Thank you for being a part of Mental Health Awareness Week! Throughout the week, people from across California will come together to spread awareness about the importance of mental health and show their support for the issue.

This toolkit is designed to help counties conduct Mental Health Awareness Month activities locally.

The toolkit includes:

- Each Mind Matters Mental Health Awareness Week fact sheet
- Lime Green Ribbon key messages
- Sample Mental Health Awareness Week press release
- Social media guide
- Mental Health Awareness Week poster
- Template Mental Health Awareness Week fliers
- Ribbon Pledge Drive information
- Digital materials for online promotion
- Mental Health Awareness Week event guide
- Sample event press advisory
- Each Mind Matters materials order form

If you have questions about the Each Mind Matters campaign or Mental Health Awareness Week, email Jeanine at JGaines@rs-e.com.
Mental Health Awareness Week
October 5-11, 2014

What is Mental Health Awareness Week (MHAW)?

- October 5-11, 2014 is a week when people across California will come together to spread awareness about the importance of mental health.
- This week is also called Mental Illness Awareness Week. In 1990, the U.S. Congress established the first full week of October as Mental Illness Awareness Week (MIAW) in recognition of NAMI's efforts to raise mental illness awareness.
- During this week, we can grow the community of individuals and organizations dedicated to a shared vision of mental wellness and equality by sharing information and resources.

Why is Mental Health Awareness Week important?

- **One in four American adults lives with a diagnosable mental illness in a given year.**\(^1\) Millions of people are personally affected by mental health challenges, and family, friends and co-workers also want to show support. MHAW is one opportunity during the year for us to increase awareness and speak out against stigma.
- **Research shows that half of all mental illnesses start by age 14.**\(^2\) The stigma associated with mental illness can be more destructive than the illness itself. Early support and help for mental health challenges can reduce suffering and save lives. MHAW is a time for us to let others know that people are not defined by a mental health diagnosis.
- **An average of 6 to 8 years pass after the onset of symptoms before young people get help.**\(^3\) By increasing mental health awareness, we have the power to create an environment where young people feel comfortable seeking help.

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How can I get involved in Mental Health Awareness Week?

- There are many activities that you can plan or participate in during MHAW. Check out EachMindMatters.org for more information, or email Jeanine to get involved today.
- Add your voice to the Each Mind Matters social media community on Facebook and Twitter. Follow us to get the latest updates about MHAW and California’s Mental Health Movement.
- NAMI California affiliates are a great resource for local events and activities. For more information on how to connect with your local NAMI, contact Kelly at Kelly@namica.org or visit www.namica.org.

Get involved with Mental Health Awareness Week

**Sunday**  
Take a pledge against stigma! Visit EachMindMatters.org and become a Change Agent.

**Monday**  
Show your support! Add the Each Mind Matters ribbon to your Facebook and Twitter profile photo.

**Tuesday**  
Pain isn’t always obvious. Learn the signs for suicide prevention by visiting SuicidelsPreventable.org.

**Wednesday**  
Go lime green at work or school! Show your support by wearing a lime green ribbon or shirt, paint your fingernails or put on a lime green tie.

**Thursday**  
Follow the campaign! Follow Each Mind Matters on Facebook and Twitter and share a post with your followers to spread awareness.

**Friday**  
Why do you believe Each Mind Matters? Take a few minutes to complete your Lime Green Ribbon story and share it at EachMindMatters.org.

**Saturday**  
Start a conversation! Wear your lime green ribbon all weekend and talk to your family and friends about why you believe Each Mind Matters.
Thank you for being part of California’s Mental Health Movement. By wearing the lime green ribbon, you are showing support for people living with mental health challenges and helping to break down the barriers that prevent many people from seeking the help they need.

**WHAT SHOULD I TELL PEOPLE ABOUT THE LIME GREEN RIBBON?**

- Lime green is the national color of mental health awareness.
- I wear my lime green ribbon because I support mental health awareness and I believe that Each Mind Matters.
- I wear my lime green ribbon because I’m part of the movement to raise awareness about mental health.
- I wear my lime green ribbon in support of the millions of Californians affected by mental health challenges. I know I can help save lives by talking honestly about mental health.
- You can join the movement at EachMindMatters.org.

