2015 Children’s Mental Health Matters! Campaign  
May 3-9, 2015

Overview:
The statewide Children’s Mental Health Matters! Campaign brings together agencies, schools, nonprofits and other partners to hold dozens of educational and public awareness events, concentrating during Children’s Mental Health Awareness Week, **May 3-9, 2015**. Now in its seventh year, the campaign -- organized by Maryland Coalition of Families for Children’s Mental Health (MCF) and the Mental Health Association of Maryland (MHAMD), with support from the Behavioral Health Administration and Maryland’s System of Care grants – has goals to raise public awareness of the importance of children’s mental health and to help connect Maryland families with the resources they need.

Highlights and Planned Events:
- May 5, 5:00-6:30 pm: WMAR House Calls live call-in program
- May 6, 12:00 pm: Flash mob at UMBC
- May 6, 4:00 pm: Youth Panel at UMBC
- May 6, 5:30 pm: Youth Panel at University of Maryland
- May 7, 1:00-5:00 pm: 3rd Annual MCMHA Art Exhibit, “The Power of Secrets: Sharing Truth Through Art” at the American Visionary Art Museum
- Commemorative poster featuring student art from Jefferson School at Finan Center in Cumberland, Md.
- Coverage by several media partners featuring the Campaign’s updated PSA and other on-air, online and social media facets
- Educational opportunities including webinars
- School tip sheets for educators and school clinicians
- Fact sheets with resources for youth and their families
- Participation in, and cross promotion of, several community events during the Week of May 3-9 and throughout the month of May

Website:
The Campaign’s website is [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org). A partnership form, Campaign event calendar and other information, as well as resources for families can be found there.

You can also join the Campaign on social media at [www.facebook.com/ChildrensMentalHealthMatters](http://www.facebook.com/ChildrensMentalHealthMatters) and [www.twitter.com/ChildrensMHM](http://www.twitter.com/ChildrensMHM).

Awareness Materials:
Each year, the Campaign distributes thousands of materials to partners and supporters. Campaign materials for 2015 include the Campaign poster, green awareness bracelets and mood pencils.

What Can My Organization Do to Help?
Become a Campaign partner! The campaign encourages state and local agencies, school systems, community groups, nonprofit organizations and providers to become campaign partners by raising awareness in their communities and by holding their own events. Fill out a **Partnership Form** today! Send the message that children’s mental health is **real**, **treatable**, and **just as important as physical health**.

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