



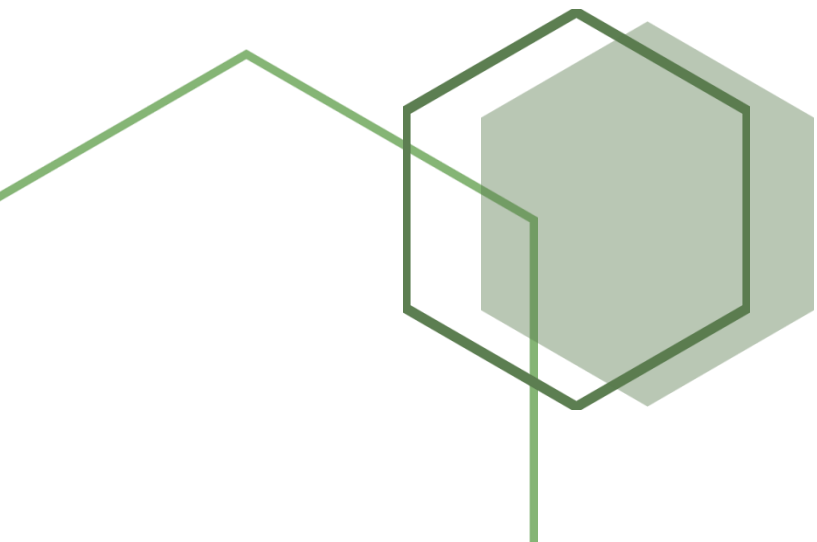
# Children's Mental Health Awareness Day Planning Toolkit

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2019

#heroesofhope #handleyourhurt

This toolkit contains ideas for Children's Mental Health Awareness Day events and resources to ensure a successful event for your community.





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## What is 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 can 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.

### CMHA Day 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

### Getting the Most out of CMHA Day

The key to making an impact is sharing information on how the public can help your cause. Share information like:

- A website with facts and resources
- Legislation to support or oppose
- Stories from people who have experienced childhood mental health challenges



## Finding and Involving Local Partners

Adapted from [http://www.samhsa.gov/children/pnb\\_involving.asp](http://www.samhsa.gov/children/pnb_involving.asp)

Forming and cultivating partnerships among a variety of local and state audiences increases the sustainability of each children's mental health initiative. In fact, one of the strategies of National Children's Mental Health Awareness Day is to involve potential partners in the work and successes of your program. Remember that the name of the game is "partnership." Look for partners that have something to gain from an alliance with your program, as well as the ability to enhance your message. Community recognition, public image, the opportunity to work with you and your other partners, and the idea of contributing to the issue of children's mental health can all be powerful incentives for a like-minded partner.

This simple, systematic approach to partnership-building should yield results:

1. **Determine your needs.** Identify what you want from a partnership. It can be as simple as access to a new mailing list for potential invitees. In a broader sense, Awareness Day partnerships can add credibility to your message and attract previously hard-to-reach audiences.
2. **Make a list of possible partners.** Likely prospects include schools, governmental organizations, community and neighborhood associations, corporations and corporate foundations, community centers, churches, synagogues, and other faith-based organizations.
3. **Choose likely candidates.** Consider:
  - **Connections.** If you have a board member or other strong contact at a company or organization, see if that person would be willing to introduce your program to the group's decision makers.
  - **History.** Has the group been involved with children's or mental health needs or given resources in the past?
  - **Ownership.** Your best corporate prospects are companies with local ownership, local franchises, or national organizations where charitable and/or media decisions are made at local branches or outlets.
  - **Reciprocity.** Determine how the organization can benefit from working with your program.
4. **Identify contacts.** Take the time to locate someone who can provide an introduction to the most appropriate contact within the organization. If that is not possible, these tips will help you prepare a more compelling presentation:
  - **Find out who calls the shots.** If you are looking for a governmental partnership, find out which entities, such as legislative committees or subcommittees, focus on children's or

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mental health needs; then find out who sits on those committees or subcommittees. If you are approaching a specific school, you can approach the school's principal; if you are approaching an entire district, contact members of the board of education. If you are hoping to form a corporate partnership, contact the company's corporate contributions, community relations, or community investment departments. You can usually find this information on corporate websites or by calling the company and asking for the name, title, and address of the person or group in charge of community relations.

