

Each Mind Matters Resource Center 101: Accessing Free Online Mental Health Resources for Diverse Communities



🎗 Welcome!

- 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



Introductions



The image features a map of California with its counties labeled. Lines connect specific counties to portraits of individuals:

- Joseph Robinson**, Sacramento, CA: Connected to Sacramento County.
- Mariana Baserga**, Sacramento, CA: Connected to Sacramento County.
- Jonathan Bolivar**, Sacramento, CA: Connected to Sacramento County.
- Tawny Porter**, Alameda, CA: Connected to Alameda County.
- Lisa Smusz**, Alameda, CA: Connected to Alameda County.

Each Mind Matters

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



🎗 Today's Objectives:

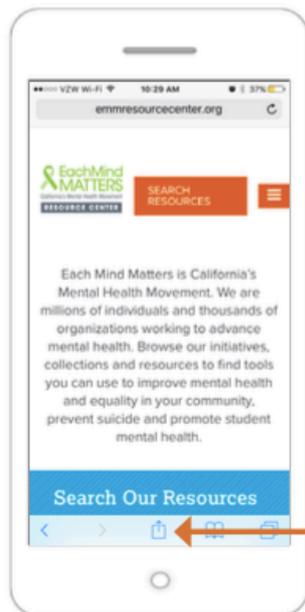


- 1) Learn to use Initiatives, Collections, and Advanced Search options on the Each Mind Matters Resource Center
- 2) Understand how to promote mental health and suicide prevention online
- 3) Get expert tips for creating effective social media messages



Resources

iPhone



Android



Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.

Search Our Resources

SEARCH

[Advanced Search](#)

Featured

Mental Health Awareness Week Toolkit

A toolkit with resources for Mental
Health Awareness Week.

[Explore >](#)



Advanced Search

Keyword(s)

Resource Type

- Branding and Logos
- Data and Reports
- Digital Advertisements
- Facilitation Guides
- Outdoor Advertisements
- Outreach Materials
- Posters and Brochures
- Presentations

Search Resources

DISPLAYING 1 - 2 OF 2



Each Mind Matters Cell Phone Tutorial (iPhone) >

A tutorial that shows you how to use the EMM Resource Center website on your iPhone.

Each Mind Matters, General Audience, English, Facilitation Guides



Each Mind Matters Cell Phone Tutorial (Android) >

A tutorial that shows you how to use the EMM Resource Center website on your Android phone.

Each Mind Matters, General Audience, English, Facilitation Guides

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A toolkit with resources for Mental Health Awareness Week.

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Explore Our Initiatives



Each Mind Matters

California's Mental Health Movement.

[**EXPLORE** >](#)



Know the Signs

Pain isn't always obvious. Suicide is preventable.

[**EXPLORE** >](#)



SanaMente

Movimiento de Salud Mental de California

[**EXPLORE** >](#)



Directing Change

A student film contest that focuses on suicide prevention and mental illness.

[**EXPLORE** >](#)



Walk In Our Shoes

An educational campaign that teaches children about mental health.

[**EXPLORE** >](#)



Ponte en Mis Zapatos

Una campaña educativa que enseña a los niños de la salud mental.

[**EXPLORE** >](#)

Browse Collections

Women's History Month

Celebrate Women's History Month with these resources.



Children

Support the child in your life with these tools and resources.



LGBTQ Pride

Raise awareness and celebrate LGBTQ pride with these resources.



Higher Education and Faculty

Check out available resources for those working in higher education.



Suicide Prevention Week

Take the time to learn what to do so you're ready to support someone when it matters most.



Black History Month

Celebrate the achievements of African Americans in the U.S.





CalMHSA



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

Stay Connected



Sign up for our newsletter!

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[Collections](#)

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[Contact](#)

[Search Resource Center](#)

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Keyword(s)

LGBTQ

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Resource Type

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- Outdoor Advertisements
- Outreach Materials

Search Resources

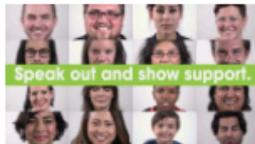
DISPLAYING 1-7 OF 7



Be True and Be You: A Basic Guide for LGBTQ+ Youth >

A basic mental health guide for LGBTQ+ young adults.

