

2022 CHAMPION DIGITAL TOOLKIT



WWW.CHILDRENSMENTALHEALTHMATTERS.ORG

THANK YOU CHAMPIONS!

Thank you for joining the Children's Mental Health Matters! Campaign and pledging your commitment to raising awareness of the importance of children's mental health! As a 2022 Champion, you are committing to organizing at least one awareness raising or educational activity for your school or community organization during and/or around **Awareness Week, May 1 - 7, 2022**. In this toolkit you will find many resources, including ideas and templates to use during Awareness Week.

Thank you for your commitment and passion in raising awareness of the importance of children's mental health.

Please send questions to Tiffany Thomas at TThomas@mhamd.org

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With appreciation,

Tiffany Thomas, MHAMD

Tara Wetherell, MCF

Dr. Nancy Lever, PhD, NCSMH

How to be a Champion

Tips for being an effective advocate for children's mental health:

- Share news about the Campaign with your network via email, social media, press release, newsletters, blog posts, etc.
- Commit to post a prominent link to www.ChildrensMentalHealthMatters.org on your website, at least through May, using the CMHM logo provided
- Add a signature line in your email below your contact information (*samples included*)
- Encourage others in your network to join the Campaign as a School or Community Champion
- Follow us on social media and share our posts or share your own and tag us! (*samples included*)
- **Wear green** and invite others (*your families, your classrooms/schools, your staff/team, etc.*) with you on **May 5th in honor of National Children's Mental Health Awareness Day**. Snap a photo and share on social media using the hashtag #CMHMMaryland
- Share our digital resources with those in your network, families, and others you know who could benefit from them
- Contact Campaign Coordinators to host a virtual educational event about children's mental health
- Write a letter to your newspaper editor about the importance of children's mental health!

Children's Mental Health Awareness Week offers the opportunity to learn more about children's mental health and view resources to help ensure all children have what they need to be successful in school, at home, in the community, and in their future adult lives.



The Campaign is a collaboration of the Mental Health Association of Maryland (MHAMD) and the Maryland Coalition of Families (MCF) with support from the Maryland Department of Health - Behavioral Health Administration. The Campaign goal, with Champions across the state, is to raise public awareness of the importance of children's mental health.

Social Media Participation

All Champions (students, parents, school staff, mental health clinicians, community members) can spread the word about Children's Mental Health Matters! Awareness week. Update your social media status or share these data points with your distribution lists of child, youth, and family-serving organizations, associations, agencies, and individuals and encouraging other to share with their contacts.

First step: follow the Campaign on Social Media!



- Facebook: www.facebook.com/ChildrensMentalHealthMatters
- Instagram: www.instagram.com/childrensmentalhealthmatters
- Twitter: www.twitter.com/ChildrensMHM

You can use these messages and/or graphics as stand-alone e-mail messages, a component of your signature block, or to post on your school's website, blog, social media, and other means of communicating with colleagues and families.

Visit www.childrensmentalhealthmatters.org/get-involved/champion-materials to download our logo, the images below, and additional graphics for your use.



Social Media Posts

Below are suggested posts for Children's Mental Health Awareness Week in Maryland, May 1st – 7th, 2022.

5/1/2022

Mental health is physical health! A mental check-up is just as important as a routine physical. Visit for more information: www.ChildrensMentalHealthMatters.org

Children's Mental Health Awareness Week is May 1-7, 2022 in Maryland. Visit for more information. www.ChildrensMentalHealthMatters.org

Twitter:

It is Children's Mental Health Awareness Week in Maryland– spread the word!
www.ChildrensMentalHealthMatters.org #CMHMMaryland

Have you heard? Children's Mental Health Awareness Week is May 1- 7, 2022 in Maryland.
www.ChildrensMentalHealthMatters.org #CMHMMaryland

5/2/2022

Did you know that 1 in 5 children experience a mental, emotional, or behavioral health condition before the age of 18? Learn more at: www.ChildrensMentalHealthMatters.org
The pandemic significantly impacted children's mental health. According to a survey conducted in April of 2020 assessing mental health during the pandemic, 55% of children felt sad, depressed, or unhappy when compared with 25% of adults. Children living in financially unstable households or those with pre-existing mental health conditions were more likely to experience mental health issues during the pandemic.

