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:

- Ribbon Wall Activity
- Online Toolkit
- Guest Speaker
- Learning Exchange
- Additional Resources

The online toolkit will be available by the end of March 2018.

You will receive a copy of these slides and a link to the toolkit (once it is available).
Thank you for being a part of Mental Health Matters Month!

The toolkit includes:

- Ribbon Wall Activity
- Social Media Posts
- Email Templates
- Activity Ideas
- Hand-outs

Note that these materials can be found and downloaded at EachMindMatters.org or SanaMente.org

All materials in the toolkit are Bilingual (English and Spanish)
2018 Theme and Core Message

Mayo es el Mes de la Salud Mental

Conexiones más profundas: de charla trivial a conversación real
2018 Theme and Core Message

May is Mental Health Matters Month

Deeper Connections: From Small Talk to Real Talk
Why a ribbon wall activity?

Each Mind Matters is made up of millions of individuals and hundreds of organizations working to advance the mental health movement. This May we’re focusing on strengthening social support networks, which research suggests can contribute to a healthier, happier life. Sometimes, it can be hard to know how to make deeper connections with people in our life or what to say when someone needs support, so we created this activity to help get you started.

1. Respond to one of the questions below, or create your own positive message on a lime green ribbon and place it on a wall. Read and get inspired by what others have written too!
   - What’s the best thing someone could say to you when you need support?
   - Imagine someone reading this is feeling alone. What would you like to say to them?

2. Take a photo and upload it to your social media account. Don’t forget to include @EachMindMatters and #EachMindMatters.

3. Choose a message card. Keep it for yourself for those times when you need a little inspiration, or share it to support and connect with others around you.

4. Take a lime green ribbon and wear it proudly to show your support of the mental health movement.
Why a Ribbon Wall Activity?

What is the best thing someone could say to you when you need support?

Imagine someone reading this is feeling alone. What would you like to say to them?
Ribbon Wall Activity

You make my life better just by being in it.

IF YOU WANT TO GO FAST, GO ALONE.
IF YOU WANT TO GO FAR, GO TOGETHER

I can. I will. I am.

I’ve been there.
I’m here now.

EachMind Matters
California’s Mental Health Movement
Need help? Call the National Suicide Prevention Lifeline at 1.800.273.8255 or text EMH to 741741 for free crisis counseling, 24/7.

EachMindMatters.org
EachMindMatters.org
National de Prevenção do Suicídio
1.800.273.8255
1.800.628.9454

SanaMente
Movimiento de Salud Mental de California
SanaMente.org
SanaMente.org
Nacional de Prevención del Suicidio
1.800.273.8255
1.800.628.9454

Funded by matched through the voter-approved Mental Health Services Act (Prop. 63).
Ribbon Wall Activity
Ribbon Wall Activity

- Ribbon Wall Activity Instruction Poster
- Ribbon Wall Ribbons
- Message Cards
- Fabric Ribbons
- Markers and Tape
Sample Ribbon Wall
Additional Resources

SanaMente
Promoviendo el bienestar mental
Mayo es el Mes de la Salud Mental
SanaMente.org

We Believe Each Mind Matters
May is Mental Health Matters Month
EachMindMatters.org
How do you access these materials?

1. Please fill out the post survey and let us know what materials you are interested in. We have a small supply available to provide to webinar participants. (Limited while supplies last)

2. Easy to use templates to print the materials on your office computer or at your local printer are available.

3. All materials can be ordered at the Each Mind Matters Store: [www.eachmindmatters.org/shop/](http://www.eachmindmatters.org/shop/)
May is Mental Health Matters Month

Q&A
Online Toolkit

- Social Media
- Resources
- Activity Tips
- Email Blasts
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
More content to share - Videos!

What is stigma?
https://vimeo.com/145923301

How to start a conversation on social media: https://vimeo.com/134363573

What is EMM? https://vimeo.com/128939915

How to start a conversation about mental health: https://vimeo.com/129273542
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!
MY GREEN IS LIME GREEN SOCIAL MEDIA CONTEST

SHOW US WHAT LIME GREEN MEANS TO YOU WITH THE HASHTAG, #WEARLIMEGREEN!
Best Practices for Sharing on Facebook

EachMind MATTERS
California’s Mental Health Movement

EMM May 2016 Social Media Ad
Social media banners to raise awareness about 2016 Mental Health Matters Month.
RESOURCE-CENTER.YOURVOICECOUNTS.ORG
Best Practices for Sharing on Twitter

- Be clear and concise (140 characters)
- Try to keep your tweet at 120 characters so people can easily share it with minor tweaks.
- 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 Month

Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

Instagram: Instagram.com/EachMindMatters/

Facebook: Facebook.com/EachMindMatters

Twitter: @EachMindMatters
Q&A
Who is the Health Education Council?

