

# REDUCING STIGMA IS A STRONG INVESTMENT

Stigma and discrimination towards people with mental health challenges partially explains why only 1 in 4 people seek help for such challenges. Since 2011, California has invested in changing attitudes toward mental health challenges with social marketing campaigns, including Each Mind Matters: California's Mental Health Movement.

## 15.4% more Californians

exposed to **Each Mind Matters** turn to help for mental health challenges



With mental health services, **productivity and employment outcomes improve.**



# \$1.5 billion

in estimated positive benefits to California



For each

# \$1

invested in **Each Mind Matters...**

## \$1,251



**Society in higher wages and lower social costs**

## \$36



**State government in increased tax revenues**

\*Figures are from a [RAND evaluation](#).



EachMindMatters

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

 **EachMind MATTERS**  
California's Mental Health Movement



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