURE...

For peer support via your cell phone text **REACHOUT** to **877-877** Monday and Tuesday 4-8 p.m. Pacific Time

Look good

REMEMBER BE CREATIVE AND PLAY.

LIFE ISN'T ABOUT FINDING RIGHT ANSWERS. IT'S ABOUT YOU

IT'S OKAY

ASK YOURSELF AM I WHO I DISCOVER beautiful

YOU'VE GOTTA BE

BE BRAVE ENOUGH TO ASK FOR HELP

Compassion. Action. Change.



# Engaging All Californians in Suicide Prevention Social Marketing: Know the Signs Campaign



Reach Out to Local Resources | Call the Trevor Lifeline 24/7: 866.488.7386 | Get Help from The Trevor Project



Watch the video to learn how you could become a Trevor Lifeguard!



Many LGBTQ youth face adversity at home, school and their community. You can help.

Y-CARE? Suicide can be prevented. You can help. Learn how here.



Even with friends and family around, experiencing emotional pain or suicidal thoughts can feel isolated. You may sense something is wrong, but not always obvious. Visit [suicidoprevention.org](http://suicidoprevention.org) to learn the signs, find the words and reach out to help. The power to make a difference is yours.

Learn the signs at [suicidoprevention.org](http://suicidoprevention.org)

A menudo es difícil saber lo que sienten nuestros hijos. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero al saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podemos hacer la diferencia entre un final feliz y una vida entera de amargoramiento.

Estas son algunas de las señales de advertencia:

- Hacer de querer matarse a suicidio
- Sentirse sin esperanza, desengado o resentido
- Negar actividades
- Poner sus asuntos en orden
- Comportamiento imprudente
- Rabia o enojo
- Aumento en el consumo de drogas o alcohol
- Aislarse de los demás
- Ansiedad o agitación
- Irritabilidad en el gusto
- Cambios repentinos de humor
- Sentirse triste

El Gobierno No Siempre Te Nota. **RECONOZCA LAS SEÑALES** El Suicidio Es Prevenible

En momentos de crisis llama a la Línea Nacional de Prevención del Suicidio al **1.888.628.3454**

Aprenda a reconocer las señales. Visite [www.suicidoprevention.org](http://www.suicidoprevention.org)

Every day in California friends, family and co-workers struggle with emotional pain. And, for some, it's too difficult to talk about the pain, thoughts of suicide and the need for help. Though the warning signs can be subtle, they are there. By recognizing these signs, knowing how to start a conversation and where to turn for help, you have the power to make a difference. - The power to save a life.