Each Mind Matters, LGBTQ, Young Adults, Stigma and Discrimination Reduction, English, Posters and Brochures



EMM Video from Pride >

A video explaining the significance of mental health among the LGBTQ community and encouraging awareness and help-seeking for those experiencing mental health challenges.

Each Mind Matters, LGBTQ, Stigma and Discrimination Reduction, English, Videos

Be True and Be You: A Basic Guide for LGBTQ+ Youth

View

Edit

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Manage display

Devel

Clone



BE TRUE



AND BE YOU

A Basic
Mental
Health
Guide for
LGBTQ+
Youth

A mental health guide for LGBTQ+ youth.

Downloads

Files

**Be True and Be You Booklet
(Digital)**

Size: 1.14 MB

File Type: pdf



LGBTQ Workgroup Letter

Size: 68.08 KB

File Type: pdf



Print Ready Files

**Be True and Be You Booklet
(Print Ready)**

Size: 12.22 MB



Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.

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Mental Health Awareness Week Toolkit

A toolkit with resources for Mental Health Awareness Week.

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Advanced Search

Keyword(s)

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Resource Type

- Branding and Logos
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- Outreach Materials
- Posters and Brochures
- Presentations
- Press Materials
- Radio
- Toolkits
- TV
- Videos

Search Resources

DISPLAYING 1 - 10 OF 401

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Last >



2014 Judge Impact Evaluation Report >

A report highlighting the positive effects of training influencers in safe messaging techniques while judging student submissions for the Directing Change film competition.

[Directing Change, Influencers, Young Adults, Stigma and Discrimination Reduction, Suicide Prevention, English, Data and Reports](#)



2014 Outcome Statement >

An overview of the impact of the 2014 Directing Change youth film competition.

[Directing Change, Influencers, Young Adults, Stigma and Discrimination Reduction, Suicide Prevention, English, Data and Reports](#)

2014 School Impact Evaluation Report >

Target Audience

- African American
- API
- Children
- Educators
- Faith
- General Audience
- Influencers
- Latino
- LGBTQ
- Media
- Native Americans
- Parents
- Young Adults



after the 2014 Directing Change film competition that highlights the program's impact on schools across California.

[Directing Change](#), [Influencers](#), [Young Adults](#), [Stigma and Discrimination Reduction](#), [Suicide Prevention](#), [English](#), [Data and Reports](#)



2015 Evaluation Reports >

A report on the student and teacher survey disseminated after the 2015 Directing Change film competition that highlights the program's impact on schools across California.

[Directing Change](#), [Influencers](#), [Young Adults](#), [Stigma and Discrimination Reduction](#), [Suicide Prevention](#), [English](#), [Data and Reports](#)

Language

- Chinese
- English
- Hmong
- Khmer
- Korean
- Lao
- Mien
- Other Language
- Spanish
- Tagalog
- Traditional Chinese
- Vietnamese



An overview of the Directing Change youth film competition and its community impact in mental health and suicide prevention awareness in California since its inception in 2014.

[Directing Change, Influencers, Young Adults, Stigma and Discrimination Reduction, Suicide Prevention, English, Data and Reports](#)



2015 Media Advisory >

A media advisory about the 2015 Directing Change youth film competition for high school and college students in California.

[Directing Change, Influencers, Media, Stigma and Discrimination Reduction, Suicide Prevention, English, Press Materials](#)

Initiatives

- Directing Change
- Each Mind Matters
- Know the Signs
- Ponte en Mis Zapatos
- Program Partners
- Reconozca las Señales
- SanaMente
- Student Mental Health
- Walk in Our Shoes

Topics

- Stigma and Discrimination Reduction
- Suicide Prevention

SEARCH



2015 Outcome Statement >

An overview of the impact of the 2015 Directing Change youth film competition.

[Directing Change](#), [Influencers](#), [Young Adults](#), [Stigma and Discrimination Reduction](#), [Suicide Prevention](#), [English](#), [Data and Reports](#)



2015 Student Mental Health Matters Release >

A press release announcing the 2015 Directing Change competition to statewide media outlets.