**ARE YOU READY TO TELL YOUR STORY?**

The lime green ribbon is a great way to open an honest dialogue with friends, family, classmates and co-workers. When you share your story, you let others know that it is okay to talk about mental illness. By talking openly, we offer each other support and can break down the barriers that prevent people from seeking help.

Here are some messages to help you share your story:

- Like millions of Californians...
  - I have experienced mental health challenges.
  - People I love have experienced mental health challenges.
  - I know what it’s like to experience mental health challenges.
ARE YOU READY TO TELL YOUR STORY? (CONTINUED)

- I know that I am not defined by a diagnosis; it’s just one part of who I am. (My family member/friend is not defined by their diagnosis; it’s just one part of who they are.)
- It’s not always easy to tell my story, but I do because I know I can help save lives.
- You can show your support by wearing the lime green ribbon, too.

WHAT IS EACH MIND MATTERS?
- Each Mind Matters is California’s Mental Health Movement.
- Each Mind Matters brings people together to eliminate the stigma around mental illness that stops people from seeking help when they need it.
- We are opening hearts and minds to a new understanding of mental wellness for all.
- Learn more at EachMindMatters.org.

WHAT CAN I SAY TO THOSE WHO ARE HURTING AND/OR WANT TO GET INVOLVED?
- We all have mental health. As with our physical health, sometimes we are doing well, other times we could use some help. Our minds deserve the same attention as our bodies.
- Early support and help for mental health challenges can reduce suffering and save lives.
- By engaging with the Each Mind Matters community and taking action, we not only heal ourselves, we can help others heal as well.

HOW CAN I ENCOURAGE OTHERS TO WEAR LIME GREEN AND TELL THEIR STORY?
- Ask family members and friends to wear the ribbon too. Share your lime green story with them, and ask them to share theirs with others.
- Post selfies wearing your lime green ribbon on Facebook, Twitter and Instagram and encourage others to do the same. Use the hashtag #EachMindMatters.
HOW CAN I ENCOURAGE OTHERS TO WEAR LIME GREEN AND TELL THEIR STORY? (CONTINUED)

- Order a supply of lime green ribbons at EachMindMatters.org and keep them in your desk, car, backpack or purse to offer when you are asked about your ribbon.
- Wear lime green clothes, paint your nails lime green, or even put a streak of green in your hair. Let everyone know that Each Mind Matters!
FOR IMMEDIATE RELEASE
October X, 2014

[COUNTY RESIDENTS] SUPPORT MENTAL HEALTH AND FIGHT STIGMA
Mental Health Awareness Week Events Promote Wellness and Equality

Sacramento, Calif. — October 5-11, 2014 is Mental Health Awareness Week when people across the nation will come together to spread awareness about the importance of mental health and to speak out against the stigma around mental illness. Events planned in [COUNTY] and throughout California will offer mental health information and resources, and provide ways for everyone to join Each Mind Matters: California’s Mental Health Movement, a community of individuals and organizations dedicated to a shared vision of mental wellness and equality.

[SUMMARIZE SCHEDULE OF KEY EVENTS AND ACTIVITIES]

- or -

On [DATE] the [COUNTY] [DEPARTMENT] will host a free public screening of “A New State of Mind: Ending the Stigma of Mental Illness,” at [LOCATION]. Produced by California Public Television and narrated by award-winning actress Glenn Close, the documentary tells the stories of everyday people to shatter myths about mental illness and highlights the struggles faced by those with mental health challenges as well as their hope for recovery and resilience. The screening will include a mental health fair with local organizations, including [LIST].

“Millions of people are personally affected by mental health challenges, and family, friends and co-workers also want to show support,” said [SPOKESPERSON]. “Mental Health Awareness Week is an opportunity for everyone to help by engaging with the community and taking action, like speaking out against the stigma around mental illness that prevents those struggling with mental health challenges from seeking the help they need.”

One in four American adults suffers from a diagnosable mental illness in any given year, but many don’t seek support because of fear of judgment, isolation and discrimination. The stigma associated with mental illness can be more destructive than the illness itself. Early support and help for mental health challenges can reduce suffering and save lives.

