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Each Mind Matters and Philosophy's Hope & Grace Initiative Premiere "We are the Movement for Mental Health" PSA

In honor of May is Mental Health Matters Month, Each Mind Matters in partnership with beauty brand philosophy's hope & grace initiative premiered the "We are the Movement for Mental Health" PSA on The Huffington Post and Yahoo! Health. This PSA is the first version of several that will be released all month long featuring more than 40 celebrities from television and film delivering powerful messages of hope and recovery.









You can join us in raising awareness this May by:

- Sharing the new <u>PSA</u> on social media with the hashtag #millionslikeme
- Filming your own PSA as part of the #millionslikeme video challenge.
- Taking part in one of the many events happening statewide
- Wearing your lime green ribbon and gear from EMM's shop
- Pledging your support at <u>EachMindMatters.org</u>

Join the Movement!



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CalMHSA Programs Save Lives, Report Says

<u>RAND Corporation</u> recently released four reports evaluating CalMHSA programs, all of which show that progress is being made in stigma reduction and suicide prevention. Among the most significant findings:

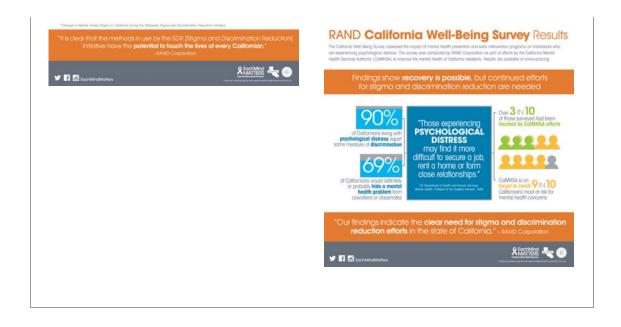
- More Californians say they are willing to socialize with, live next door to, and work closely with people experiencing mental illness
- Californians display meaningful increases in awareness of the stigma faced by people with mental health problems
- Just one year of CalMHSA's investment in the ASIST program is projected to prevent at least 140 deaths and 3,600 suicide attempts over the next three decades.

For more on these reports, read our blog.

Tools to Use

Each Mind Matters has created three infographics to highlight key findings from the reports that are available to download <u>here</u>.





Statewide Winners Announced!



The statewide winners of the Directing Change Program and Student Film Contest were announced at a screening event and awards ceremony held on Tuesday, May 19 at the Crest Theatre in Sacramento. Awards were given to the top three films in two categories: Suicide Prevention and Ending the Silence. Click here for the complete list of winners and to watch the winning PSAs.

You've Seen the PSAs, Now It's Your Turn!

Earlier in May Each Mind Matters and the hope & graceinitiative launched the "We are the Mental Health



Movement" PSA series featuring more than 70 celebrities across five PSAs and the response has been amazing! We are thrilled that people throughout California are connecting with this message and sharing it with others.

Now it's your turn! We invite you to record one line from the PSA or write it on paper and take a photo and then post it on social media with the hashtag #MillionsLikeMe. We might just do another version of the PSA starring you! Get the script here and JOIN US!



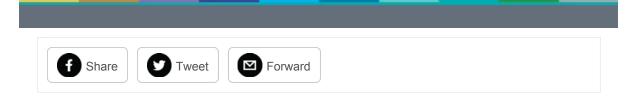
Got Blog Ideas?

You can help us provide the latest news and information about the mental health movement in California. Contact us <u>here</u> to become a guest blogger!



Mental Health Matters Month Round-Up

Counties and organizations across
California are supporting May is Mental
Health Matters Month through various
activities. Check out what's happening
in your community in the weekly
roundup on the Each Mind Matters
blog.



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New Booklet for LGBTQ Teens



The new "Be True and Be You: A Basic Mental Health Guide for LGBTQ Teens" is now available to download. Created with the help of LGBTQ teens across California, the booklet includes descriptions of common mental health challenges, myths and facts, ways to handle stressful or difficult situations, real stories of others who have been through tough times and where to get help or help someone you know. Read more.

Download Now

Animated Videos Promote the Movement



Want to tell others about the movement, but not sure how to start the conversation? Check out our new video series that breaks it down in short, easy-to-understand animated videos. Share these videos online or as part of presentations. Click above to watch the first video (or here) and visit our blog to read more.