- **Choose organizations with similar missions to reach specific audiences.** If your program serves a sizable African American, Hispanic, Tribal, Hmong, or any other ethnic constituency, develop partnerships with organizations in those communities.
5. **Make your pitch.** If you do not already have a connection, you should make your first contact in writing. Include the following:
- A brief statement on the status of children's mental health in your community, the goals of your Awareness Day event, and what it can mean to that organization
  - How the partner will benefit: specifically, what you will provide in terms of recognition, linkages, or other items of value to the potential partner
  - Specific information about your local program
  - Options for how the partner can help, for example, by providing materials or a space for your event.
  - General information about your program, including your nonprofit status
  - Contact information for you and your program
  - When you will call to follow up
6. **Follow up.** Give your pitch a week to arrive, and then make the follow-up phone call. Be prepared to send your pitch again, possibly to a different person.
- Be clear about what you want the partner to do for you
  - Be flexible: Have alternative ideas available for the prospective partner to consider
  - Listen to what the prospective partner wants in return. Decide how your program can create a win-win situation for all
7. **Come to an agreement, and put it in writing.** Work with the partner to specify exactly what you can expect from each other and when.



8. **Maintain the relationship.** Be sure to send thank-you notes to program partners. Working together will likely increase the partner’s interest in your program and increase its commitment to it.

## Social Media Marketing

Social media is a valuable tool for promoting your Children’s Mental Health Awareness Day event. These guidelines are adapted from <https://www.samhsa.gov/children/awareness-day/resources/social-media>.

Here are a few general best practices for all social media platforms:

**Include a call to action** (tell your audience what they can do).

This may be signing up for an event or just clicking a “like” button. Whatever your post is, there should be a suggested action for the user to keep them engaged with your content.

**Include a link when appropriate.**

Don’t just reference an event, research, etc.—include a link to the relevant web page with more in-depth information. Since social media is geared toward bite-sized, short-form content, give your users a brief snapshot of what it is you’re showing them, and then direct them to where the information is kept.

**Include an image.**

- Social media posts with visuals get 180 percent greater engagement.
- Tweets with images receive 150 percent more retweets.
- Images make up 93 percent of the most engaging posts on Facebook.

**Include relevant hashtags and handles.**

One of the strengths of using social media to promote your content is that you can leverage relevant audiences to send out your message to a wider group of people. Make sure that when you promote specific campaigns or reference a user, you mention the individual or organization in the post. As events and campaigns often have specific hashtags associated with them, make sure you add those hashtags when applicable; the organizations running those campaigns will be looking for content.

\*For 2019 awareness day activities, use the hashtags #heroesofhope and #handleyourhurt.

**Share interesting facts and links for more information.**

Here are some examples for Children’s Mental Health Awareness Day:

- 1 in 5 children ages 13-18 have or will have a serious mental illness.

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- 1 in 6 children ages 2-8 have a diagnosed mental, behavioral, or developmental disorder.
- 11% of youth have a mood disorder.
- 10% of youth have a behavior or conduct disorder.
- 8% of youth have an anxiety disorder.
- 50% of all lifetime cases of mental illness begin by age 14 and 75% begin by age 24.
- Suicide is the 3<sup>rd</sup> leading cause of death in youth ages 10-24.
- 90% of those who died by suicide had an underlying mental illness.
- 70% of youth in state and local juvenile justice systems have a mental illness.

Link to [www.nami.org](http://www.nami.org), [www.nimh.nih.gov](http://www.nimh.nih.gov), [www.cdc.gov/childrensmentalhealth](http://www.cdc.gov/childrensmentalhealth), or other informational sites.

## Suggested Activities

### **Community Arts Event**

Engage local schools, youth organizations and daycare centers in creating a community arts event. Invite youth to express their thoughts and feelings through poetry, stories, drawings, skits, music or any way they choose to express themselves. Ask a local business to sponsor your event.

### **Book Read**

Increase your community's awareness about children's mental health through a community book read. Readers, young and old, can participate through book clubs, schools and libraries. Create a list of books that talk about feelings, emotions, friendships and bullying. Develop discussion questions for each book. Contact local schools, libraries and community groups to encourage their participation during the month of May. Local bookstores might be willing to give discounts for purchase of the books or host the discussions.