Twitter:

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Learn more www.ChildrensMentalHealthMatters.org

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5/3/2022

Among children with mental health issues, only about 7% will receive treatment from a mental health professional. Now more than ever, it is critical to improve access to treatment and services for young people. To get more information and resources for children visit www.ChildrensMentalHealthMatters.org

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Social Media Posts

5/4/2022

Depression is associated with social, emotional, and cognitive delays. Find more resources: www.ChildrensMentalHealthMatters.org

Suicide is the 2nd leading cause of death among youth. Suicide is not the solution. If you are experiencing a crisis, please call Maryland's Helpline at 211, press 1, text your zip code to 898-211, or visit 211md.org.

Every 13.7 minutes in the US, someone dies by suicide. Suicide is not the solution. If you are experiencing a crisis, please call Maryland's Helpline at 211, press 1, text your zip code to 898-211, or visit 211md.org.

Twitter:

Did you know depression is associated with social, emotional, and cognitive delays? Find more resources: www.ChildrensMentalHealthMatters.org

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5/5/2022

Among teenagers surveyed this summer, 37% reported the pandemic made their mental health worse. The most common symptoms reported included general anxiety, depression, and social anxiety.

While the pandemic impacted children's mental health, it also has also led to increased awareness, conversation, and reduction of stigma. Young people reported a 42% increase in the number of conversations they had about mental health during the pandemic, and roughly two thirds were hopeful about rebounding from the impact of the pandemic.

5/6/2022

Are you not sure who to talk to about your child's behavior and emotional well-being? Download the Family Resource Kit for information on first steps: www.ChildrensMentalHealthMatters.org

Do you know what mental health services your child's school offers? For a list of services schools may provide download the Family Resource Kit: www.ChildrensMentalHealthMatters.org

Twitter:

Are you not sure who to talk to about your child's behavior and emotional well-being? Download the Family Resource Kit for information on first steps: www.ChildrensMentalHealthMatters.org

Social Media Posts

5/7/2022

With treatment and support, youth can learn to manage their symptoms of anxiety. Find resources: www.ChildrensMentalHealthMatters.org

Emotional scars cut just as deep as physical scars. Find help: www.ChildrensMentalHealthMatters.org

Research indicates that early identification and intervention can minimize the long-term impact of mental disorders. Don't wait, get help today: www.ChildrensMentalHealthMatters.org

Twitter:

Just because you cannot see the wound does not mean it is not there. Find help: www.ChildrensMentalHealthMatters.org

Early identification & intervention can minimize long-term impact of mental disorders. Find help: www.ChildrensMentalHealthMatters.org

Additional Posts:

Positive interactions with children strongly benefit their mental health. Get ideas: www.ChildrensMentalHealthMatters.org

Symptoms of mental health problems often emerge during adolescence. Learn more at www.ChildrensMentalHealthMatters.org

Depression in teens can mimic what we consider normal adolescent behavior; pay attention. www.ChildrensMentalHealthMatters.org

Suicide is the second leading cause of death for young people. If you are experiencing a crisis, please call Maryland's Helpline at 211, press 1, text your zip code to 898-211, or visit 211md.org.

Can you recognize signs and symptoms of trauma in children? Some signs include: nightmares, body aches, and having trouble at school. Find more facts and resources: www.ChildrensMentalHealthMatters.org

Can you name 3 ways to help build resilience in a child? Some ways: listen, spend positive time, promote play, encourage a good night's sleep, be consistent with rules and routines, foster mutual respect and trust. Find more facts and resources: www.ChildrensMentalHealthMatters.org

With help from families, providers, and the community, children can be resilient following trauma. www.ChildrensMentalHealthMatters.org

Stigma can prevent children in need from receiving mental health care. For more information, go to www.ChildrensMentalHealthMatters.org

Email Signature Templates

Instructions: Use these provided email signature templates between now and the end of May to promote Children's Mental Health Awareness Week and your involvement with the Campaign.

Children's mental health is more critical now than ever. Help us better support the surge of children's mental health challenges in Maryland by sharing resources from the [Children's Mental Health Matter's Campaign](#).

Children's Mental Health Awareness Week is May 1-7, 2022! Visit www.ChildrensMentalHealthMatters.org for free resources to support children and families!

I'm a School Champion in *(Insert County Name Here)* County for the 2022 Children's Mental Health Matters! Campaign. You too can make a difference in the lives of children in your Maryland school or community. Learn more at www.ChildrensMentalHealthMatters.org.

I'm a Community Champion in *(Insert County Name Here)* County for the 2022 Children's Mental Health Matters! Campaign. You too can make a difference in the lives of children in your Maryland school or community. Learn more at www.ChildrensMentalHealthMatters.org.