Mental Health Matters Month Success!



May is Mental Health Matters Month was a huge success with thousands of individuals and organizations in counties across the state coming together to promote mental health awareness. Read all about how the movement painted the state lime green in the <u>roundups</u> on the Each Mind Matters blog.

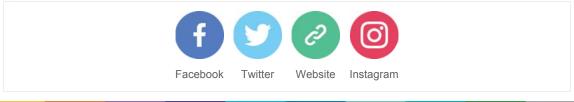
Have an upcoming event? Be sure to post it on the Each Mind Matters event page and share your photos with us on Facebook, Twitter and Instagram.

Find Events

Music for Mental Health

On June 30, young artists and youth programs will be honored at an event on the CSU East Bay campus. The event will provide mentoring and support from music professionals, educators and mental health experts to young artists interested in the music industry. For more information, contact Nicole at njarred@rs-e.com.





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July 2015

Each month we bring you stories about the mental health movement across California and the nation. Here are the mental health conversations happening right now...



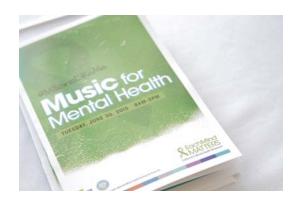
Trending: Semicolon Tattoos

A new trend has hit social media, and we are big fans. Inspired by Project Semicolon, people are drawing or tattooing semicolons on their bodies as a symbol of strength in overcoming mental health challenges. Read the full story...



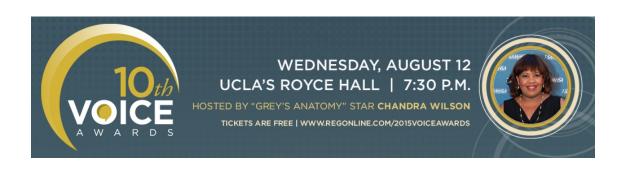
PRISMS Honor Best in Film, TV

Awards were handed out for the best depictions of mental health in film and TV in a star-studded ceremony on July 16 in Los Angeles. Check out the winners...



Making Music for Mental Health

Young artists joined music industry leaders at CSU, East Bay on June 30 to celebrate the release of Each Mind Matters' #MillionsLikeMe CD featuring music from young people across California. Listen to the songs...





California Leaders Recognized

The National Alliance on Mental Illness honored former California State Senator Darrell Steinberg and Los Angeles County District Attorney Jackie Lacey at its national convention. Read why...



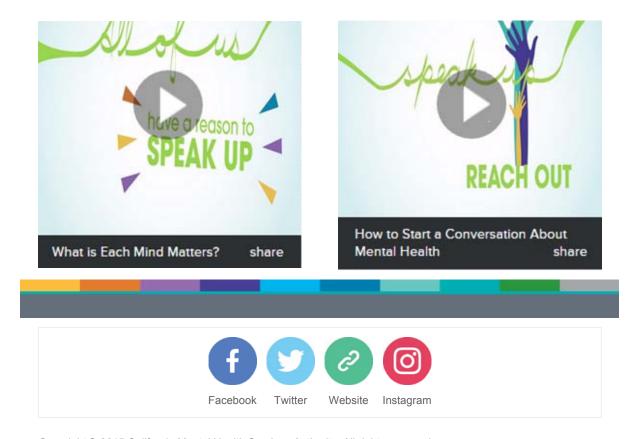
Highlights: Directing Change 2015

A new video segment on the 2015
Directing Change ceremony includes
interviews with this year's winners and
special guests. Watch it now...

Tools to Use: Each Mind Matters Video Series







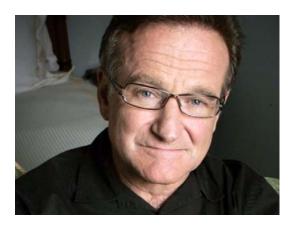
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August 2015

Next month the global mental health community observes Suicide Prevention Week (Sept. 7-13). In this month's edition, we bring you the latest headlines on mental health and take a special focus on suicide prevention information and resources...



Newsweek: The Lasting Impact of Robin Williams' Death

August 11 marked the one year anniversary since Robin Williams took his life. Newsweek.com noted the date with a report on how Williams' death has changed the conversation around suicide and mental health. Learn more...



