



Key Messages

The following key messages are meant for use with the general public of California. These are designed to facilitate a dialogue between the speaker and listener. While they don't always have to be delivered in sequence, when they are, they serve as an elevator speech that gives the listener a clearer picture and inspires them to action — whether that's to ask more questions, learn more or do something.

- **Each Mind Matters is California's Mental Health Movement.** We are millions of individuals and thousands of organizations working to advance mental health. As part of this movement, I am [Explain in what way you are or your organization is advancing mental health].
- **We all have mental health, and as with our physical health, sometimes we are doing well and other times we could use some help.** In fact, 50 percent of us will experience a mental health challenge in our lifetime. Each Mind Matters reinforces that no one is alone in this experience and that it's okay to seek support. [One of the ways my organization is doing this...]
- **Mental health challenges are very common.** Yet research shows that many people do not reach out, particularly young people who wait an average of 6 to 8 years from onset of symptoms before they get help. Each Mind Matters creates supportive communities that encourage anyone and everyone to get help when it's needed. [For example, in my community we are...]
- **People recover from mental illness all the time.** With support and treatment, between 70 and 90 percent of individuals report reduced symptoms and improved quality of life. As part of Each Mind Matters, we are one of many organizations [promoting/advocating/establishing] a path to support and recovery by [provide concrete example of how the organization is doing this].
- **Everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy and meaningful life.** People can and do get better, and by talking openly and honestly about mental health we make that possible. Speak up, reach out, share the facts and encourage others to join the movement at EachMindMatters.org.