



# EachMind MATTERS

## California's Mental Health Movement

We are a community of individuals and organizations dedicated to a new understanding of mental wellness and equality, starting here in California. Early support and help for mental health challenges can reduce suffering and save lives. We all have mental health; our minds deserve the same respect as our bodies.

### WHY LIME GREEN?

Lime green has emerged as the national color of mental health awareness, and **EACH MIND MATTERS** has adopted this vibrant color - symbolic of vigorous life and flourishing health - to represent our efforts to overcome the stereotypes, stigma, and discrimination associated with mental illness. Wear the lime green ribbon to take the movement everywhere you go.



#### Nearly 9 out of 10

Californians who are experiencing a mental health challenge have been discriminated against as a result.

California Well-Being Survey, 2015  
RAND Corporation

An average of 6 to 8 years passes after the onset of symptoms of a mental health challenge before many people actually reach out for help. Often, this hesitation to seek help is the result of the stigma that surrounds our notions of mental health, as well as the fear and pain of discrimination associate with these beliefs.

### Join us and learn more at [EachMindMatters.org](http://EachMindMatters.org)

#### Speak Up!

**Now is the time to change the conversation.**

**Each Mind Matters** wants more people engaging in the conversation about mental health in a new way. One way you can do this is by sharing your **LIME GREEN STORY**.

#### Lime Green Story

**It's not just what you say, but how you say it...**

By sharing your story, you let others know that it's okay to talk about mental illness- in talking openly, we offer each other support and can break down the barriers that prevent people from seeking help.

#### Tools You Can Use

**We've got everything you need to get started.**

**EachMindMatters.org** has many resources ready for use, from messages and toolkits to stories of recovery and promotional items to help share the message.



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