Be a Part of the 2014 Children's Mental Health Awareness Campaign

Welcome! National Children's Mental Health Awareness Day (Awareness Day) is a key strategy of the Caring for Every Child's Mental Health Campaign, which is part of the Public Awareness and Support Strategic Initiative by the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. Awareness Day is scheduled to build on long-standing "May Is Mental Health Month" and "Children's Mental Health Week" traditions of mental health and family organizations. The effort seeks to raise awareness about the importance of children's mental health and that positive mental health is essential to a child's healthy development from birth.

As part of Mental Health Awareness Month, let's join together to bring increased awareness of children's mental health. We all play a role in supporting positive mental health for all children in our community: from families to schools, from child care providers to businesses, all parts of our community have the opportunity to support positive mental health development for our children. We encourage you to use this toolkit to develop activities in May to help Virginia's children. As a collaborative effort, we can reach families, teachers and mental health workers with advice and available resources for children.

What/Event Theme: Examples: "*Heroes of Hope" "I am 100% Original-No Label Needed" "Children's Mental Health Matters"*

When: May 1 – 31, 2014

Where: Be creative! Use families, youth, community partners and resources to find ideal locations for your events. Consider libraries, gyms, a business partner, churches, recreational areas or your local hospital.

How: We created this toolkit to help you develop an activity, promote it and land media coverage. We encourage you to form a committee of supporters who can help you develop a fun and engaging activity for the campaign:

Suggestions for committee members include:

- Youth/Families
- Community Volunteer
- Social Worker
- Hospital Staff Member
- United Way Representative
- Nonprofit Partners
- Local Service Club Representative
- Community Leader
- Business CEO

Why: To help Virginia's children! One in five children has a mental illness. Let's work together to make the month of May an engaging forum with the community.

Goals:

- **Promote tips for supporting children's positive mental health and helpful links for more information**
- **Energize your community and show how children with mental health needs thrive in your community**
- **Demonstrate how children's mental health initiatives promote positive youth development, recovery, and resilience**
- **Maximize your impact and raise awareness of effective programs for children's mental health needs**