All Californians can get involved by wearing lime green, the color of mental health awareness, during the week and finding events or pledging support at EachMindMatters.org. NAMI California affiliates are also a resource for local events and activities. Follow Each Mind Matters on Facebook and Twitter for the latest updates about Mental Health Awareness Week and California’s Mental Health Movement.

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

CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop. 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California’s diverse communities.

About Prevention and Early Intervention

Prevention and Early Intervention initiatives are voter-approved Prop. 63-funded programs aimed at preventing suicides, reducing stigma and discrimination, and improving student mental health. These initiatives aid in the transformation of California’s mental health services approach by uniting California’s diverse communities to embrace mental wellness and delivering the tools individuals need before they reach the crisis point. They are implemented as a coordinated effort by California’s counties for maximum statewide impact and cost effectiveness.

The Stigma and Discrimination Reduction initiative uses a full range of Prevention and Early Intervention strategies to confront the fundamental causes of stigmatizing attitudes and discriminatory and prejudicial actions toward people with mental illness, across ages and backgrounds.

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Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Mental Health Awareness Week
SOCIAL MEDIA GUIDE

The purpose of this guide is to provide you with copy points and content to use on your social media channels to help promote Mental Health Awareness Week and Each Mind Matters. This guide will provide you with sample tweets, Facebook posts and other creative ways to help promote mental health awareness.

Sample Twitter and Facebook Posts

Twitter
Here are ten tweets for you to use to raise awareness about both Each Mind Matters and Mental Health Awareness Week.

1. DYK that lime green is the national color of mental health awareness? #EachMindMatters
2. It’s time to end the stigma! RT this to raise awareness about mental health. #EachMindMatters
3. Every mind is beautiful. Help end the stigma of mental health. #EachMindMatters
4. Show your support for Mental Health Awareness Week wherever you are by using #EachMindMatters and #MHAW2014.
5. Stand up against the stigma of mental illness. 1 in 4 adults in the US lives with a mental illness. #EachMindMatters
6. Early support and help for mental health challenges can reduce suffering and save lives. #EachMindMatters
7. Reach out to a friend in need to show them they’re not alone. #EachMindMatters
8. Did you know that lime green is the official color of #EachMindMatters? Wear it proudly!
9. We ALL have mental health. Our minds deserve the same attention as our bodies. #EachMindMatters
10. We wear #limegreenribbons in support of millions of Californians affected by mental health challenges.

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Here are messages that you can share on your Facebook page to help promote Mental Health Awareness Week.

1. This week is Mental Health Awareness Week (Oct. 5-11). Did you know that 1 in 4 US adults lives with a diagnosable mental illness in a given year? Help us spread awareness of the importance of mental health by sharing this post.

2. Did you know that lime green is the official color of Each Mind Matters, California’s Mental Health Movement? Show your support by wearing lime green–ribbons, t-shirt, nail polish and more! Learn more about Each Mind Matters and mental health resources at EachMindMatters.org.

3. Have you or someone you know been affected by mental health challenges? Show them support by lending an ear when they need it or reach out to someone that you haven’t heard from in a while. These little actions can speak volumes. Pledge to help reduce stigma by visiting EachMindMatters.org!

4. We ALL have mental health. As with our physical health, sometimes we are doing well, other times we could use some help. Our minds deserve the same attention as our bodies.

5. Did you know that early support and help for mental health challenges can reduce suffering and save lives? We need to show people that it is OK to speak up and talk about mental health in an honest way.

Other Ways to Get Involved

1. Tweet messages of support using the campaign hashtag #EachMindMatters or #MHAW2014

2. Follow @EachMindMatters on Twitter for updates.

3. Visit the Each Mind Matters Facebook page at Facebook.com/EachMindMatters for sharable content.

4. Add a lime green Twibbon to your profile in support of Mental Health Awareness Week.

5. Change your Facebook profile photo (personal or brand page) to a lime green ribbon or block during this week and share why.
Other Ways to Get Involved (Continued)

6. Post selfies wearing your lime green ribbon on Facebook, Twitter and Instagram and encourage others to do the same. Use the hashtag #EachMindMatters.
7. Wear lime green clothes, paint your nails lime green, or even put a streak of green in your hair. Let everyone know that you believe Each Mind Matters!
8. Encourage your networks to repost Mental Health Awareness Week content to help spread the word.
9. Hand out lime green ribbons to friends and colleagues to promote mental health awareness. (Ribbons can be found at EachMindMatters.org)
10. Share your Lime Green Ribbon story and share it at EachMindMatters.org.