Children's Mental Health Awareness Week is May 1-7, 2022! Learn how you can join 2022 efforts at www.ChildrensMentalHealthMatters.org. Follow the Campaign on [Facebook](#), [Instagram](#), and [Twitter](#)

A child's mental health is just as important as their physical health. 1 in 4 children may experience a mental, emotional, or mental health problem before age 18. www.ChildrensMentalHealthMatters.org.

Sample Newsletter/Blog Post

Children's Mental Health Matters!

It's easy to know your child needs help dealing with a fever or broken bone, but mental health problems can be harder to identify. You may be surprised to learn that:

- During the COVID-19 pandemic, 1 in 4 children, compared to pre-pandemic incidents of 1 in 5, experience a mental emotional or behavioral health problem before age 18. These children are experiencing a surge of depression, anxiety, trauma, loneliness, suicidality, and substance use that will have lasting impacts on them, their families, and their communities. (CDC)
- About half of the estimated 7.7 million children in the United States who had a treatable mental health disorder in 2016 did not receive adequate treatment (US national and state-level prevalence of mental health disorders and disparities of mental health care use in children.
 - *JAMA Pediatrics*, 173(4), 389-391. <https://doi.org/10.1001/jamapediatrics.2018.5399>

The tricky part of parenting is knowing the kinds of behaviors and moods that are usual for the stage of development your child is in and when your child needs help. If you are concerned, don't wait, ask for support from your pediatrician, school counselor or others in your network.

Visit www.ChildrensMentalHealthMatters.org to:

- Learn what to do if your child needs help
- Learn where to go for help
- How to access children's mental health resources
- How to join in 2022 Campaign efforts as a Partner, School, or Community Champion
- Participate in upcoming events

About the Children's Mental Health Matters! Campaign:

This initiative is a collaboration of the Mental Health Association of Maryland (MHAMD) and the Maryland Coalition of Families (MCF) with support from the Maryland Department of Health—Behavioral Health Administration. For more than 20 years, the Campaign has brought together partners, schools, non-profits, and other agencies with the following goals: increasing public awareness of the importance of children's mental health and substance use, reducing stigma surrounding mental health, connecting children and families with resources for prevention and support of mental health conditions, highlighting creative and innovative efforts of local communities in Maryland, and providing opportunities for all Campaign partners and Champions to be a role model.

Children's Mental Health Awareness Week in Maryland will be celebrated May 1-7, 2022.

Announcement Scripts

Instructions: Students or staff can share the following tips and facts during the school's morning announcements or on the school's website or social media pages to increase awareness of and reduce stigma around children's mental health. Example scripts are listed below and can be modified to meet your needs. Additional suggestions specific to elementary and middle/high school students are also included.

First Day Introduction:

May 1 - 7, 2022 is Children's Mental Health Awareness Week in Maryland. This week, we will be talking about the importance of being healthy not just in our bodies, but also in our minds. This means doing things to help ourselves and others feel better when we are feeling scared, angry, sad, embarrassed, or stressed and doing things to take care of ourselves. Each day this week on the announcements, we will learn information about mental health and a 'Coping or Self-Care Skill of the Day.' Teachers, please encourage your students to practice these skills throughout the week.

Monday:

- **Informational Announcement:** What is mental health? Mental health has to do with how you think, feel, and act. Mental health includes how well you take care of yourself, the quality of your relationships with other people, and how well you handle difficult situations, stress, and problems. Mental health is something everyone has, and it is important to check-in on our mental health regularly, just like we check-in on our physical health.
- **Self-Care Skill Announcement:** Today's self-care skill of the day is exercising. Going for a walk outside, doing a quick stretch (even in your chair), or dancing can help keep our bodies and minds healthy. When faced with mental or emotional challenges in life, exercise is a healthy coping strategy. Take 10 minutes a day to do some sort of physical activity and work up a sweat. Your body and mind will thank you for it. Remember, your mental health matters!
- **Coping Skill Announcement:** Today's coping skill of the day is talking to a trusted friend. Sometimes you just need to be heard. Having a friend that listens without judging can really help when you are feeling worried, overwhelmed, or depressed. Research shows that social support is one of our best buffers against stress, and positive friendships are important for our overall well-being. Friends are like life jackets, sometimes you really need them, and sometimes it's good just knowing they are there. Remember, your mental health matters!

Tuesday:

- **Informational Announcement:** Everyone has times when they struggle with their mental health. It is normal to have times when you might feel sad, nervous, worried, or when you might have a hard time managing your emotions and stress. If you are having a hard time, you are not alone! In fact, one in five people experience a mental health problem before age 18.
- **Self-Care Skill Announcement:** Today's self-care skill of the day is to spend time with people you love and care about. Spending time with others doing something you enjoy (eating a meal together, watching a show or movie, playing a game, talking on the phone or online) reminds us that we have support and people who we can talk to.