[Directing Change](#), [Influencers](#), [Media](#), [Stigma and Discrimination Reduction](#), [Suicide Prevention](#), [English](#), [Press Materials](#)



2016 Contest Announcement Press Release >

A press release announcing the Directing Change youth film competition open for submissions to high school and college students.



Toolkits

Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.

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Mental Health Awareness Week Toolkit

A toolkit with resources for Mental Health Awareness Week.

[Explore >](#)

Advanced Search

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- TV
- Videos

Search Resources

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Last >>



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[Directing Change, Influencers, Young Adults, Stigma and Discrimination Reduction, Suicide Prevention, English, Data and Reports](#)



2014 School Impact Evaluation Report >

A report on the student and teacher survey disseminated

Advanced Search

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- Toolkits
- TV
- Videos

Target Audience

- African American
- API
- Children
- Educators

Search Resources

DISPLAYING 1 - 6 OF 6



May is Mental Health Matters Month 2017 Toolkit >

A toolkit with resources to assist you in carrying the mental health movement forward in your community.

[Each Mind Matters](#), [General Audience](#), [Stigma and Discrimination Reduction](#), [English](#), [Toolkits](#)



May is Mental Health Matters Month 2016 Toolkit >

A toolkit for counties and CBOs to use during May is Mental Health Matters Month to engage local communities and support mental health awareness.

[Each Mind Matters](#), [General Audience](#), [Stigma and Discrimination Reduction](#), [English](#), [Toolkits](#)



Mental Health Awareness Week 2016 Toolkit >

A toolkit with valuable resources that can be customized to raise awareness in your community and help reduce the stigma surrounding mental health challenges.

[Each Mind Matters](#), [General Audience](#), [Stigma and Discrimination Reduction](#), [English](#), [Toolkits](#)

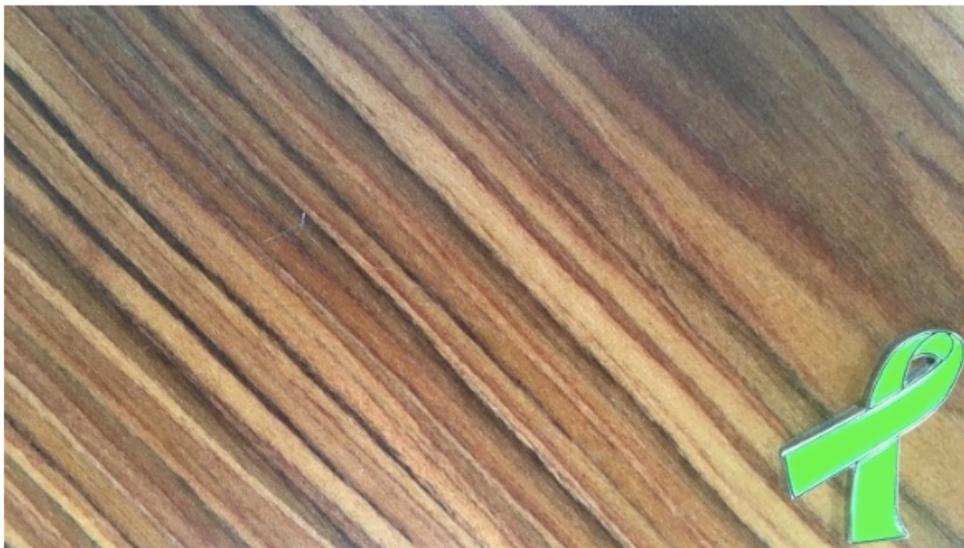


Mental Health Awareness Week Toolkit >

A toolkit with resources for Mental Health Awareness Week.

[Each Mind Matters](#), [General Audience](#), [Stigma and Discrimination Reduction](#), [English](#), [Toolkits](#)

Mental Health Awareness Week Toolkit



Mental Health Awareness Week is an annual event where advocates 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. Thanks to NAMI's efforts in 1990, the U.S. Congress established the first full week in October for the observance.