Each Mind Matters Social Media Channels
Twitter: @EachMindMatters
Facebook.com/EachMindMatters
Campaign Hashtags: #EachMindMatters & #MHAW2014
GET INVOLVED WITH

Mental Health Awareness Week

EachMindMatters.org

SUNDAY
Take a pledge against stigma!
Visit EachMindMatters.org and become a Change Agent.

MONDAY
Show your support!
Add the Each Mind Matters ribbon to your Facebook and Twitter profile photo.

TUESDAY
Pain isn’t always obvious.
Learn the signs for suicide prevention by visiting SuicidedIsPreventable.org.

WEDNESDAY
Go lime green at work or school!
Wear a lime green ribbon or shirt, paint your fingernails or put on a lime green tie.

THURSDAY
Follow the campaign!
Follow Each Mind Matters on Facebook and Twitter and share a post with your followers to spread awareness.

FRIDAY
Why do you believe Each Mind Matters?
Take a few minutes to complete your Lime Green Ribbon story and share it at EachMindMatters.org.

SATURDAY
Start a conversation!
Wear your lime green ribbon all weekend and talk to your family and friends about why you believe Each Mind Matters.

1 in 4 American adults lives with a diagnosable mental illness.

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Research shows that half of all mental illnesses start by age 14

Support California’s Mental Health Movement!
Get involved today at EachMindMatters.org.

Mental Health Awareness Week
October 5-11, 2014

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
An average of 6 to 8 years pass after the onset of symptoms before young people get help.

Support California’s Mental Health Movement!
Get involved today at EachMindMatters.org.

Mental Health Awareness Week
October 5-11, 2014

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
1 in 4 American Adults lives with a diagnosable mental illness in a given year.

Support California’s Mental Health Movement!
Get involved today at EachMindMatters.org.

Mental Health Awareness Week
October 5-11, 2014

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
GET INVOLVED WITH Mental Health Awareness Week

EachMindMatters.org

**SUNDAY**
*Take a pledge against stigma!*
Visit EachMindMatters.org and become a Change Agent.

**MONDAY**
*Show your support!*
Add the Each Mind Matters ribbon to your Facebook and Twitter profile photo.

**TUESDAY**
*Pain isn’t always obvious.*
Learn the signs for suicide prevention by visiting SuicidesPreventable.org.

**WEDNESDAY**
*Go lime green at work or school!*
Wear a lime green ribbon or shirt, paint your fingernails or put on a lime green tie.

**THURSDAY**
*Follow the campaign!*
Follow Each Mind Matters on Facebook and Twitter and share a post with your followers to spread awareness.

**FRIDAY**
*Why do you believe Each Mind Matters?*
Take a few minutes to complete your Lime Green Ribbon story and share it at EachMindMatters.org.

**SATURDAY**
*Start a conversation!*
Wear your lime green ribbon all weekend and talk to your family and friends about why you believe Each Mind Matters.

1 in 4 American adults lives with a diagnosable mental illness.

**INSERT COUNTY INFO HERE**

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
As part of Mental Health Awareness Week, the Each Mind Matters campaign is providing counties with kits to implement Ribbon Pledge Drives. Similar to the donation drives seen on walls in supermarkets and drugstores, the Ribbon Pledge Drive will give individuals the opportunity to publicly pledge their support for mental health awareness and let others know that they believe Each Mind Matters.

A complete Ribbon Pledge Drive kit will be mailed to each county in late September. Each kit will include:

- Lime green paper ribbons
- Ribbon Pledge Drive poster
- Ribbon Pledge Drive table-top instructions
- Fabric ribbons

You supply:

- Markers
- Tape

Implementing a Ribbon Pledge Drive can be done in four easy steps.