Announcement Scripts

Tuesday:

- **Coping Skill Announcement:** Today's coping skill of the day is taking a break. Moving away from what is upsetting you or closing your eyes in your chair for a few minutes can help you feel calmer and more in control. Taking a break removes you from people or events that may be upsetting you. During your peaceful break, take deep breaths to help calm your mind and body down so you can be ready to return to your day. Remember, your mental health matters!

Wednesday:

- **Informational Announcement:** Even though we all have difficulty with our mental health sometimes, it can be difficult for people to talk about their mental health because they might feel embarrassed or ashamed, or they might worry that other people will think badly of them. This is called stigma. Stigma can make it harder to talk to someone when we are struggling with our mental health, but it is really important to talk to someone you trust so that you can get the help and support you need to feel your best! Highlight specific individuals within your school who students can talk to.
- **Self-Care Announcement:** Today's self-care skill of the day is to get a good night's sleep. Sleep can have a big impact on how we feel each day. It is important to try to sleep between 8 and 10 hours each night. If you're having trouble falling asleep, try putting away electronics (phone, tv, computer, video games, or tablet) an hour before bed, or do something relaxing as part of your bedtime routine such as reading a book, writing in a journal, taking deep breaths, imagining being in your favorite place.
- **Coping Skill Announcement:** Today's coping skill of the day is taking deep breaths. When you notice that you're feeling stressed, upset, or having any other strong feeling, stop and breathe! Breathe in through your nose for 3 seconds, hold the breath for 3 seconds, and breathe out for 3 seconds. Do this 5 times or until you start to feel better. You can think of your favorite color or a peaceful word when you're breathing to keep your mind focused. Breathing deeply helps calm your body down and gives you time to figure out how to react to what is going on around you. Remember, your mental health matters!

Thursday:

- **Informational Announcement:** The pandemic has had an impact on everyone, including on mental health. In national surveys, young people have said that they have experienced more feelings of sadness and anxiety and have been dealing with loss, grief, stress at home, and the pressure of coming back to school and catching up with schoolwork. Unfortunately, many people who needed help with their mental health during the pandemic had difficulty getting the help they needed. If you are having a hard time, reach out to someone you know and trust and ask for help. Highlight specific services/programs within your school or local community that students in need can access.
- **Self-Care Announcement:** Today's self-care skill of the day is eating nutritious and healthy meals. What you eat affects how well your body, mind, and brain work. You can try out a new healthy recipe or replace an unhealthy snack with a healthier option (swap out chips for your favorite fruit).

Announcement Scripts

Thursday:

- Coping Skill Announcement: Today's coping skill of the day is listening to music that makes you feel better. Some people listen to music to distract themselves from their bad mood. Some people listen to music that helps them feel understood and less alone. Music can change the way you're feeling and help you look on the bright side. The most important thing is that the music or song you choose makes you feel better. Remember, your mental health matters! (Consider sharing 30 seconds or less of a song as part of this announcement)

Friday:

- Informational Announcement: For kids who struggle with their mental health, talking to someone and getting extra support or help can make a big difference. Check in on your mental health, talk to someone you trust, and ask for help when you need it. Remember, YOUR MENTAL HEALTH MATTERS!
- Self-Care Announcement: Today's self-care skill of the day is to do something that makes you feel good about yourself. This will look different for everybody, but some things you might do to make yourself feel good could be writing down some of your best qualities or things you feel grateful for, giving yourself a pep- talk or saying a positive affirmation such as "I am smart, I am loved, I am important," in the morning, or doing something you're good at for a few minutes each day.
- Coping Skill Announcement: Today's coping skill of the day is talking to someone who cares about you. Talking to someone who cares about you helps you feel understood and supported. Think of people you can talk to at home, at school, and in the neighborhood. Don't keep it to yourself when you are feeling scared, angry, sad, embarrassed, or stressed. Remember, your mental health matters!

**The above suggestions were compiled by clinician Jacqueline Atunrase, Ph.D.
National Center for School Mental Health, University of Maryland School of Medicine.**

Any Day:

- Did you know that students who are feeling stressed, sad, or even thinking about suicide are very likely to tell a friend or teacher? If someone shares with you that they are very sad, having a hard time and/or feel like they want to die, the most important thing you can do is take their feelings seriously, listen without judgment, and help them get to a trusted adult for more support.
- Today's coping skill of the day is writing. Many of us have a tough time talking about our feelings and thoughts. Writing helps you express those difficult feelings and thoughts that you may not be able to say out loud. Take a few minutes and write down what you are thinking or how you are feeling and find a supportive adult to share your feelings with. Remember, your mental health matters!
- Today's coping skill of the day is talking to a trusted friend. Sometimes you just need to be heard. Having a friend that listens without judging can really help when you are feeling worried, overwhelmed, or depressed. Research shows that social support is one of our best buffers against stress, and positive friendships are important for our overall well-being. Friends are like life jackets, sometimes you need them, and sometimes it's good just knowing they are there. Remember, your mental health matters!

