Learning Exchange: Tips & Tools for Mental Health Matters Month

March 7, 2017
Introductions

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Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.
Welcome!

- Please **mute** your line
- If you have a **question, technical problem or comment**, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel.
Agenda:

- **EMM Mental Health Toolkit**
  - An overview of the toolkit, including a Lime Green Champion and Sidewalk Talk activity
  - A discussion of awareness activities and examples from county and community organizations

- **Learning Exchange**
  - An open dialog and learning exchange to discuss ideas, challenges and lessons learned
Our Core Message

Unite
Improve
Amplify
Empower
The toolkit includes:

- Sidewalk Talk Activity
- Lime Green Champions Ribbon Wall Activity
- Email Blasts
- “Show Your Lime Green Spirit” Activity Ideas
- Social Media Posts
- Resources

Note that these materials can be found and downloaded at EachMindMatters.org
Partnership with Sidewalk Talk

www.sidewalktalksf.com
Lime Green Champions

- Ribbon Wall Activity Instructions
- Fabric Ribbons (not provided)
- Ribbon Wall Ribbons
- Markers and Tape (not provided)

Can be ordered from EachMindMatters.org
Lime Green Champions

Implementing a Ribbon Wall Activity can be done in four easy steps.

1. Choose a blank wall in your 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. Set the table-top instruction sign on the table next to the other supplies.

3. Put the Ribbon Wall Activity 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 Ribbon 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.
Last May Lime Green was seen throughout San Diego County with the distribution of:

- 1,000 wristbands,
- 2,500 Ribbon Wall Ribbons,
- and 17,000 Green Ribbon Pins

to all county staff.
San Bernardino County
Orange County
Learning Exchange:

How have you used green ribbons to raise awareness?
Email Blasts

Toolkit Includes:

- 5 Customizable Email Templates

May is Mental Health Matters Month

Monday, May 1

Email Subject Line: It’s Mental Health Matters Month – Proudly Wear Your Lime Green!

Today kicks off Mental Health Matters Month. Here is how you can get involved: Wear your lime green!

Did you know lime green is the national color of mental health awareness? It can help start conversations with people who do not know about the mental health movement. Put on a support ribbon or even a lime green neck tie. You can even decorate your workspace with lime green items or streamers. Or how about sharing this video on your social media channel to raise awareness about mental health?

Small actions like these let others know that you are a mental health advocate who supports raising awareness and reducing stigma about mental health challenges. If you need talking points to get you started check these out:

- I wear my lime green ribbon because I support mental health awareness and I believe Each Mind Matters.
- I wear my lime green ribbon in support of the millions of Californians affected by mental health challenges.
- Someone dealing with a mental health challenge is not defined by their diagnosis; it’s just one part of who they are.

For additional ways to incorporate lime green check out this ribbon cookie recipe and other activities.

Here’s a weekend challenge: Take what you’ve learned this week and continue to share it with others. Whether it is starting a conversation about mental health awareness, the significance of lime green or sharing the resources we’ve provided. If you need some help, here’s a handout you can print to remind everyone that each mind matters. You can also share this two-minute video.
Mental Health Awareness Week
JOIN THE MOVEMENT

This year, make a resolution for a healthier body and mind.
Join Orange County Health Care Agency for
Mental Health Awareness Week
January 11-17, 2016

Here are a few ways you can get involved and show your support:
1. Help create our Lime Green Ribbon Wall. Lime green ribbons to sign will be available in many locations throughout Orange County. Visit the Behavioral Health OC Links Blog for a list of locations, then add your name to the wall!
2. Learn more about how mental health stigma affects all of us and what you can do to help change our community.
3. Take our daily challenge: all week long!