1. Choose a blank wall in your county’s 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 for those who have taken the pledge. Set the table-top instruction sign up on the table next to the other supplies.
3. Put the Ribbon Pledge Drive 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 pledge 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.
Mental Health Awareness Week
RIBBON PLEDGE DRIVE

Sample Paper Ribbon

I BELIEVE
Each Mind Matters

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Mental Health Awareness Week
RIBBON PLEDGE DRIVE

Sample Promotional E-blast

October 5-11 is Mental Health Awareness Week. In any given year, one in four American adults lives with a diagnosable mental illness. Show your support for increasing mental health awareness and participate in (insert your county’s name here) Mental Health Awareness Week Ribbon Pledge Drive.

All week long, we will have lime green ribbons set up on the wall in (explain location). Please stop by and sign a ribbon, letting others know that you believe Each Mind Matters!

People from across California are coming together October 5-11 to spread awareness about the importance of mental health – check out the list below for more ways to get involved!

Sunday  Take a pledge against stigma! Visit EachMindMatters.org and become a Change Agent.

Monday  Show your support! Add the Each Mind Matters ribbon to your Facebook and Twitter profile photo.

Tuesday  Pain isn’t always obvious. Learn the signs for suicide prevention by visiting SuicideIsPreventable.org.

Wednesday  Go lime green at work or school! Show your support by wearing a lime green ribbon or shirt, paint your fingernails or put on a lime green tie.

Thursday  Follow the campaign! Follow Each Mind Matters on Facebook and Twitter and share a post with your followers to spread awareness.

Friday  Why do you believe Each Mind Matters? Take a few minutes to complete your Lime Green Ribbon story and share it at EachMindMatters.org.

Saturday  Start a conversation! Wear your lime green ribbon all weekend and talk to your family and friends about why you believe Each Mind Matters.
In addition to planning activities around Mental Health Awareness Week (MHAW), we encourage you to promote the week’s activities, Each Mind Matters and the lime green ribbon through your online communications. Below are a few ideas that can be easily implemented.

**MENTAL HEALTH AWARENESS WEEK DIGITAL BANNERS ON YOUR WEBSITE**

These banners can be added to your website. Banner sizes include 300wx250h, 728wx90h, and 160wx600h.

**EMAIL SIGNATURES**

Add the lime green twibbon and/or EMM logos to your email signature.

**NEWSLETTER**

Use your newsletter to promote your MHAW activities, or write an article about what you did for MHAW and show your support for Each Mind Matters by adding the logo and lime green ribbon.

**DOWNLOAD THE LOGOS, RIBBON AND OTHER DIGITAL ASSETS HERE:**
Mental Health Awareness Week

EVENT PLANNING GUIDE

Includes:
- Event Ideas
- Event Checklist
- Additional Tips & Tools
- Sample Invitation
Hosting an event is a powerful way to raise awareness and educate people about the subject of mental health and the stigma of mental illness. Below are three ideas for impactful events to hold during Mental Health Awareness Week.

**Speaker Series:**
One effective way to encourage discussion about mental health issues is to feature speakers with lived experience who can describe the impact that mental illness has had on their lives. SpeakOurMinds.org is an online tool that links organizations with local mental health speakers. Utilize the website to find speakers that match your interest area who can come speak at your event. You can download the full documentary at EachMindMatters.org.

**Video Screening:**
Each Mind Matters has numerous first-person video resources available. For example, “A New State of Mind: Ending the Stigma of Mental Illness” is a documentary that aired statewide in 2013. This hour-long documentary showcases over 30 individuals with unique views on mental health challenges in California. Host a screening and invite participants to discuss stigma and ways to reduce it throughout the year.

**Lunchtime Movie Series:**
Each Mind Matters has produced several short videos that are perfect to show during lunchtime each day. The different series include:

- **Each Mind Matters: Stories of Hope, Resilience and Recovery** – These two-to-six minute videos share the stories of diverse Californians whose lives have been affected by mental illness. View them in the Great Minds Gallery on EachMindMatters.org.

- **Walk In Our Shoes** – These animated stories are first-person accounts from young people about their struggles with mental illness. Go to WalkInOurShoes.org to view.

- **Directing Change Public Service Announcements** – These one minute PSAs were created entirely by youth throughout California and focus on stigma and discrimination reduction and suicide prevention. View them in the Great Minds Gallery on EachMindMatters.org.
Mental Health Awareness Week
EVENT CHECKLIST

Planning an event does not have to difficult or time-consuming. Use the questions below as a basic guideline for your Mental Health Matters Week event. Remember, the Each Mind Matters technical assistance team is available to help you plan! Contact Jeanine at JGaines@rs-e.com for assistance.