Announcement Scripts

- Today's coping skill of the day is guided imagery or imagining a happy place in your mind. Think of a place where you would feel calm and happy, it can be a place you've been or a place you would like to go. Close your eyes and imagine that you are there. Think about what you see, what you hear, what you smell, and who is with you. If it helps, you can draw your happy place to help you imagine it. Imagining a happy place helps you feel better when you cannot change your surroundings. Remember, your mental health matters!
- Today's coping skill of the day is problem solving. The next time you have a problem, come up with a few solutions to solve the problem and then take the time to list out the pluses, what is good about the choice, and the minuses, what could be bad about the choice, for each of the solutions. Use the list to help you make a decision that is best for you. If you need help, find an adult you trust to go over your list with! Remember, your mental health matters!
- Today's coping skill of the day is journaling. Keeping a special journal or a diary in which you can write out your thoughts and feelings can be helpful. Some people like to journal on their own, while others like to put their thoughts on paper and then share it with others such as friends, teachers, or a counselor. Think about starting a journal for writing down your own thoughts and feelings. Remember, your mental health matters!
- Today's coping skill of the day is coloring. Coloring is not just for little kids – it is great for people of all ages. Coloring takes your mind off difficult things and allows you to focus on a fun, peaceful task. Look online for printable coloring pages for some inspiration, or just grab a piece of paper and any crayon, marker, colored pencil, or pen and get drawing! Remember, your mental health matters!

Elementary School Suggestions:

- Today's coping skill of the day is called pizza breathing. Taking deep breaths helps us calm ourselves down when we feel uncomfortable emotions. Close your eyes. You open the box and immediately smell the cheesy goodness of your pizza. You want to eat the pizza, but it is still very warm. Take in a deep breath through your nose, smelling all the pizza goodness! Now, slowly blow out your breath through your mouth to cool off your slice of pizza. Let's do it again. Breathe in and smell your pizza. Breathe out and cool it off. Next time you're upset, or see a friend who is upset, encourage them to use pizza breathing to help calm down!
- Today's coping skill of the day is muscle relaxation. When we feel uncomfortable emotions, like anger or worry, sometimes our bodies feel very tense and uncomfortable. Making sure we remind ourselves to relax can help us feel better when we are sad, mad, or worried. Let's practice! Pretend that you have two lemons, and you want to squeeze the juice out to make lemonade. Squeeze your fists together and squeeze out all the juice from your lemons. Notice how your hand feels when you squeeze the lemon. Drop the lemon and relax your hand. Notice how much better your hands feel when they are relaxed? Try it again!

Announcement Scripts

- Today's coping skill of the day is saying nice things to ourselves. Sometimes when we are upset or frustrated, we may say mean things to ourselves in our head, like "I never do things right," or "I always make my teacher mad!" These thoughts can make us feel even worse! Today, we encourage you to say nice things to yourself in your head, such as "I got this!" "I am trying really hard today." or "I like myself!" Notice when you are being mean to yourself or when others are being mean to themselves and encourage them to practice saying nice things.

Middle/High School Suggestions:

- Today's coping skill of the day is progressive muscle relaxation. Progressive muscle relaxation is a technique used by professional athletes before games and is a great way to quickly relax your body and your mind. The next time you are stressed out or even if you are in a great mood, take a moment and try tensing and then releasing the muscles in your hands and feet twice. For your hands, clench your fingers into fists and hold your muscles taught for about 20 seconds straight, then release all the tension at once for about 10 seconds. Then, repeat the tensing of your hands once more. For your feet, tighten up your toes as if you are digging them into the ground to keep your balance for about 20 seconds straight, and then release all the tension in both or your feet for about 10 seconds. Again, repeat this tensing of your feet once more. Notice how relaxed your hands and feet feel after you tense and release the muscles in them.
- Today's coping skill of the day is positive self-talk. Saying or thinking kind things about yourself is a great way to improve your mood and a good way to replace bad thoughts you have about yourself. The next time you notice you put yourself down, or even if you are not having negative self-thoughts, take a moment and try telling yourself something you do well or like about yourself. Many students find that doing this helps them to feel more positively about themselves and cope with negative thoughts and feelings they are experiencing.
- Today's coping skill of the day is being kind to others. Saying or thinking kind things about others is a great way to improve your own mood and a good way to make your relationships with people you care about even better. The next time you notice you see a friend or someone you like, take a moment, and try telling them something you think they do well or like about them. You can also do this on social media, like snap chat or Twitter. Do your best to say something nice to them without laughing - be sincere! Many students find that even though it can feel awkward at first, complimenting others helps them to feel more positively about themselves and people with whom they are close.