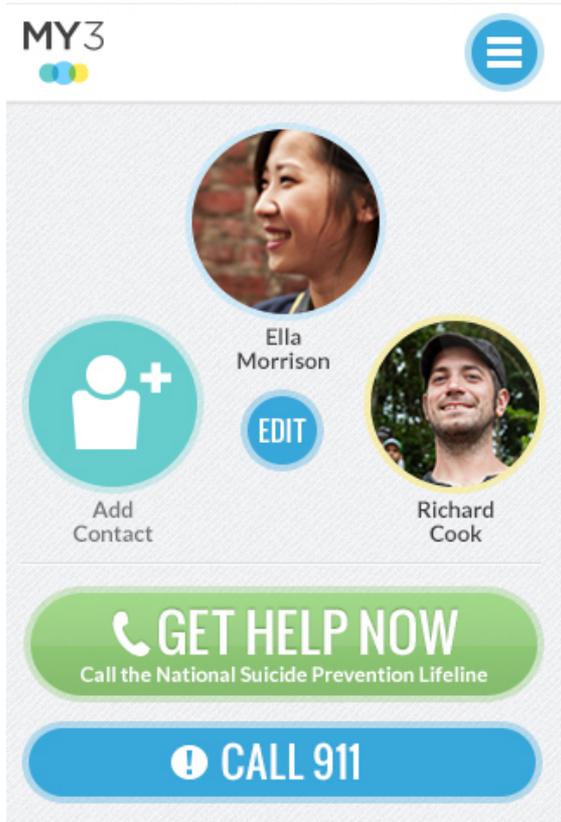
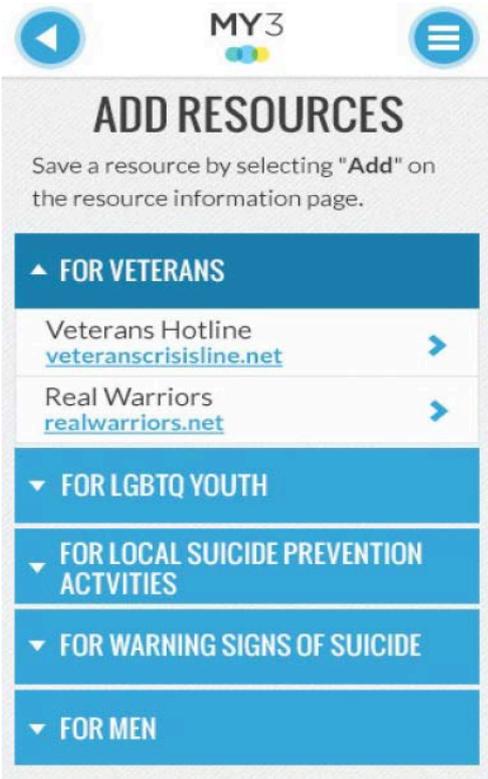
KNOW THE SIGNS | FIND THE WORDS | REACH OUT



Compassion. Action. Change.



# Suicide Prevention: My3 App



Compassion. Action. Change.



# How can you be a part of the Each Mind Matters Movement?

I pledge to support the students whom I teach to develop an understanding that recovery is possible. —Deborah



**Each Mind Matters**  
Posted by Julie Stephens [?] · April 24

Pledge of the day:

I pledge to make changes in my everyday speech, and to be more open and sensitive to the needs and situations that others have. I pledge to not treat mental illness as a scarlet letter and instead to treat it as any other illness or disorder. I pledge to be a role model of this to the people around me.

- Jami M.

Join Jami and submit your pledge today of how you will help to end stigma. It can be as simple as changing how you speak to others. Join the movement because you believe #eachmindmatters, <http://bit.ly/1cNNfLu>!

Like · Comment · Share 5



How would you like to support this Campaign?

— Support this campaign by adding to your profile picture?

 +  = 

[Add to Twitter](#) [Add to Facebook](#)

Don't worry, you'll get a chance to preview your Twibbon before it is added.

[Tweet my support on Twitter](#)

Please help support Each Mind Matters, add a #Twibbon now! <http://twb.ly/ZSPwSY> [Tweet](#)

Follow @twibbon

[Post to my Facebook wall](#)

I just supported Each Mind Matters by adding a badge to my profile picture. Please show your support too! [Post](#)



# Lime Green Ribbon to Raise Awareness

- When you wear the lime green ribbon you show your support of Each Mind Matters and the mental health movement in California and across the nation.
- Just this one simple action can help to break down stigma.



# Lime Green Ribbon Story

- *Why do you wear the lime green ribbon?*
- *Why are you passionate about mental health awareness?*
- *What do you hope the movement will do or achieve?*
- *What do you pledge to do to help?*

*YOUR ANSWERS CREATE YOUR  
LIME GREEN RIBBON STORY!*



# Contact Information

**Amanda Lipp, Research Assistant**  
**California State Mental Health Services Authority (CaMHSA)**  
**[Amanda.lipp@CaMHSA.org](mailto:Amanda.lipp@CaMHSA.org)**

**Victoria Lelash, Managing Director, Southern California**  
**Runyon Saltzman Einhorn (RSE)**  
**[vl lash@rs-e.com](mailto:vl lash@rs-e.com)**

**Miguel Perla, Outreach Coordinator Southern California**  
**Each Mind Matters**  
**[Miguel.Perla@eachmindmatters.org](mailto:Miguel.Perla@eachmindmatters.org)**