Each Mind Matters has developed valuable resources that can be customized to raise awareness in your community and help reduce the stigma surrounding mental health challenges.

[Each Mind Matters](#), [General Audience](#), [Stigma and Discrimination Reduction](#), [English](#), [Toolkits](#)

Resources in this Toolkit

Introduction to Mental Health Support Guide

Print Ready Files

Introduction to Mental Health
Support Guide.pdf



Mental Health Support Guide

Files

EMM Mental Health Support Guide
Brochure.pdf



Lime Green Ribbon Awareness Activity Instructional Guide

Print Ready Files

Lime Green Ribbon Awareness
Activity.pdf



Social Media Guide for Mental Health Awareness Week

Print Ready Files

Social Media Guide





Initiatives



**Walk in
our Shoes**

**Directing
Change**

**Know the
Signs**

SanaMente

**Ponte en
mis
Zapatos**

**Reconozca
las
Señales**



→ **Initiatives**

Collections

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A toolkit with resources for Mental Health Awareness Week.

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Explore Our Initiatives



Each Mind Matters

California's Mental Health Movement.

[EXPLORE >](#)



Know the Signs

Pain isn't always obvious. Suicide is preventable.

[EXPLORE >](#)



SanaMente

Movimiento de Salud Mental de California

[EXPLORE >](#)



Directing Change

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[EXPLORE >](#)



Walk In Our Shoes

An educational campaign that teaches children about mental health.

[EXPLORE >](#)



Ponte en Mis Zapatos

Una campaña educativa que enseña a los niños de la salud mental.

[EXPLORE >](#)

INITIATIVES

TITLE

SanaMente

DESCRIPTION



SanaMente es el Movimiento de Salud Mental de California. Somos millones de personas y miles de organizaciones que comparten una visión conjunta de crear una comunidad donde todos se sienten cómodos buscando la ayuda que se merecen. California está tomando medidas sin precedentes para eliminar las barreras del estigma y la discriminación, y para que cada persona sepa que la ayuda está disponible y se pueda sentir segura pidiendo el apoyo que necesite.

WEBSITE
LINK

SANAMENTE 

Resources



SanaMente Resource Card >

A small, branded resource card with brief information about SanaMente, California's mental health movement. Una pequeña tarjeta con información breve de SanaMente, el movimiento de salud mental de California.

[*SanaMente, Latino, Spanish, Outreach Materials*](#)



Fotonovela One Sheet >

A fact sheet with information about the fotonovela series. Una hoja informativa que provee información sobre la serie de fotonovelas.

[*SanaMente, Latino, Spanish, Outreach Materials*](#)



SanaMente Logo (Color) >

The SanaMente logo (color) in a jpg file to add to resource materials and promote mental health awareness. Un archivo jpg del logotipo SanaMente en color para añadir a recursos promoviendo la concientización de salud mental.

[*SanaMente, Latino, Spanish, Branding and Logos*](#)



La historia de Daniel >

Videos of individuals affected by mental health and their story of hope and recovery. Videos con testimonios de individuos hablando de los retos de salud mental y como lo superaron.

[*SanaMente, Latino, English, Spanish, Videos*](#)



Guía de apoyo para la salud mental >

La guía de apoyo para la salud mental proporciona información valiosa sobre cómo puedes encontrar servicios de salud mental para ti y tus seres queridos.

[*SanaMente, Latino, Spanish, Posters and Brochures*](#)

[Show More Resources ▶](#)

Related Collections

National Hispanic Heritage Month >

Check out this collection of resources for National Hispanic Heritage Month.

May is Mental Health Month >

Get involved during Mental Health Matters Month by exploring these resources.

Related Toolkits

May is Mental Health Matters Month 2017 Toolkit >

A toolkit with resources to assist you in carrying the mental health movement forward in your community.

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Collections



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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. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.

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Mental Health Awareness Week Toolkit

A toolkit with resources for Mental Health Awareness Week.

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Browse Collections

Women's History Month

Celebrate Women's History Month with these resources.



Children

Support the child in your life with these tools and resources.