- The Health Education Council is a 501(c)(3) nonprofit organization dedicated to cultivating health and well-being in underserved communities by leveraging the power of collaboration.
Main Services
May 2018 at Ventanilla de Salud

- Spotlight on Mental Health Awareness during Consulate outreach
  - May 7th health fair – Champion guest presentation
  - Integrate physical activity to daily outreach with connection to self-care and mental health
  - Staff, intern, and provider trainings

- State Capitol event and Mobile Consulates
Tips for SanaMente Outreach

• Involve partners, interns/volunteers
• One spotlight day – Mental Health Awareness
• Reach people where they naturally congregate
  – Faith-based locations
  – Schools
  – Sacramento Food Bank
Cynthia Lopez-Foltz  
Program Director  
cfoltz@healthedcouncil.org

Lupita Rodriguez  
Program Administrator  
lrodriguez@healthedcouncil.org
Q&A
Do you have any past or planned activities you would like to share?
San Francisco County
Orange County

http://www.ochealthinfo.com/bhs/about/pi/mhm
Orange County

Mental Health Matters Month Messages Resonate Countywide

The voices of everyone who wanted to put an end to stigma were amplified throughout Orange County through a first-of-its-kind social media campaign to #UpliftOC during Mental Health Matters Month last May. A variety of County agencies/departments, Orange County Hospital, non-profits, and individuals were inspired to join us using the hashtag #UpliftOC on their social media accounts. We collectively shined the spotlight on simple behaviors community members can implement in their everyday lives to positively lift the spirits of friends and loved ones while simultaneously improving their own mental health and wellbeing.

Two unique videos that we created What it Means to Wear Lime Green and #UpliftOC with Simple Acts of Kindness featuring County Health Officer Dr. Eric Hamler and posted on the Health Care Agency’s Facebook, Twitter, and YouTube accounts, received an overwhelming number of views and shares from our followers. Check out our social media infographic that spotlights the campaign’s success below!

Here are more highlights celebrated during the month:

- Lime green is the color for mental health awareness, seen throughout Orange County with the distribution of 31,193 green wristbands and 21,148 green ribbon pins to 62 different providers.
- 22 HCA workstations and programs engaged participants by having clients take part in ribbon wall activities to open conversations about mental health.
- Lobbies and common areas at various Health Care Agency sites were decorated to feature lime green and highlight California’s Each Mind Matters mental health movement campaign.
- Schools throughout Orange County incorporated educational activities in their classrooms or lunchtime by pledging to improve mental wellness through poster creation and open communication using lime green ribbons or wristbands to start a dialogue.
- 64 events were hosted by community providers and partners that took place countywide all throughout the month of May.
- Check out the slideshow [here](#) to view more Mental Health Matters Month event photos and activities.

Now is the time to change the conversation about mental health in Orange County. Begin the discussion and encourage those in need to seek assistance. For more information, visit Behavioral Health Services Mental Health Matters Month webpage [here](#).
Siskiyou County posted lime green ribbons in their Adult and Children’s System of Care offices and the Six Stones Wellness Center created a display, in the shape of a Heart.
Kings County
Humboldt County
### May 2017 ~ Mental Health Matters Calendar of Events

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#### Live Well Be Well
1. Take Time For You Today - Breath, Walk Mindfully, Smile and Laugh
2. Take a Yoga Class
Prepare a meal with fresh produce from your local farmers market
3. Visit NAMI CA www.namicalifornia.org NAMAmendo
4. LGBTQ Proclamation
5. DOES Proclamation
6. Wellness Table (ASHE) Goodwine Cafe 9:00 AM – 1:00 PM email is Goodwinecafe@ashecommunitycenter.org 209-450-450
7. When Is ‘It’ replaced by ‘It’s’ from History becomes Wellness
8. When is Schizophrenia? Camino Lake Community Center 10:00-1:00
10. 16th Annual Support International 1-9-15-750 Final 1-9-15
11. 17th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
12. 18th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
13. 19th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
14. 20th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
15. 21st Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
16. 22nd Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
17. 23rd Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
18. 24th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
19. 25th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
20. 26th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk
21. 27th Wellness Table (ASHE) Come to Behavioral Health to participate in our annual spring wellness Walk

#### Run For Rory: Amador County's 1st Annual Suicide Awareness Walk

May 6 - 4:00 PM

Today was a huge success! Thank you to everyone who came, donated, helped, gave moral support, etc. It couldn't have happened without you. A huge thanks to Operation Care Amador County, Amador Mental and Behavioral Health, and Margaret Made Photography for being troopers so early in the chilly weather, and capturing some pretty cool moments.

Until next year 👾
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
Save the date!

**Directing Change Award Ceremony and Screening May 22**

Tuesday, May 22, 2018 | 11-2 p.m.
Los Angeles County

The 6th annual *Directing Change* Award Ceremony will be hosted at Historic Theatre at the Ace Hotel and will include a red carpet reception, films screening and award ceremony. To RSVP visit: [www.directingchangeca.org](http://www.directingchangeca.org)

**Mental Health Matters Day**

CALIFORNIA STRONG!

MAY 23, 2018
9:30am - 2pm

[www.mentalhealthmattersday.org/](http://www.mentalhealthmattersday.org/)
Save the date!

Each Mind Matters at the Giants Game May 2nd
May 2, 2018| 12:45 p.m.
AT&T Park
For tickets in the Each Mind Matters section:
https://groupmatics.events/event/Eachmindmatters

To find out about other upcoming events visit:
http://www.eachmindmatters.org/events/
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.

www.emmresourcecenter.org/
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.
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.
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.

www.eachmindmatters.org/shop

“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
Get involved at eachmindmatters.org

SanaMente.org
ElSuicidioEsPrevenible.org
PonteEnMisZapatos.org
BuscaApoyo.org

Twitter: @eachmindmatters
Facebook.com/eachmindmatters
Instagram: eachmindmatters

EachMindMatters.org
EMMresourcecenter.org
SuicideisPreventable.org
YourVoiceCounts.org
WalkinOurShoes.org
DirectingChange.org

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

- Ribbon Wall Ribbon and Instruction Poster
- Pin Ribbons
- Message Cards
Thank you!

To access the toolkit online:

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