



# CALIFORNIA IS COMING TOGETHER TO LEAD THE WAY...

## 1 IN 4 AMERICAN ADULTS NEED HELP. RIGHT NOW.

## BUT MANY WON'T ASK FOR IT.

## FEAR OF JUDGMENT... ISOLATION... DISCRIMINATION...



### A NEW STATE OF MIND: **ENDING THE STIGMA OF MENTAL ILLNESS**

Narrated by award-winning actress Glenn Close

Stigma associated with mental illness can be more destructive than the illness itself.

Each of us has a role to play in ending stigma once and for all, and building a stronger, healthier California. **A New State of Mind: Ending the Stigma of Mental Illness** tells the stories of everyday people through their struggles, recovery and resilience in the face of mental health challenges.

Visit [EachMindMatters.org](http://EachMindMatters.org)



**EACH  
MIND  
MATTERS**  
California's Mental  
Health Movement

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





# EACH MIND MATTERS

## California's Mental Health Movement

**Hundreds of organizations working together to create health systems that serve minds and bodies.**

**Millions of Californians refusing to stay silent while untreated mental illness takes an unnecessary toll on our families and communities.**

**Each Mind Matters is for everyone because mental health is for everyone. This movement belongs to all of us.**

**Together, we are creating a California where Each Mind Matters.**

### Why Each Mind Matters:

**We are all different - and that's a good thing!**

**BUT ... We have more in common than we realize.**

**One in four American adults lives with a diagnosable mental illness in a given year.**

**BUT... Fear of judgment, isolation and discrimination keeps millions of people from getting the help they need and the support they deserve.**

**A diagnosis of mental illness is not a life sentence.**

**Help is available and recovery is possible. We can break down the barriers that stop people from getting help before they reach a crisis – and save lives and dollars in the process.**

### Why Lime Green?

**Each Mind Matters has adopted this vibrant color – the national color of mental health awareness, 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.**



**Join Each Mind Matters today at**  
**[EachMindMatters.org](http://EachMindMatters.org)**