LGBTQ Pride

Raise awareness and celebrate LGBTQ pride with these resources.



Higher Education and Faculty

Check out available resources for those working in higher education.



Suicide Prevention Week

Take the time to learn what to do so you're ready to support someone when it matters most.



Black History Month

Celebrate the achievements of African Americans in the U.S.





Suicide Prevention Week

Pain isn't always obvious, but you can learn to recognize the warning signs and how to seek help if you or someone you know is thinking about suicide. In an emergency, dial 911. The following resources can assist you to find immediate help, learn how to help someone else in a crisis, or get involved in the campaign to raise awareness and change the way we collectively minimize the risk of suicide.

View

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Manage display

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"Speak Out"



Resources

Toolkits

[Suicide Prevention Week 2017 Toolkit >](#)

This toolkit focuses on men in the middle years.

[Suicide Prevention Week 2016 Toolkit >](#)

A toolkit for Suicide Prevention Week with useful materials that can assist you in planning activities in your community.

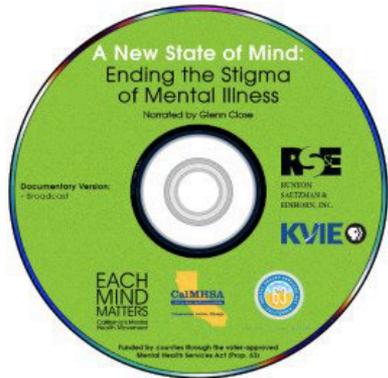
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🎗️ Questions?





"A New State of Mind"
Documentary DVD Toolkit

\$10.00



"Be True and Be You" Booklet for
LGBTQ+ Teens

\$0.00-\$3.00

Explore the **Each Mind Matters** Shop.



The *Each Mind Matters* Shop

The educational material on the new Resource Center website are available for free download or purchase from the *Each Mind Matters* Shop.

These professionally-produced materials are intended for use by individuals and organizations at meetings, presentations and through outreach efforts.

Revenue from the *Each Mind Matters* Shop supports the production of mental health resources and materials used in outreach and education efforts throughout California.

Materials can be purchased at:

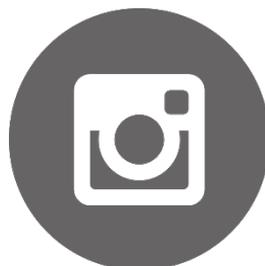
EachMindMatters.org/shop



The *Each Mind Matters* Shop

In an effort to streamline access to these materials we've overhauled The Shop to link directly to the Resource Center for quick access to digital versions of our print materials.

One great way that you can share this information is through social media, and Each Mind Matters can be found on most major platforms.



Home / Shop / KNOW THE SIGNS Brochures for Diverse Communities

KNOW THE SIGNS Brochures for Diverse Communities

\$7.50

The *Know the Signs* suicide prevention campaign has implemented a variety of activities to facilitate the adaptation of suicide prevention materials for several diverse communities in California. This process included workgroups of statewide stakeholders who guided the development of these resources and offered insights on their population's cultural perspectives on suicide prevention efforts and effective approaches to reach potential helpers in their respective communities.

These 8-panel bilingual brochures provide information about suicide warning signs, how to find the words to offer support to someone that might be struggling, and a link to the *KTS* campaign website for national and local resources, including the National Suicide Prevention Lifeline.

Available in both digital and printed formats, these guides can be easily and economically downloaded and printed on your color printer or copier, or purchased in packs of 10.

Click the links for **downloadable versions** of each brochure:

- [Chinese Brochure](#)
- [Khmer Brochure](#)
- [Korean Brochure](#)
- [Lao Brochure](#)
- [Punjabi Brochure](#)
- [Russian Brochure](#)
- [Filipino Brochure](#)
- [Vietnamese Brochure](#)



