

EACH MIND MATTERS

California's Mental Health Movement

Each Mind Matters serves as a unifying message for organizations, health systems and millions of Californians working to break down the barriers that stop people from getting the help they need and support they deserve.

Suicide Prevention

<http://calmhsa.org/programs/suicide-prevention/>

Stigma & Discrimination Reduction

<http://calmhsa.org/programs/stigma-discrimination-reduction-sdr/>

Student Mental Health

<http://calmhsa.org/programs/student-mental-health-initiative-smhi/>



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

- ✓ Blog posts at EachMindMatters.org
- ✓ Customizable content for bloggers
- ✓ Take-home materials for Latino families in Spanish and English

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

- ✓ Interactive website at WalkInOurShoes.org and PonteEnMisZapatos.org
- ✓ School-based performances
- ✓ Statewide advertising in English and Spanish
- ✓ Materials for students, parents and teachers

Transition-Age Youth (Age 14-24)

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

- ✓ ReachOutHere.com and BuscaApoyo.com
- ✓ Social media ([Facebook](https://www.facebook.com), [Tumblr](https://www.tumblr.com), [Twitter](https://twitter.com))
- ✓ Statewide advertising in English and Spanish
- ✓ Customized materials

Decision Makers (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

- ✓ A New State of Mind Documentary at EachMindMatters.org
- ✓ Community dialogue events
- ✓ Speaker's Bureau materials at SpeakOurMinds.org
- ✓ Speaker's Bureau mini-grants

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California Reducing Disparities Project Audiences

African American

➤ Faith-based initiative that creates Mental Health-Friendly Congregations and identifies the local resources to sustain them

- ✓ Community kickoff events and trainings
- ✓ Mental Wellness Ministries
- ✓ Clergy roundtables
- ✓ Local resource guides
- ✓ Culturally focused media campaign

Asian & Pacific Islander

➤ Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults, educating and breaking the cycle of myths about mental illness

- ✓ Local community events
- ✓ Mental Wellness Outreach Toolkit
- ✓ In-language PSAs delivered through local radio and print outlets
- ✓ Mental health storytelling campaign

Latino

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

- ✓ Latino family forums
- ✓ Local media coverage of forums
- ✓ Latino family wellness resource, English- and Spanish-language Fotonovela, will be available March 2014

LGBTQ

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

- ✓ SDR education and training curriculum will be available online
- ✓ GSA Alumni Association
- ✓ GSA Network/LGBTQI alignment with ReachOut.com

Native American

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

- ✓ Outreach tactics developed with Advisory Committee, community leaders, and from recommendations from the Native American CRDP Report
- ✓ Culturally adapted multimedia toolkit and mini-grant program