### **Webinar Series**

Hold a series of Webinars on a range of topics of children's mental health to begin a community conversation. Promote the events as free professional development opportunities. Schedule a variety of experts as the presenters and select topics relevant to your locality.

### **Table Tents or Placemats**

Restaurants can be a perfect partner in a community-wide awareness campaign. Their customers are as diverse as their menus and are located in several neighborhoods of each community. Printed information could include fast facts about children's mental health, local resources and ways to

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enhance the social/emotional development of children. Design placemats for local family restaurants. Family activity calendars, resource information and parenting tips could be included.

### **Author Event**

Invite an author of an adult or youth book about children’s mental health to speak at a special event or participate in local book signing. Seek out local authors to help find connections to other authors. Partner with a local hospital or library to find an ideal location for your event.

### **Speaker’s Panel**

Organize a speaker’s panel of local experts to speak on children’s mental health. Include local parents who’ve found treatment for their children who can share their stories and advice. Distribute pamphlets with tips and resources for parents.

### **Family Event**

Hold a walk-a-thon or bowl-a-thon and urge families to participate. Invite social workers, CASA volunteers and local leaders to join the event. Challenge businesses to sponsor a team to participate.

### **Kids Awareness Day**

Organize a kid’s day at the zoo, museum or park to recognize Mental Health Month and highlight children’s mental health. Plan a “hands across the community” parade during the day. Ask local celebrities to lead the parade to show their support for the cause.

## Event Planning Checklist

This step-by-step checklist from <https://www.samhsa.gov/children/awareness-day/resources/checklist> will help you plan your Awareness Day events.

Planning an event can be stressful, but it can also be a lot of fun. Being prepared and organized is key to a successful National Children’s Mental Health Awareness Day event. This checklist outlines some general planning steps from now until Awareness Day arrives.

### **Planning (Phase One)**

- Determine the type, size, and atmosphere of the event.
- Select location and plan logistics (room setup, food, audiovisual equipment, accessibility for the physically challenged, etc.).
- Finalize the budget and timeline.



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- Begin setting the agenda.
- Fill out the DBHDS [event pledge form](#).
- Send out a "Save the Date" notice via mail or email.
- Identify and invite speakers.
- Begin developing your materials.
- Determine what materials and services you will need from outside vendors. Do not forget food and beverages; room setup, including tables and chairs; signs and banners; decorations, including flowers; entertainment; and attendee giveaways.
- Research the names and addresses of individuals and organizations you would like to invite.
- Recruit and secure sponsors, if necessary.
- Set up your record-keeping process and create an event binder.
- Determine meal and food service needs.

### **Planning (Phase Two)**

- Call potential speakers to seek confirmations.
- Touch base with sponsors to update them on your progress.
- Choose a caterer.
- Determine your catering selections.
- Provide your caterers with a head count by the deadline.
- Determine transportation access.
- Determine medical or mobility needs.
- Arrange for a central office space during the event.
- Finalize and print materials (except for the agenda and participant list, which should be printed the week before the event).
- Decide whether you will invite the media.
- Distribute invitations.
- Determine audiovisual needs and make arrangements with the event venue.

### **Development**

#### *Three Weeks Out*

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- If you are seeking media coverage, draft a media advisory.
- Contact speakers to discuss their presentations and see if they need additional information or support.
- Compile a list of media outlets that may be interested in covering your event.

### *Two Weeks Out*

- Send out your media advisory.
- Start calling reporters to interest them in the event.
- Make a list of materials to be taken to the location and begin packaging them.
- Make staff assignments (including registration staff, note taker, audiovisual coordinator, and speaker greeter) and explain duties to all staff members.

### *One Week Out*

- Finalize the agenda and have it printed.
- Verify details with venue, confirm audiovisual needs, and send venue your room layout and any special instructions.
- Conduct a site walk-through.
- Continue calling reporters to encourage attendance.
- Touch base with speakers to make sure that they have the correct date and location of the event, as well as the time they are expected to speak. Give speakers the name of a contact person who will greet them upon arrival.
- Assemble materials for distribution to participants; send them to the venue.
- Print name tags, if applicable.
- Draft a press release describing the event for release on Awareness Day.