Sample Automated Phone Message to Parents

Dear (insert name of your school) families,

May 1st-7th, 2022 is Children's Mental Health Awareness Week in Maryland. Children's mental health impacts: How children think, feel, and act; How children relate to ourselves and others; How children manage change, stress, and handle other life situations; It is also critical to how children explore their environment, develop, and learn.

During the COVID-19 pandemic, 1 in 4 children, compared to pre-pandemic incidents of 1 in 5, experience a mental emotional or behavioral health condition before age 18. These children are experiencing a surge of depression, anxiety, trauma, loneliness, suicidality, and substance use that will have lasting impacts on them, their families, and their communities.

Mental health applies to everyone throughout their lives regardless of age, gender, race, culture, income, or education. Mental health awareness helps all children have opportunities to be successful in school, at home, in the community, and in their future adult lives.

This week students will be learning things to help themselves and others feel better when they are sad, worried, angry, or scared and how to care for their physical, social, and mental health.

To learn more about the signs and symptoms of mental health conditions and resources for help, contact (name of your School Champion Coordinator, counselor, or other contact in school), your family doctor/pediatrician, or visit www.ChildrensMentalHealthMatters.org.

Parent/Family Send Home Flyer



Help our School be a Children's Mental Health Matters! Champion!

Thursday, May 5, 2022 is Children's Mental Health Matters! Green Day. We encourage you & your child to wear something green to raise awareness of the importance of children's mental health.

Fast Facts about Children's Mental Health:

- Children's mental health impacts:
 - How children think, feel, and act
 - How children relate to ourselves and others
 - How children manage change, stress, and handle other life situations
 - It is also critical to how children explore their environment, develop, and learn
- During the COVID-19 pandemic, 1 in 4 children, compared to pre-pandemic incidents of 1 in 5, experience a mental emotional or behavioral health problem before age 18. These children are experiencing a surge of depression, anxiety, trauma, loneliness, suicidality, and substance use that will have lasting impacts on them, their families, and their communities.
- Early intervention is the best way to prevent long-term or severe conditions into adulthood.
- Mental health applies to everyone throughout their lives regardless of age, gender, race, culture, income, or education. Mental health awareness helps all children have opportunities to be successful in school, at home, in the community, and in their future adult lives.

Children's Mental Health Awareness Week is a great time to learn how to support your child's mental health by recognizing the signs of mental health conditions and where to find care.

Learn more and access resources: www.ChildrensMentalHealthMatters.org.

Teacher/Staff Send Home Flyer



Help our School be a Children's Mental Health Matters! Champion!

Thursday, May 5, 2022 is Children's Mental Health Matters! Green Day! Encourage your fellow staff and students to wear something green to raise awareness of the importance of children's mental health.

Fast Facts about Children's Mental Health:

- Children's mental health impacts:
 - How children think, feel, and act
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- Mental health applies to everyone throughout their lives regardless of age, gender, race, culture, income, or education. Mental health awareness helps all children have opportunities to be successful in school, at home, in the community, and in their future adult lives.

Children's Mental Health Awareness Week is a great time to learn how to support your child's mental health by recognizing the signs of mental health conditions and where to find care.

Learn more and access resources: www.ChildrensMentalHealthMatters.org.

Organization Staff Flyer



Help our organization be a Children's Mental Health Matters! Champion!

Thursday, May 5, 2022 is Children's Mental Health Matters! Green Day. You are encouraged to wear something green to raise awareness of the importance of children's mental health.

Fast Facts about Children's Mental Health:

- Children's mental health impacts:
 - How children think, feel, and act
 - How children relate to ourselves and others
 - How children manage change, stress, and handle other life situations
 - It is also critical to how children explore their environment, develop, and learn
- During the COVID-19 pandemic, 1 in 4 children, compared to pre-pandemic incidents of 1 in 5, experience a mental emotional or behavioral health problem before age 18. These children are experiencing a surge of depression, anxiety, trauma, loneliness, suicidality, and substance use that will have lasting impacts on them, their families, and their communities.
- Early intervention is the best way to prevent long-term or severe conditions into adulthood.
- Mental health applies to everyone throughout their lives regardless of age, gender, race, culture, income, or education. Mental health awareness helps all children have opportunities to be successful in school, at home, in the community, and in their future adult lives.

