SAMHSA’s Mental Health Awareness Day Features National Event in Washington

The year 2015 marks the 10th anniversary of the Substance Abuse and Mental Health Services Administration’s (SAMHSA) National Children’s Mental Health Awareness Day, which will be observed on Thursday, May 7. The day highlights the importance of positive mental health from birth. This year’s Awareness Day will address the needs of children, youth, and young adults with mental health or mental health and substance use challenges and their families, with a national event on May 7, at the Lansburgh Theatre in Washington, DC. The national event will highlight strategies for integrating behavioral health with primary health care, child welfare, and education.

For those who would like to contribute to promoting awareness, SAMHSA recommends forming and cultivating partnerships among a variety of local and state audiences; one of the strategies of National Children’s Mental Health Awareness Day is to involve potential partners in the work and successes of individual programs.

Among SAMHSA’s recommendations for forming successful partnerships: “Look for partners that have something to gain from an alliance with your program, as well as the ability to enhance your message. While the goal of partnership formation is the sustainability of your program, not every partnership will or should generate direct financial support. Nor should you approach only those partners who can provide financial support. 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.”

SAMHSA’s website features activities being planned in communities around the country to mark Awareness Day this year, as well as a list of events that were held last year, for those in need of inspiration in planning their own events. For information, click here. To request a Pledge Form and submit information on your planned events, email AwarenessDay2015@vancomm.com.