## **Implementation**

### *The Day Before*

- Make sure that all materials arrived at the venue.
- Double check your packing list. Ensure that you have everything you need to set up your event.
- Pack an “emergency kit” with any miscellaneous materials you may need (tape, scissors, stapler, pens, pencils, paper, phone numbers of speakers, etc.).

### *Awareness Day*

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- Arrive early and check that the location is set up correctly and that audiovisual materials are available as requested. Check all microphones, projectors, audio equipment, and computer connections.
- Check the registration area. Make sure name tags and supplies are plentiful. Plan to have staff members at registration approximately an hour before the start of the event.
- Make sure staff are in correct locations and that all areas are covered for the entire event.
- Allow time for run-throughs if requested by your speakers or needed by entertainers.
- Make sure that signs directing people to the event are posted.
- Distribute the news release.

### After the Event

- Take time to celebrate your success with and thank your partners.
- Conduct a wrap-up meeting with the planning committee.
- Prepare written summary and evaluation of event.
- Complete event binders and records.
- Review invoices and send payment.
- Contact organizations that attended the event to discuss collaboration for next year's Awareness Day and other activities throughout the year.
- Send thank-you cards and notes of appreciation to committee members, volunteers, presenters, sponsors, staff members, and others involved with the event.

## Tabling Event

**Who?** Any CSB, mental health organization, or children's advocacy group!

**What?** Organizations that choose to host this event will set up a table in a public place to share information and resources and encourage conversation. DBHDS central office will provide infographic booklets, green ribbons, and stickers for those hosting tables to offer. Organizations should provide additional resources based on demographics and services available.

**Where?** Set up your table somewhere with a lot of foot traffic, like a mall or grocery store. This event is meant to reach people who may not regularly come into contact with a community services board or other mental health organization. The CSB or organization offices are not a good place for this activity

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because most people who visit those locations already have some understanding of the resources available.

**Why?** While it would be great if everyone stopped to talk, tabling has the added advantage of being accessible to those who are “just passing by” or who are in a rush. They can grab a brochure, continue on their way, and learn about children’s mental health when they have time to read the materials.

**How?** Brainstorm about the best location for your table. Pick somewhere with the most people who may not know about available children’s mental health services. Meet with the person in charge of that location to discuss the logistics of setting up a table in their business. Once you are sure of where you will be hosting the event, fill out the [event pledge form](#) on the DBHDS website. Central office will send ribbons, infographic booklets, and stickers for your table. You will be responsible for providing a resource sheet with all of the resources available in your area.

*Remember that this is not a marketing opportunity for one CSB or organization. Information and resources offered should include all organizations active in your area.*

Feel free to make modifications to this event as you see fit—offer coffee to encourage people to stop and chat, host the event in a school and offer materials targeted to students, or add the table to another event as an “information station.” Consider putting up a “kids table” near the main table where kids can learn while their adults talk to the table hosts.

## Resources

The following are attached at the end of this document:

1. Chart of resources available to print, order, or purchase. These resources come from national organizations and cover various mental health topics, focusing on youth.
2. Template for a resource sheet. This sheet contains information on national resources with areas to fill in your local information.
3. Press release template. If you wish to publicize your event in the media, use this template for your release