Monday: Lime green is the national color for mental health. Submit a photo showing your mental health and lime green spirit and win prizes!
Tuesday: Don’t miss out on your chance to add your name to the Lime Green Ribbon wall. Locations are all over Orange County, find one near you.
Wednesday: It’s Wellness Wednesday! Watch your email for some great tips and tricks to be happier at work and in the rest of your daily life.
Thursday: Show your support on social media. Add the Each Mind Matters ribbon to your Facebook or Twitter profile photo, or make a pledge online.
Friday: See how young people in the OC are getting involved and watch the award-winning public service announcements created by youth for youth.
Saturday and Sunday: Wear your lime green ribbon all weekend and talk to your family and friends about why Each Mind Matters to you.

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63)
May is Mental Health Matters Month and lime green is the national color of awareness. Show us how you are incorporating lime green in May. Share your photos with us and get your lime green gear at EachMindMatters.org.

Social media can be a powerful tool to initiate change. Watch our quick video with helpful tips on ways to use your social media channels to be a part of the mental health movement. https://vimeo.com/134363573

- Wear the “Twibbon” on your social media profile picture. You can easily add a “Twibbon” from: http://twibbon.com/Support/each-mind-matters
- RT to let others know they aren’t alone if they ever need to talk. Being open and honest is the best way to end stigma! #EachMindMatters
- Show your support for Mental Health Matters Month and #EachMindMatters wherever you are by using the hashtag #MillionsLikeMe
Social Media Guide
Social Media Guide

Headaches and broken arms can heal. And with help, so can the things we feel.

Closing doors to be alone can leave you feeling blue. But sharing your story can help you, and others too.

Reach out to tell people you trust what's wrong. And you'll realize you had support all along.

With support and love from others you'll begin to feel free. So speak out about mental health by using the hashtag #MillionsLikeMe.
May is Mental Health Matters Month! The campaign Each Mind Matters focuses on reducing the stigma of mental illness and improving mental health outcomes for individuals, families, and communities. Stop by our booth tomorrow and learn more information about mental health resources that are featured on the Placer Network of Care!

Riverside University Health System - Behavioral Health
Yesterday at 7:59am

Wait! OMG! Do you mean it's less than 90 days until the Resource Fair in Fairmount Park in Riverside - celebrating May is Mental Health Month? Add this to your calendar right now!
May is Mental Health Matters Month

San Bernardino County Department of Behavioral Health
@sbdbh

Photos
Events
Likes

#MHM2016

38 Photos - Updated 9 months ago

Photo album highlighting the lime green sightings throughout May Mental Health Month.
May is Mental Health Matters Month

Monterey County Health Department
May 17 at 1:20pm

Why does mental health matter to you? #mentalhealthmatters #eachmindmatters

"Mental health matters to me because..."

Monterey County Behavioral Health Bureau
May 3, 2016

Did you know that lime green is the national color of mental health awareness? Show your support by wearing lime green – ribbons, t-shirt, nail polish and more all month long in May! Learn more and get your lime green gear at EachMindMatters.org

Monterey County Health Department
May 9 at 2:45pm

Half of us will experience a mental health challenge in our lifetime. All of us have a reason to speak up! #eachmindmatters #MHAM16
EMM collaborates with a network of community partners across California to support mental health awareness and stigma reduction efforts.

School and CBO mini-grantees receive funding and technical assistance to integrate EMM messaging, resources, and materials into activities designed specifically to highlight and celebrate May Mental Health Matters Month.
The California Department of Health Care Services mission is to provide Californians with access to affordable, integrated, high-quality health care, including medical, dental, mental health, substance use treatment services and long-term care. Our vision is to preserve and improve the overall health and well-being of all Californians.

To support the department's mission, raising awareness is an important component to educate and engage all Californians about the importance of seeking help. We encourage those experiencing mental health and substance use challenges to seek help early to improve their overall quality of life.
DHCS Awareness Planning Committee (APC) is a team of individuals responsible for planning and coordinating activities, events, and resources for any awareness effort throughout the year. The APC’s primary functions are as follows:

- Collaborate to creatively develop means of communication to educate and engage departmental employees and the public;
- Assist with the development of social media;
- Build enthusiasm to increase outreach and engagement for employee participation;
- Leverage stakeholder collaboration; and,
- Have fun!
DHCS Mental Health Awareness webpages is a cultivation of information related to promoting and increasing awareness that happens at the department and county-level.