Children's Mental Health Awareness Week provides the opportunity to equip other adults with resources and improved understanding so that they can join your efforts to change the trajectory of children's lives.

Learn more and access resources: www.ChildrensMentalHealthMatters.org.

Community Flyer



Help our community be a Children's Mental Health Matters! Champion!

Thursday, May 5, 2022 is Children's Mental Health Matters! Green Day! You are encouraged to wear something green to raise awareness of the importance of children's mental health.

Fast Facts about Children's Mental Health:

- Children's mental health impacts:
 - How children think, feel, and act
 - How children relate to ourselves and others
 - How children manage change, stress, and handle other life situations
 - It is also critical to how children explore their environment, develop, and learn
- During the COVID-19 pandemic, 1 in 4 children, compared to pre-pandemic incidents of 1 in 5, experience a mental emotional or behavioral health problem before age 18. These children are experiencing a surge of depression, anxiety, trauma, loneliness, suicidality, and substance use that will have lasting impacts on them, their families, and their communities.
- Early intervention is the best way to prevent long-term or severe conditions into adulthood.
- Mental health applies to everyone throughout their lives regardless of age, gender, race, culture, income, or education. Mental health awareness helps all children have opportunities to be successful in school, at home, in the community, and in their future adult lives.

Children's Mental Health Awareness Week is a great time to learn how to support a child's mental health by recognizing the signs of mental health conditions and where to find care.

Learn more and access resources: www.ChildrensMentalHealthMatters.org.

Mental Health Essay

Instructions: Write an essay on one of the following topics or choose your own topic about mental health. Use the space below or type/write your response on a separate sheet of paper.

Possible Topics:

- Why is it important to talk about mental health? Why is it important to talk about it right now?
- What role does stigma play in talking about mental health? How can we overcome stigma to have open conversations about mental health?
- How has the pandemic impacted your mental health and what advice do you have for students to promote positive mental health?
- What is the one thing that adults could do to improve student mental health? How can students and adults in schools work together to improve mental health and encourage wellness?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Give Yourself a Mental Health Grade

Instructions: Use the rubric below to give yourself a grade on different aspects of your mental health. The report card can be completed one section at a time or all at once. Discussion prompts with more information and goal setting worksheets related to each area are provided below to encourage additional conversation and action with students to work toward improved mental health.

Area	Rubric	Grade	Comments
Healthy Habits/Self-Care Healthy habits/self-care refer to things you do on a regular basis to maintain your physical/mental health (sleep, eating habits, physical activity, activities you enjoy, reaching out for help)	A - Almost always maintain healthy habits in most areas B - I usually maintain healthy habits in most areas C - I maintain healthy habits in some areas D- I do not maintain healthy habits in multiple areas F - I do not maintain healthy habits in most areas		
Mood How is your mood on most days? Do you feel good, positive, and content or unhappy, down or depressed?	A - I feel good most days B - I usually feel good with a few exceptions C - I usually feel ok D- I feel down or unhappy several days a week F - I feel sad or unhappy most of the time		
Relationships Relationships include friendships, relationships with your parents/caregivers, siblings, and other family members, and relationships with other peers and adults. Do you have positive and supportive relationships with these people?	A - I have good relationships with many people B - I have good relationships with most of the people in my life C - I occasionally have issues in certain relationships D - I have problems in one or more relationships or I do not have many positive relationships F - I do not have positive and supportive relationships		
Self-Esteem How do you feel about yourself? Are the thoughts you have about yourself and the messages you tell yourself accurate, positive, and encouraging?	A - I almost always feel good about myself B - I usually feel good about myself C - I feel okay with who I am D - I could work on my self esteem F - I do not feel good about myself		
Coping Skills When faced with a difficult or challenging situation, do you have several healthy strategies to use to help you overcome them?	A - I have a variety of coping skills I use often B - I have a few coping skills I use most of the time C - I sometimes use effective coping skills D - I do not have enough coping skills or do not use them often F - I do not have or use healthy coping skills		
Conflict Resolution When you have a problem, a decision you need to make, or a disagreement with someone, how well are you able to resolve the problem?	A - I almost always solve problems well B - I usually solve most problems well C - I sometimes have difficulty solving problems D - I usually have a hard time solving problems F - I almost always have difficulty solving problems well		
Making Good Choices How often do you make choices that help you achieve your goals and that have positive outcomes?	A - I almost always make good choices B - I usually make good choices C - Sometimes I make good choices D - I occasionally make poor choices F - I usually make poor choices		
Overall Mental Health Think about how you would rate your mental health across all areas. How are you doing on average?	A - I rated almost all areas as an A or B B - I rated most areas as an A or B C - I rated most areas as a C D - I rated several areas at a D or lower F - I rated most areas at a D or lower		

Mental Health Goal Setting

Instructions: Using the information on your mental health report card, identify area(s) for improvement and use the templates and examples below to create a mental health goal related to that area.