Determine the type of event
- Do you want to hold a documentary screening?
- Is a lunchtime video series a good fit for your audience?
- Is there a mental health speaker available to attend?

Finalize logistics
- When will the event be held?
- Where will the event be held?
- Will snacks or a meal be provided?
- Is there access to a TV, DVD player, projector, screen or computer?

Send out invitations
- Who should be invited?
- Should invitations be sent by email or through fliers?
- Does a reminder need to be sent?
Mental Health Awareness Week
EVENT RESOURCES AND ADDITIONAL INFO

EachMindMatters.org – The online home of California’s Mental Health Movement. Find all of the video resources in the Great Minds Gallery or make a pledge to end stigma!

SpeakOurMinds.org – Find a mental health speaker in your area. Download fliers, messages, myths and facts, and other materials that may be helpful in bringing your event to life.

NAMICa.org - The National Alliance on Mental Illness likely has an affiliate in your area. This may be a good opportunity for partnership, or to find a speaker to share their story with your audience.

SuicideIsPreventable.org – Know the signs. Find the words. Reach out. This site is full of helpful information and links to resources related to suicide prevention.

ReachOutHere.com – A resource designed specifically for young people ages 14-24, this site includes lots of relevant information and an online forum where they can share their experiences and support one another.

WalkInOurShoes.org – A resource designed specifically for young people ages 9-13, this site includes videos and interactive activities to introduce mental health and stigma reduction in an easy to understand way.

DignityandRecoveryCenter.org – Use the Center Registry to find Stigma Reduction programs in your area. Check out the Tools for Change section for more resources on institutional, individual and social stigma, plus capacity building tools and links to national leading organizations.

CalMHSA.org – The California Mental Health Services Authority is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Sample Invite

Join us for a video screening in recognition of Mental Health Awareness Week!

When:
Where:
Hosted By:
(Additional Details can be added here)

(Keep or replace with your logo)
MEDIA ADVISORY

NATIONAL MENTAL HEALTH AWARENESS WEEK IS OCTOBER 5-11
EVENTS ACROSS [COUNTY] TO RAISE AWARENESS AND FIGHT STIGMA
-or-
[COUNTY] TO HOST DOCUMENTARY TO RAISE AWARENESS AND FIGHT STIGMA

WHAT: October 5-11, 2014 is National Mental Health Awareness Week when people across California and the nation will come together to spread awareness about the importance of mental health and to speak out against the stigma around mental illness.

Millions of people are personally affected by mental health challenges, and family, friends and co-workers also want to show support. Events across [COUNTY] will offer information, resources and ways for everyone to join Each Mind Matters: California’s Mental Health Movement, a community of individuals and organizations dedicated to a shared vision of mental wellness and equality.

Events in [COUNTY] include [LIST EVENTS WITH BRIEF DESCRIPTIONS]

All Californians can get involved by wearing lime green, the color of mental health awareness, during the week and by pledging support at EachMindMatters.org.

WHEN: [INSERT DATE]
Media Check-In: [INSERT TIME]
Screening: [INSERT TIME]

WHERE: [INSERT LOCATION]
[INSERT ADDRESS]

WHO: [INSERT SPOKESPEOPLE AVAILABLE FOR INTERVIEW]

VISUALS: [INSERT DESCRIPTION OF KEY VISUALS – FOR EXAMPLE, HOW MANY PEOPLE ARE EXPECTED TO ATTEND SCREENING]

WHY: One in four American adults suffers from a diagnosable mental illness in any given year, but many don’t seek support because of fear of judgment, isolation and discrimination. The stigma associated with mental illness can be more destructive than the illness itself. Early support and help for mental health challenges can reduce suffering and save lives. Mental Health Awareness Week is a time to let others know that people are not defined by a mental health diagnosis.

MORE: Visit www.EachMindMatters.org

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
WANT MORE EACH MIND MATTERS MERCHANDISE?

Now you can purchase materials with ease right from your computer, phone, or tablet.

Introducing the new EACH MIND MATTERS online store!

You can visit www.eachmindmatters.org/store to buy ribbons, pins, shirts, bottles, bags, and much more.

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