Stigma and discrimination towards people with mental health challenges partially explains why only 1 in 4 people seek help for such challenges. Since 2011, California has invested in changing attitudes toward mental health challenges with social marketing campaigns, including Each Mind Matters: California’s Mental Health Movement.

15.4% more Californians exposed to Each Mind Matters turn to help for mental health challenges.

With mental health services, productivity and employment outcomes improve.

$1.5 billion in estimated positive benefits to California

$1,251 Society in higher wages and lower social costs

$36 State government in increased tax revenues

For each $1 invested in Each Mind Matters...

*Figures are from a RAND evaluation.