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CHILDREN’S MENTAL HEALTH AWARENESS MATERIALS		
Free Download (PDF)		
Preventing Suicide: A Toolkit for High Schools (SAMHSA)	<a href="https://store.samhsa.gov/product/Preventing-Suicide-A-Toolkit-for-High-Schools/SMA12-4669">https://store.samhsa.gov/product/Preventing-Suicide-A-Toolkit-for-High-Schools/SMA12-4669</a>	Assists high schools and school districts in designing and implementing strategies to prevent suicide and promote behavioral health. Includes tools to implement a multifaceted suicide prevention program that responds to the needs and cultures of students. 230 pages.
Understanding Anxiety Disorders for Young Adults (SAMHSA)	<a href="https://store.samhsa.gov/product/Understanding-Anxiety-Disorders-Young-Adult-/sma16-5010">https://store.samhsa.gov/product/Understanding-Anxiety-Disorders-Young-Adult-/sma16-5010</a>	Offers young adults information on living with anxiety disorder. Discusses causes of anxiety disorder, and approaches to treatment. 2 pages.
Understanding Anxiety Disorders for Caregivers (SAMHSA)	<a href="https://store.samhsa.gov/product/Understanding-Anxiety-Disorders-Caregiver-Get-the-Facts/sma16-5009">https://store.samhsa.gov/product/Understanding-Anxiety-Disorders-Caregiver-Get-the-Facts/sma16-5009</a>	Provides an overview of anxiety disorders among youth and young adults. It offers guidance on how to provide support, and recommendations for treatment. 2 pages.
Understanding ADHD for Young Adults (SAMHSA)	<a href="https://store.samhsa.gov/product/Understanding-Attention-Deficit-Hyperactivity-Disorder-Young-Adult-Get-the-Facts/sma16-5012">https://store.samhsa.gov/product/Understanding-Attention-Deficit-Hyperactivity-Disorder-Young-Adult-Get-the-Facts/sma16-5012</a>	Offers young adults information on living with ADHD. It discusses causes of ADHD, and approaches to treatment. 2 pages.
Understanding ADHD for Caregivers (SAMHSA)	<a href="https://store.samhsa.gov/product/Understanding-Attention-Deficit-Hyperactivity-Disorder-Caregiver-/SMA16-5011">https://store.samhsa.gov/product/Understanding-Attention-Deficit-Hyperactivity-Disorder-Caregiver-/SMA16-5011</a>	Provides an overview of ADHD among youth and young adults. It offers guidance on how to provide support, and recommendations for treatment. 2 pages.
Understanding Depression for Young Adults (SAMHSA)	<a href="https://store.samhsa.gov/product/understanding-depression-young-adults/sma16-5004">https://store.samhsa.gov/product/understanding-depression-young-adults/sma16-5004</a>	Offers young adults information on living with depression. It discusses causes of depression, and approaches to treatment. 2 pages.
Understanding Depression for Caregivers (SAMHSA)	<a href="https://store.samhsa.gov/product/understanding-depression-caregiver/sma16-5003">https://store.samhsa.gov/product/understanding-depression-caregiver/sma16-5003</a>	Provides an overview of depression among youth and young adults. It offers guidance on how to provide support, and recommendations for treatment. 2 pages.
Youth Engagement Guidance (SAMHSA)	<a href="https://store.samhsa.gov/product/The-Substance-Abuse-and-Mental-Health-Services-Administration-s-SAMHSA-Youth-Engagement-">https://store.samhsa.gov/product/The-Substance-Abuse-and-Mental-Health-Services-Administration-s-SAMHSA-Youth-Engagement-</a>	Guidance on how to engage youth during government-sponsored events and meetings. Includes resources to