Each
Mind
Matters

California's Mental
Health Movement

Each Mind Matters

@EachMindMatters

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👍 Liked ▾

📡 Following ▾

➦ Share

⋮



Status



Photo/Video

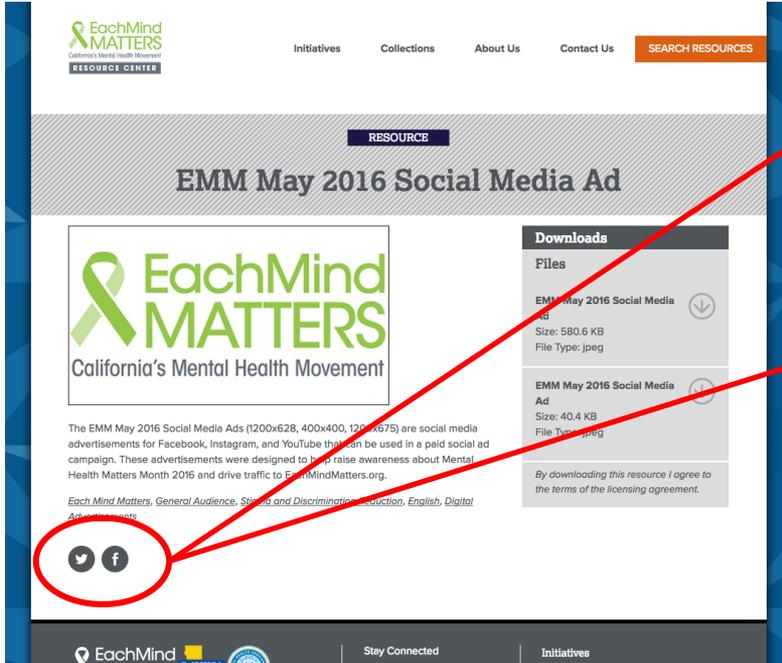


Write something on this Page...

Photos

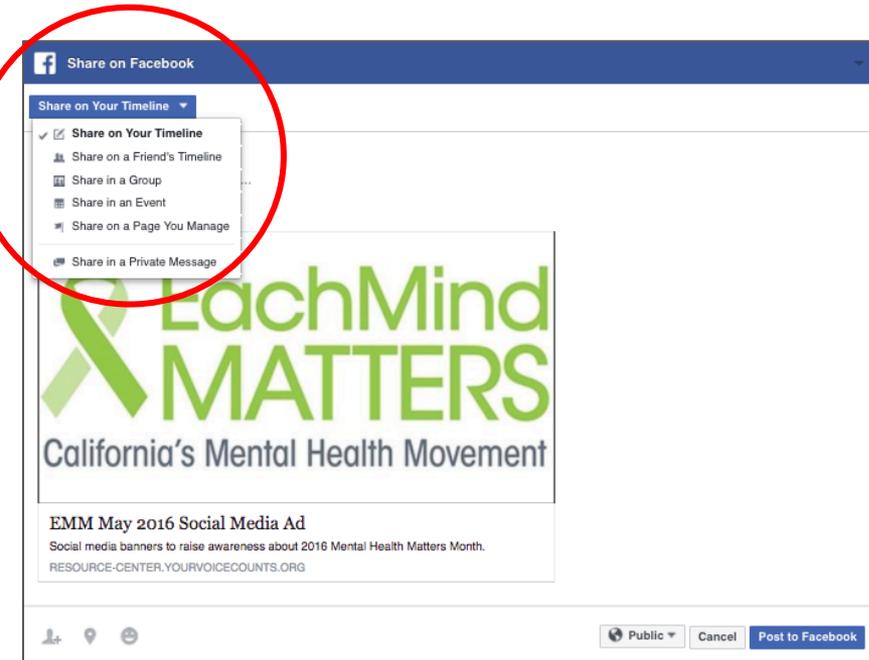
Creating Effective Social Media Messages

