**Week prior to May 1**

**Email Subject: Get ready for Mental Health Matters Month**

Next week we kickoff Mental Health Matters Month during May. Millions across the nation will unite to spread awareness and show support for the importance of mental health issues.

Did you know half of us will have a mental health challenge over the course of our lifetime? Yet research shows that many people -- particularly young people -- wait a long time to get help due to fears of being labeled or stigmatized. The fact is with support and appropriate treatment people with mental health challenges can, and do, get better.

California’s Mental Health Movement, Each Mind Matters, invites you to join Californians in spreading awareness about the importance of mental health. Stay tuned every Monday in May for weekly emails where you will learn:

* Tips on how to achieve mental health well-being
* How to create a supportive community where everyone can reach out for help
* Tools to fight the stigma surrounding mental illness

Check out this video to learn how mental health stigma affects all of us and what you can do to help change our community: <https://vimeo.com/145923301>.

Another way to show support is through listening. Sidewalk Talk is a listening movement that believes we are all responsible for one another’s mental health and teaches individuals how to be effective listeners. Check out their [7 Listening Tips](http://www.eachmindmatters.org/wp-content/uploads/2017/03/Toolkit-Sidewalk-Talk-Instructions.pdf) and visit their [website](http://www.sidewalktalksf.com/) to learn of an event near you and how to get involved.

Also, make sure to visit the (INSERT ORGANIZATION NAME) Facebook (INSERT HYPERLINK), Instagram (INSERT HYPERLINK), or Twitter (INSERT HYPERLINK) for more activities, ideas, and tips to promote mental health in your home and community.

[Insert Agency/CBO Signature Line]