**RESEARCH AND EVALUATION**

Users were significantly more willing to engage in online conversations and share their mental health-related ideas and experiences when they were trained through ReachOutHere Peer Supporters. In total, 3,500+ people engaged in community dialogue events and Trainings for organizations, youth leaders and groups of mental health professionals, 2,300+ people attended speakers through resources contributed by mental health experts, and 1,800+ people engaged in discussions on community forums, events and trainings.

Each Mind Matters has received over $6,434,200 in state funding to date, and has reached 36 events targeted to African-American community through resources contributed by mental health professionals in California. Each Mind Matters has also reached 76,500+ people through the ReachOutHere.com website and found 1,000+ people have been impacted through virtual talks and presentations at each walk.

**COMMUNITY OUTREACH**

To date, EachMindMatters.org and WalkInOurShoes.org were created to "stomp out stigma." A National Opinion Research Center (NORC) 2014 evaluation indicated that 80% of CalMHSA-funded program by more than 44%.

**IMPACT REPORT 2014**

To date, 58% of Californians have been reached by Each Mind Matters media campaigns.

**COMMUNITY OUTREACH**

The ReachOutHere media campaign targeting 9-13 year olds reached 70% of 12-17 year olds (the youngest reachable demographic) at least 9 times.

To date, EachMindMatters.org and WalkInOurShoes.org were created to "stomp out stigma." A National Opinion Research Center (NORC) 2014 evaluation indicated that 80% of CalMHSA-funded program by more than 44%.

**IMPACT REPORT 2014**

To date, 58% of Californians have been reached by Each Mind Matters media campaigns.
Nearly 70% of correct responses across all knowledge occurred after the performance at a Santa Barbara middle school.

A statewide school performance tour launched in August 2013. This 35-minute musical play brings to life true stories told by adolescents and teaches students how cultural background.

Items significantly increased from pre-test to post-test. 75% reported that the presentation was sensitive to their experiences. 85% said they learned something new by attending.

The play was successful in educating students about mental health after the speaking program.

The Native Communities of Care program is restoring the path to wellness using resilience and recovery were made. These videos are hosted on EachMindMatters.org and PonteEnMisZapatos.org.

Mini-grant programs dispersed funding to organizations in 39 countries.

Each Mind Matters developed cultural-relevant content for Native American perspective and Fresno built on cultural story-telling traditions.

ADDITIONAL MEDIA AND EDUCATIONAL MATERIALS

14 GRANTS

Mini-grant programs dispersed funding to organizations in 39 countries.

8 CHURCHES

Mini-grant programs dispersed funding to organizations in 39 countries.

8 PSAs

Mini-grant programs dispersed funding to organizations in 39 countries.

14 GRANTS

Mini-grant programs dispersed funding to organizations in 39 countries.