Social Share Feature – Facebook and Twitter



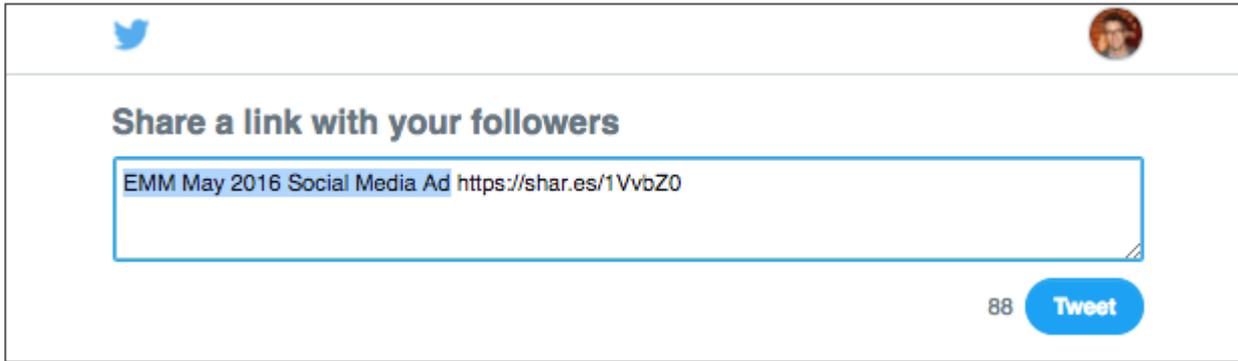
- One of the most powerful aspects of online resources is that people can easily share content or a website with others, greatly multiplying the audience.
- One way to do this is through social share buttons. These buttons allow visitors to recommend the site to their followers on Facebook and Twitter, and get their followers to check out the site (driving referral traffic).
- These buttons are located at the bottom of the page on individual resource pages.

Best Practices for Sharing on Facebook



- You have the ability to not only share on your timeline but on a friend's timeline, group, event or page you manage.
- Additionally, you can tag other friends or pages by including an @ in front of the name of the entity. This will notify them that you are sharing content.
- Keep the length of your posts to a maximum of 120 characters that clearly articulate the desired action (check out resource, visit the Each Mind Matters site, share with friends, etc.).

🎗 Best Practices for Sharing on Twitter



- With short character limit (140 characters), clear and concise copy is important.
- Try to keep your tweet at 120 characters so people can easily share it with minor tweaks.
- To maximize engagement further, use hashtags that people can search with content associated with it (ex: #EachMindMatters and #mentalhealth).
- Add up to two hashtags per tweet as appropriate.
- Mention other people or organizations you want to notify of the tweet (@EachMindMatters)

Each Mind Matters Toolkit – Mental Health Awareness Week



Social Media Guide

Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

 Instagram: [Instagram.com/EachMindMatters/](https://www.instagram.com/EachMindMatters/)

 Facebook: [Facebook.com/EachMindMatters](https://www.facebook.com/EachMindMatters)

 Twitter: [@EachMindMatters](https://twitter.com/EachMindMatters)



emmresourcecenter.org/resources/mental-health-awareness-week-toolkit

Know the Signs Toolkit – Suicide Prevention Week



Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable



MAKING HEADLINES

GUIDE TO ENGAGING THE
MEDIA IN SUICIDE PREVENTION
IN CALIFORNIA



emmresourcecenter.org/resources/suicide-prevention-week-2017-toolkit

Bookmark us!

EachMindMatters.org

SuicideIsPreventable.org

YourVoiceCounts.org

WalkinOurShoes.org

ReachOutHere.org



<http://catalogue.eachmindmatters.org>

SanaMente.org

ElSuicidioEsPrevenible.org

PonteEnMisZapatos.org

BuscaApoyo.org



Twitter: @eachmindmatters



Facebook.com/eachmindmatters



Instagram: eachmindmatters

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

Sign Up for Our Newsletters!

Each Mind Matters Newsletter

The Each Mind Matters Newsletter is a monthly newsletter created for anyone interested in supporting the mental health movement in California. Each edition includes a recap of the top headlines in mental health and a wealth of resources to help spread the word about mental health.

Subscribe here: <http://www.eachmindmatters.org/get-involved/subscribe/>

Insider Newsletter

The Each Mind Matters Insider Newsletter is a monthly newsletter created specifically for service providers. It includes information about relevant resources, upcoming events, and opportunities for providers to get involved in California's Mental Health Movement.

Subscribe here: <http://emmresourcecenter.org/subscribe-newsletter>

 Questions?