The New York Times: Suicide on Campus

In this piece from late July, the Times explored suicide on college campuses and the pressure for perfection that can exacerbate mental health challenges for young people. Read the article...



SAMHSA's 2015 Voice Awards

The 10th annual Voice Awards was held at UCLA's Royce Hall on Aug. 15. This year's event highlighted the effects suicide has on individuals, families and communities. Host Chandra Wilson, star of "Grey's Anatomy," helped hand out awards for improving public awareness and understanding of behavioral and mental health. Check out the winners...

Suicide Prevention Week: Sept. 7-13

Need ideas for how you and your organization can get involved?

Each Mind Matters has a dedicated Suicide Prevention Week page that will help you take part and check out these tools to help spread the word.



Share the Facts - NEW!

Independent analysis by RAND found that the California Mental Health Services Authority's (CalMHSA) statewide suicide prevention initiatives are preparing more Californians than ever before to assist those at risk of suicide and that CalMHSA's investment will save lives and dollars.

- Read the reports
- Get the NEW infographic

Know the Signs. Find the Words. Reach Out.

Pain isn't always obvious. The warning signs for suicide manifest in different



ways. Some signs are more critical, and may indicate an imminent danger. It's up to us to learn to recognize the warning signs and how to offer support to someone we care about. Get prepared...





Raise Awareness

Each Mind Matters offers a wealth of digital and printed suicide prevention materials for people of all ages and in many languages. Get started by checking out these links:

- <u>Suicide prevention materials</u> in English, Spanish, Chinese, Hmong, Khmer, Korean, Lao, Tagalog, and Vietnamese
- Video stories
- <u>Directing Change films</u> made by student filmmakers

Promote Your Event

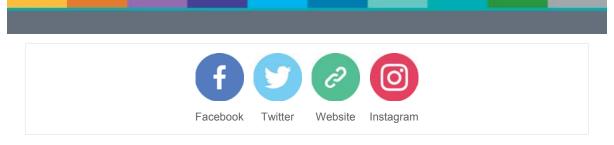
Submit your Suicide Prevention Week event on our website and we'll help you promote it on Facebook and Twitter.

Share photos and captions after the event and your event may be included in our next newsletter. Get started...

More Resources







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September 2015

In this month's edition, we bring you the latest headlines on mental health and also help you prepare for Mental Health Awareness Week in October.



Mental Health Community Topples Stigmatizing Billboard

Fashion brand Kenneth Cole will replace a stigmatizing billboard it posted in NYC last month following outcry from the mental health community. Read the opinion piece from the American Psychiatric Association and the statement from the brand...

More Californians Prepared to Help Those at Risk of Suicide

A recently conducted independent evaluation found that more Californians than ever know the signs of suicide and are prepared to intervene with someone who is struggling thanks to programs supported by CalMHSA with

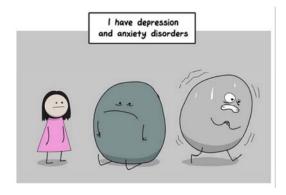


funds from the Mental Health Services Act (Prop. 63) and that this investment will save lives and dollars. Read more...



New! Guide for Journalists from The Carter Center

The Carter Center Mental Health
Program released "The Carter Center
Journalism Resource Guide on Behavioral
Health" to journalists, behavioral
health and media experts on Sept.
16. Get the guide...



Comic Illustrates Struggle with Anxiety and Depression

Webcomic artist Nick Seluk helped a reader to share her story by illustrating her daily struggle about anxiety and depression to increase understanding of these disorders, and the result is resonating. See the comic...

Survey Says: Perceptions Shifting

A national online survey by three mental health organizations revealed



that most Americans value mental and physical health equally, and most believe suicide can be prevented. For the story...



March for Dignity Now!

On Aug. 25 mental health advocates from across the nation joined in the first-ever Destination Dignity Mental Health March on Washington. The Mighty.com captured the powerful words and images of marchers in this piece...





SEND SILENCE PACKING®



Don't Miss: Tour Comes to CA

Each Mind Matters welcomes new partner Active Minds and its nationally-recognized exhibit *Send Silence*Packing® to California in October. The powerful exhibit features 1,100 backpacks representing the number of students who die by suicide every year. Get the schedule...

Mental Health Awareness Week: Oct. 4-10

Looking for ways to show your support and spread the word? We've got you covered!