Template 1:

By or in _____ (set a specific deadline or amount of time), I will _____ (what behavior/action you will take) and _____ (include specific, measurable details about how you will improve this area of your mental health).

Template 2:

I will _____ (what behavior/action you will take) and _____ (include specific, measurable details about how you will improve this area of your mental health) _____ (how much/how often you will do the behavior.)

Example Goals:

- **Example (healthy habits – sleep):** By January 31st, I will create a new sleep routine and will follow the new schedule (sleeping at least 8 hours of sleep per night) at least 80% of the time (6 out of 7 days per week).
- **Example (healthy habits – activities):** I will make a list of at least 10 different activities I enjoy, and I will do one activity for at least 10 minutes each day.
- **Example (mood):** By the end of this month, I will identify/find someone I feel comfortable talking to and check in with them at least once a week.
- **Example (relationships):** I will spend quality time with my sister doing something we both enjoy for 30 minutes each week.
- **Example (self-esteem):** I will write down positive affirmations and recite them to myself whenever I notice I am thinking badly about myself.
- **Example (coping skills):** In the next three months, I will learn and/or identify at least five different coping skills I can use to help me manage stress and difficult situations and I will use them as needed.
- **Example (conflict resolution):** I will learn a new conflict resolution strategy and I will use the strategy when in an argument or faced with a problem at least 75% of the time (in 3 out of every 4 conflicts).
- **Example (making good choices):** In the next six months, I will evaluate different choices and consequences of those choices and I will choose the best option when making important decisions.

My Mental Health Goal(s):

1. By _____ I will _____ and _____.
2. In _____ I will _____ and _____.
3. I will _____ and _____.

Mental Health Discussion Prompts

Topic/Area	Discussion Prompts
Healthy Habits Self-Care	<p><u>Sleep:</u> How much sleep per night is recommended for someone your age and are you getting enough sleep? What are your sleep habits? Do you feel tired/fatigued during the day?</p> <p><u>Eating:</u> Are you getting the nutrition your body needs to function well? What are your current eating habits? Are you making healthy food choices?</p> <p><u>Activities:</u> What physical activities do you do on a regular basis? What are the things you do that make you feel good, productive, or accomplished? What additional activities could you add to your life? Do you make time to relax and have fun?</p>
Mood	Everyone has times when they feel sad or down. If you notice that you are feeling sad for longer than usual, the feeling of sadness is intense, or your low mood is getting in the way of things you need to do, those can be signs that your mental health might be suffering. How often do you check in on your mood? Who/how can you talk to when you are feeling down or not like yourself?
Relationships	Think about all the people you interact with in your life. This can include family or anyone who lives in your home, teachers/coaches, friends at home or at school, neighbors, extended family members, etc. What are your relationships with these people like? How would you rate each of your relationships overall on a scale from 1-10? What makes a health relationship? Where do you see room for improvement in your relationships?
Self-Esteem	When you think about yourself, what comes to mind? Can you identify your strengths and positive qualities? Do you have confidence and faith in yourself to be successful? Do you use your strengths to your advantage to help you be successful? Do you think the same way about yourself as others do? How could you improve your view of yourself?
Coping Skills	When you get upset, what do you do to calm down or feel better? Do those strategies work? Do the strategies you use create more problems or only help in the short-term? What coping skills would you like to try, or which would be realistic for you?
Conflict Resolution	Consider how you solve different kinds of problems – arguments/disagreements with other people versus solving personal problems. Are there ways you could improve your problem-solving skills? Are there certain situations where your problem-solving skills could use improvement?
Making Good Choices	How do you usually feel about the choices you make? When you have made good choices, how did you make those choices? When you have made poor choices, why and how did you make those decisions? What is important for you to think about before you make a decision?
Overall Mental Health	Mental health is something everyone has, just like physical health. Why is our mental health important? Why is it important to check in on our mental health? How often do you check in on your mental health? Who can you talk to or get support from if you need help?