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	<a href="#">Guidance/SMA16-4985</a>	support youth services, youth development, youth leadership, civic engagement, and youth organizing. 52 pages.
Talk. They Hear You. Partner Toolkit (SAMHSA)	<a href="https://store.samhsa.gov/product/Talk-They-Hear-You-Partner-Toolkit/SMA13-4755PARTNERKIT">https://store.samhsa.gov/product/Talk-They-Hear-You-Partner-Toolkit/SMA13-4755PARTNERKIT</a>	Provides parents of children ages 9 to 15 with the tools and information they need to start talking with their children early about the dangers of alcohol. Includes a suite of materials that helps reinforce the underage drinking prevention campaign's messages.
Understanding Child Trauma (SAMHSA)	<a href="https://store.samhsa.gov/product/Understanding-Child-Trauma/SMA15-4923">https://store.samhsa.gov/product/Understanding-Child-Trauma/SMA15-4923</a>	This brochure teaches parents and caregivers about the types of traumatic stress among youth. It explains the impact of traumatic events on physical and psychological health, and includes a list of resources to assist with recovery. 3 pages.
Understanding Child Trauma—Spanish (SAMHSA)	<a href="https://store.samhsa.gov/product/Understanding-Child-Trauma-Spanish-Version-/sma17-4923">https://store.samhsa.gov/product/Understanding-Child-Trauma-Spanish-Version-/sma17-4923</a>	Spanish version of above. 3 pages.
Is This Just a Stage? Children and Mental Health (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/Children-and-Mental-Health-Is-This-Just-a-Stage-/NIH%2018-4702">https://infocenter.nimh.nih.gov/nimh/product/Children-and-Mental-Health-Is-This-Just-a-Stage-/NIH%2018-4702</a>	Brochure on children’s mental health includes when to seek help, steps for parents, evaluation, treatment, choosing a mental health professional, working with school, resources, and clinical trials.
The Teenage Brain: 6 Things to Know (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/The-Teen-Brain-6-Things-to-Know/OM%2016-4307">https://infocenter.nimh.nih.gov/nimh/product/The-Teen-Brain-6-Things-to-Know/OM%2016-4307</a>	A fact sheet outlining how a teenager’s brain grows, matures, and adapts to the world. This fact sheet also briefly covers the teen brain’s resiliency, onset of some mental illnesses, and sleep patterns in teens. 2 pages.
The Teenage Brain: 6 Things to Know—Spanish (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/El-cerebro-de-los-adolescentes-6-cosas-que-usted-debe-saber/SOM%2016-4307">https://infocenter.nimh.nih.gov/nimh/product/El-cerebro-de-los-adolescentes-6-cosas-que-usted-debe-saber/SOM%2016-4307</a>	Spanish version of above. 2 pages.
Teen Depression—Spanish (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/La-depresi-n-en-la-adolescencia/SOM%2018-4302">https://infocenter.nimh.nih.gov/nimh/product/La-depresi-n-en-la-adolescencia/SOM%2018-4302</a>	Spanish language flier for teens who may be depressed includes signs and symptoms, ways to feel better, asking for help, effect on relationships, and being good to yourself. 12 pages.

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<b>Free to Order (Hardcopy)</b>		
Depression Basics (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/Depression-Basics/TR%2016-3561">https://infocenter.nimh.nih.gov/nimh/product/Depression-Basics/TR%2016-3561</a>	Discusses what depression is, types of depression, causes, signs and symptoms, how it affects different people, treatment, and how to get help. Brochure.
Eating Disorders: About More than Food (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/Eating-Disorders-About-More-Than-Food/TR%2017-4901">https://infocenter.nimh.nih.gov/nimh/product/Eating-Disorders-About-More-Than-Food/TR%2017-4901</a>	Discusses types of eating disorders including anorexia nervosa, bulimia nervosa, and binge-eating disorder as well as how they are treated and what NIMH is doing. Brochure.
Teen Depression (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/Teen-Depression/OM%2018-4302">https://infocenter.nimh.nih.gov/nimh/product/Teen-Depression/OM%2018-4302</a>	Flier for teens who may be depressed includes signs and symptoms, ways to feel better, asking for help, effect on relationships, and being good to yourself. 12 pages.
NIMH Answers Questions About Suicide (NIMH)	<a href="https://infocenter.nimh.nih.gov/nimh/product/NIMH-Answers-Questions-About-Suicide/OM%2016-4308">https://infocenter.nimh.nih.gov/nimh/product/NIMH-Answers-Questions-About-Suicide/OM%2016-4308</a>	Focuses on suicide and suicidal thoughts/behaviors in young people including risk factors, warning signs, resources, social media, reporting on suicide, and prevention. Brochure.
<b>Paid (Hardcopy)</b>		
Various, Mental Health America	<a href="https://squareup.com/store/mental-health-america/">https://squareup.com/store/mental-health-america/</a>	Includes bracelets, pins, shirts, and more, plus publications.
Various, American Foundation for Preventing Suicide	<a href="https://stores.kotisdesign.com/afspexternal/resources">https://stores.kotisdesign.com/afspexternal/resources</a>	Various publications.

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT:** Name

Phone

Email

**TITLE**

***Subtitle***

**CITY, STATE** – Lede paragraph: who, what, when, where, and how.

Quote from organizer, subject matter expert, leader, etc. Put the name and title in bold.

Supporting paragraph: facts, figures, more detail to flesh out first paragraph, etc.

Additional quote if needed from another relevant individual.

Additional information if needed.

**###**