Here's how you can get involved...





Grab Ur Cell: Text, Talk, Act Contest

Each Mind Matter is proud to partner with Text, Talk, Act on Tuesday, Oct. 6 for an event that unites young people across the country to talk about how to help a friend in need. Registrants have the chance to win \$1,000 for their school organization! Sign up now...

Download Now: Tools to Use

Each Mind Matters has created a kit with ideas, templates and other tools to promote awareness. <u>Download here.</u>

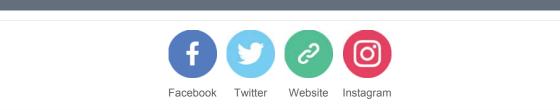
Our "How To Video" series will help you learn more about the movement and talk about it with others. Videos include:

- What is Each Mind Matters?
- How to Start a Conversation
- Use Social Media for Awareness

Visit the <u>EMM Shop</u> to order lime green ribbons and apparel for your events.

REGISTER TODAY!





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October 2015

In this month's edition, we bring you the latest Each Mind Matters news and recent headlines on mental health.



Opinion: NFL Pro Speaks Out Against Mental Health Stigma

New York Jets wide receiver Brandon Marshall is a force on and off the field, especially when it comes to advocating for mental health. Recently, he penned an article on why stigma is still an issue that stops people from taking the first step for help. In his own words...



Gun Violence and Mental Health

CalMHSA's Stephanie Welch sat down with Sacramento's FOX 40 News to discuss the recent Oregon tragedy and demystifying mental illness with conversation. Watch the interview...



Grammy Award-Winner Lends Voice to the Movement

Grammy Award-winning artist and actress, Macy Gray, recently took part in EIC's PRISM Showcase that pays tribute to accurate depictions of mental health in entertainment and recorded this message of support. Listen now...





Mental Illness is Not a Costume

Halloween is days away and an opinion piece by two mental health advocates calling out costumes that perpetuate stigma around mental illness is getting a lot of attention. Read more...



California Goes Lime Green!

The last two months have been a flurry of activities for the mental health movement. From <u>Suicide Prevention</u>
<u>Week</u> in September to Mental Health Awareness Week earlier this month, the movement has been busy spreading the word in communities across California and the nation. <u>Check</u> it out...

Special Focus: Veterans Mental Health

Many veterans experience mental health challenges. Just as it takes courage to serve, it also takes courage to ask for help. Below are some resources that can help veterans and their loved ones get the support they need.

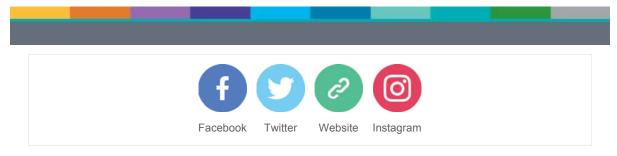


Each Mind Matters offers videos, a fact sheet and comprehensive list of mental health resources for veterans and their loved ones. Get the resources...





Don't miss your chance to attend Tools for Change this November! This unique event unites mental health experts, health technology leaders, providers, consumers, and community advocates in a collaborative and actionable learning environment to advance innovation in mental health and highlight the work and values of diverse leaders across sectors. Register now...



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November 2015

As the holidays near, we want to express our thanks to everyone in the mental health movement working toward a stigma free California. In this month's edition, we premiere EMM's new video on understanding stigma and highlight other video tools to use.

EMM Launches New Video: "What is Stigma?"



Our latest video explains what stigma is and how it can stand in the way of seeking help. Half of us will deal with a mental health challenge, all of us have a reason to speak openly and honestly about mental health. Take a look...

"New State of Mind" Documentary Wins Audience Choice Award

CalMHSA's documentary "A New State of Mind: Ending the Stigma of Mental Illness" was recently awarded the Audience Choice Award of the Council on Social Work Education's (CSWE)



2015 film festival in Denver last month. Read more...

Video Series Spotlights the Movement

The three-part series of short, easy-to-understand videos informs viewers of California's Mental Health Movement, how to start a conversation about mental health and how to use social media to spread awareness. We all have a role to play to reduce stigma and discrimination so join the movement. Learn more...



Video #1: Joining the Movement

The first video explores how Each Mind Matters is affecting lives throughout California, how you can join the movement, and how to spread the word.