The purpose of the webpages is to advance the departments commitment to “effectively engage the public” as it relates to the importance of increasing awareness. The awareness webpages are a means of communication to the public to promote the cause, provide information, connect the public to resources and activities, and educate the public on a specific health care issue(s).
The use of social media to promote mental health awareness is an effective method to publish awareness information and activities quickly to a large audience.

The purpose of using social media is to:

• provide the public with resources;
• engage in community outreach;
• create a direct dialogue; and,
• increase public awareness around specific topic(s).
Special thanks to DHCS Mental Health Services Division, children who participated in the department’s annual event, *Bring Your Child to Work Day*, April 28, 2016 for creating the crafty hand art to promote National Children’s Mental Health Awareness Week.
DHCS Participation in May Events

Mental Health Awareness Events and Activities

• Kick-off event
• Annual Director’s Walk
• Table Talk events
• Outdoor Tree Ribbons
• Departmental E-blast
Q&A
May “Kick Off” Event:
Mental Health Awareness Shabbat
The Mental Health Tree

Imagine: Share your hope, dream or prayer for what a real supportive community would be like.

In a REAL supportive community at Rodef Sholom, response, concern, and support for those and their families suffering mental illness would be as great as for any physical illness and suffering, and with no more stigma.

I imagine... a time when a mental illness diagnosis is treated like an broken arm—Or other “physical” illness.

To feel safe in my community I need to feel that I’m being accepted the way I am.
Connecting with Social Media

REAL at Rodef Sholom
May 5, 2016
This is what it looks like when Congregation Rodef Sholom embraces our mission to end stigma and isolation in the Jewish community. #EachMindMatters #mentalhealthawareness #endstigma

REAL at Rodef Sholom
May 16, 2016
Getting REAL at Marin County’s Mental Health Awareness Day; proud to represent both the Jewish and larger faith-based community. #eachmindmatters

REAL at Rodef Sholom
May 9, 2016
“I've been wearing my green bracelet all week and when we stood under the chuppah together somehow something deep inside shifted in my connection to Judaism and the alienation I have felt in Marin.”
REAL Life. Real People. REAL Connections.
#EachMindMatters #MentalHealthMonth #MentalHealthShabbat
Congregation Rodef Sholom
Upcoming Events for May is Mental Health Month 2017:

**THE S WORD**

_from the creative team behind the award-winning Of Two Minds_ comes a new film that will tackle one of the most unfathomable and cloistered issues of our time... Suicide. A suicide attempt survivor is on a mission to find fellow survivors and document their stories of courage, insight and humor. Along the way, she discovers a rising national movement transforming personal struggles into action.

**Tickets:**
www.larktheater.net

For more information:
JoAnne Forman
415.479.3441 x3011

www.rodefsholom.org/MHI

facebook: @realatrodefsholom
twitter: @REALRodefSholom

**HANNAH HART**

Joan Hannah, wildly popular YouTube personality, for a conversation about mental health, family, faith, love, sexuality, self-worth, fame and friendship. Hannah’s inspired storytelling and unique brand of reckless optimism will make you laugh and cry as she shares her journey through childhood trauma, coming out as LGBTQ and the decision to “shine a light” on mental health in her NY Times best-selling memoir, Buffering.