Video #2: Starting the Conversation

The second video in the series is full of tips on how to start discussions about mental health in communities throughout California.



Video #3: Raising Awareness Online

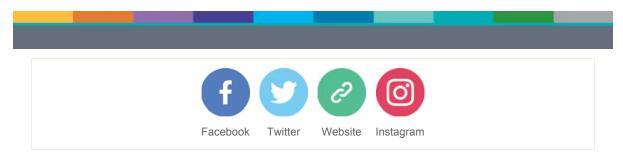
The final video provides tips and information about how social networks can be a great place to start conversations about mental health.

Now It's Your Turn! Enter a Film in Directing Change Contest



Attention filmmakers: the 4th annual Directing Change Student Film Contest is now taking submissions. If you live in California and are a high school student, or a youth or young adult (ages 16-25) in partnership with a college, university, club, program or community-based organization we'd love for you to enter. Categories include Suicide Prevention, Mental Health Matters and new this year, Through the Lens of Culture. Get all the info here...





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December 2015

This month we highlight the latest in mental health news and spotlight Each Mind Matters resources for California's Asian communities. Check it out!



New Study: Investment in Student Mental Health Pays Off

Statewide prevention and early intervention programs on California college campuses help students graduate which increases the net societal benefit overall. Listen why...



Hollywood Heartthrob Details Struggle with Anxiety

Actor Colton Hayes of "Teen Wolf" and "Arrow" fame took to Twitter after reading an Upvoted article on a new study about the effects of anxiety on social status. Read his message...



In the News: Tattoos for Mental Health

As we continue to speak openly and honestly about mental health, many are also creating permanent reminders of their hope and resiliency with a tattoo. The 36 images featured show how deeply personal a tattoo can be, and the stories behind the ink are even more powerful. Check them out...



Self-Care: Coping with Holiday Stress

For many, the holidays can bring more stress than celebration. It's important to maintain your mental health as well as physical health this time of year. Read the 5 tips...

Special Focus: Asian American Mental Health

In January and February 2016, many Asian American communities will celebrate their culture's Lunar New Year. These celebrations are a great time to talk about the importance of mental and physical health and we have many resources to help.



Each Mind Matters offers in-language videos with English subtitles that discuss hope and resiliency and the importance of speaking out. To watch all the videos, visit the stories page...

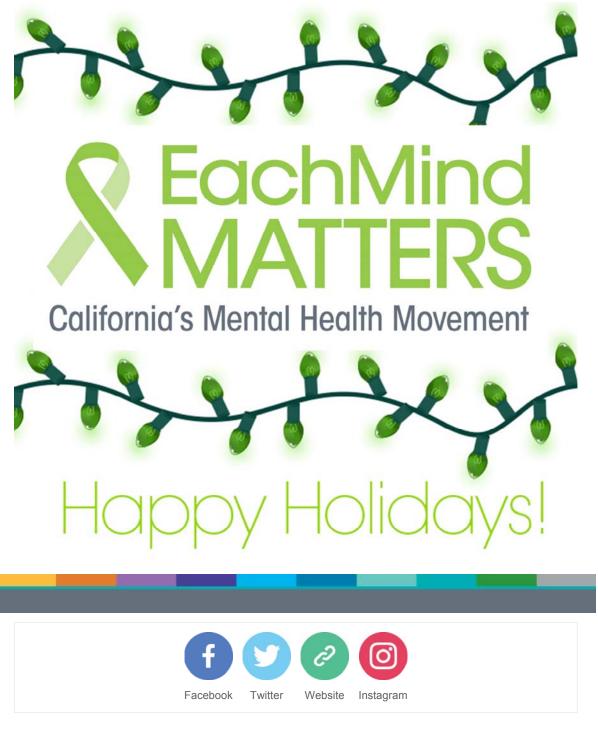
The suicide prevention initiative, Know The Signs, prepares Californians to



learn the warning signs, find the words to offer support and reach out to acquire local resources that can provide care. Materials are now available for several Asian-Pacific Islander communities, including Chinese, Filipino, Korean, Cambodian, Lao, Hmong and Vietnamese. For a complete list of resources, click here...



Actress and comedian, Margaret Cho, shared with Each Mind Matters her personal story of overcoming bullying and why she speaks up for many causes, including mental health. Watch her video...



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