**THURSDAY, MAY 18 AT 7 PM**

**CONGREGATION RODEF SHOLOM**

170 N. SAN PEDRO RD.
SAN RAFAEL, CA

RSVP: MHI@rodefsholom.org
415.479.3441 x3011
www.REALHannahHart.eventbrite.com
Q&A
Lime Green Spirit Activities

- Feature stories, resources and information from Each Mind Matters about mental health in your company newsletter or e-blast

- Have employees wear lime green or decorate their workstations in lime green

- Wear a lime green ribbon every day in May and when people ask, share what it means to you

- Check out our EMM videos at www.eachmindmatters.org/stories and share

- Follow our EMM social media accounts and share or re-tweet us
Ingredients
1.5 cups butter, softened
2 cups white sugar
4 eggs
1 tsp vanilla extract
5 cups all-purpose flour
2 tbsps baking powder
1 tsp salt

Instructions
1. In a large bowl, cream together butter and sugar until smooth. Beat in eggs and vanilla. Stir in flour, baking powder and salt. Cover and chill dough for at least one hour.

2. Preheat oven to 400°. Roll out dough on a floured surface 1/4 to 1/2 inch thick. Cut into shapes using ribbon-shaped cookie cutter. Place cookies 1 inch apart on ungreased cookie sheets.

3. Bake 6 to 8 minutes in preheated oven. Cool completely.

4. Spread on lime green frosting.

5. Enjoy at your next gathering! Remember to share the meaning of the lime green ribbon and why mental health is important.
San Francisco County

Wellness Tree at San Francisco Department of Public Health
Lime Green Spirit Activities

- Tie lime green ribbons to all the trees in your neighborhood, or have your neighbors or local businesses display lime green ribbons on their front doors!

- Host a screening of the Each Mind Matters documentary “A New State of Mind”

- Ask your local government officials or business association to light up a prominent area in downtown (e.g. City Hall, a local monument, a park, a shopping mall) lime green during the month of May

- Arrive Community Events

- Host Walks or Marches For Mental Health

- Collaborate with Local Businesses

- Screen a local Directing Change film in a movie theatre or invite students to a Board of Supervisor meeting
Walks and Marches

The Colusa County Department of Behavioral Health hosted the community event, Stomp Out Stigma, a mental health awareness and education 5k.

Humboldt County hosted a March for Mental Health.
Innovative Community Events
Collaborate with Local Businesses
Integrate Lime Green into Your Events

Riverside County Believes Each Mind Matters
EachMindMatters.org
Learning Exchange:

How have you (or are you planning to) integrate *Each Mind Matters* and lime green into your awareness activities?
EMM Tools and Resources

A wide range of mental health and suicide prevention educational resources are available for diverse communities across the lifespan:

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle aged men
- Native American
- Spanish-speaking
- Vietnamese
- Russian (*coming soon*)
- Punjabi

Suicide Prevention Resources: yourvoicecounts.org
Mental Health Resources: info@eachmindmatters.org
Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California's Mental Health Movement. If you would like to order materials with a Purchase Order, please review the Purchase Order Process. If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.

“A New State of Mind” Documentary DVD Toolkit

“Be True and Be You” Booklet for LGBTQ Teens

“Stories of Hope, Resilience and Recovery” Vignette DVD
If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience!

http://www.eachmindmatters.org/events/

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store
• Encourage people to upload their photos to their social media channel, tag @EachMindMatters and add the hashtags #EachMindMatters and #MillionsLikeMe.
Save the date!

Directing Change Award Ceremony and Screening May 11th
May 11, 2017 | 11-2 p.m.
San Diego County

The 5th annual Directing Change Award Ceremony will be hosted at the Center for the Arts and will include a red carpet reception, films screening and award ceremony. To RSVP visit: www.directingchange.org

Mental Health Matters Day
Building Momentum and Strength TOGETHER

May 24, 2017
California State Capitol East Steps

To find out about other upcoming events visit:
http://www.eachmindmatters.org/events/
If you are interested in requesting any of the following items, please make sure to fill out the post-survey provided after this webinar presentation.

- Ribbon Wall Poster
- Die-cut Ribbons for ribbon wall activity
- Poster
- Brochure

Limited supply. First come, first served.
Thank you!

To access the toolkit online:

http://www.eachmindmatters.org/get-involved/spread-the-word/