



CHILDREN'S MENTAL HEALTH AWARENESS WEEK

VIRTUAL TOOLKIT

Brought to You By:



Clark County Children's Mental Health Consortium



www.ccmhc.org



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What You Can Do To Spread Awareness

Social Media!

Share messages on social media about why children's mental health is important all through the month of May, but particularly on May 6th for Children's Mental Health Awareness Day.

- Take a picture showcasing something relating to CHMAW and grab people's attention! It can be anything from your own family photo to an informational post that has a list of resources advocating for awareness.
- #cmhad2021, #cccmhc & #breakthestigmanv
- Tag legislators in social media posts. This notifies legislators of posts so they will be more likely to look at them. Use #nvleg

Samples messages provided below.

Go Green on May 6th!

Invite staff, parents, friends, and everyone to show their support by taking and sharing selfies wearing green and if they want, hold and write a statement about why children's mental health matters. Post these pictures on social media with the hashtag #cmhaw2021, #cccmhc, & #breakthestigmanv.

Reach Out Individually!

Think about who you interact with on a daily basis, whether it be friends, family or even neighbors, that you think would find this information to be useful for themselves or others and start a conversation with them. It's never too late to start advocating for children's mental health.

Share Information Locally!

Ask wellness-oriented businesses like your local children's gym, health food store to put informational pamphlets to spread awareness. Along with that, reach out to your personal and professional contacts to encourage them to be an advocate for children's mental health and spread awareness through their connections. Doctors' offices, schools, churches, youth groups, and other organizations associated with children would be a great start. Your efforts would be a tremendous help to the community.

Get Your Employer Involved!

Let them know that May 2nd-8th is CMHAW and share why mental health should be a topic of discussion. Suggest they share information in a company wide communications and put up informational posters in break rooms or common spaces.

Discuss Children's Mental Health Awareness At Your Meetings!

Share announcements about CMHAW, put information in a newsletter or announcement that goes out to your partners' and or clients, choose subjects/content by visiting our website for shareable information and resources about awareness.

The logo for Children's Mental Health Awareness Week features the text "Children's Mental Health Awareness Week" in white, bold, sans-serif font. The text is set against a dark green background that includes a stylized, light green ribbon graphic on the right side, symbolizing mental health awareness.

**Children's Mental
Health Awareness
Week**

#CMHAW2021 #BreakTheStigmaNV #CMHAW2021 #CCCMHC

Add CMHAW Background to Social Media or Virtual Meetings!

To raise awareness, add a background for an online class/meetings or on your social media profile. The virtual background feature allows you to display an image or video as your background during online meetings to promote awareness. **Samples and instructions provided below.**

Use Your Voice!

Share the tips and resources you learned from CMHAW with work colleagues or family friends and/or record brief informational segments that include important information on mental health awareness which can include facts, information regarding organizations and resources, and issues that are relevant to your community.

Share Your Story!

Share why children's mental health matters to you and share! Your story matters and people want to hear it! Post on social media, write something for listservs you are a part of, blogs, newsletters, or contact your local TV station or radio show and share your mental health journey. The more people are comfortable discussing this issue, the less stigma there will be.

Contact Your Elected Official!

Be an advocate! Get in touch with an elected official and let them know why you think children's mental health should be a priority.

- Reach out to your senator: <https://www.senate.gov/senators/senators-contact.htm>
- Reach out to your representative: https://ziplook.house.gov/htbin/findrep_house?ZIP=

Additional Resources!

The American Psychological Association will have a campaign that will last through the month of May where anyone can text **'89800'** and engage in an activity around mental health.



Social Media Posts & Online Outreach

Example Facebook/Twitter/Instagram/etc. posts:

- Anyone can experience mental health challenges, and anyone can get better, too. Being there for friends can make all the difference. You can help break down stigma by learning and sharing the truth about mental health. Visit the Clark County Children's Mental Health Consortium website to learn more: www.cccmhc.org.
- Labels can hurt – they're often based on stereotypes, not on fact. Learning all you can about mental health is an important first step. Learn more about how to have conversations about mental health and eliminate the stigma by visiting the Clark County Children's Mental Health Consortium website: www.cccmhc.org.
- See the person, not the condition: 1 in 5 Americans lives with a mental health condition, and they all have their own story, path, and journey that says more about them than their diagnoses. Get tips for how to talk with your kid about mental health and help eliminate stigma from the Clark County Children's Mental Health Consortium. Visit: www.cccmhc.org.
- Navigating life with a mental health condition can be tough, and the isolation, blame and secrecy that is often encouraged by stigma can create huge challenges to moving forward in one's recovery journey. Learn more about how to eliminate stigma from the Clark County Children's Mental Health Consortium: www.cccmhc.org.
- The Clark County Children's Mental Health Consortium is committed to tackling the mental health stigma and is teaming up with other Southern Nevada organizations to change the conversation. Understanding mental health is more than being able to identify symptoms and naming conditions, and it's essential to dispel misinformation and public misconceptions. To learn more about our efforts and get involved, please visit www.cccmhc.org.
- All youth have the right to happy and healthy lives and deserve access to effective mental health care for prevention and treatment. Learn what to look for and how to have conversations about mental health. Visit the Clark County Children's Mental Health Consortium website to get resources and information on children's mental health: www.cccmhc.org. #cccmhc #breakthestigmanv
- Children living with mental health challenges need everyone's help to make sure they have access to the care they need. As a professional, you can help all Clark County youth get and keep access to quality mental health care services through awareness and advocacy. Help change the conversation by joining the Clark County Children's Mental Health Consortium. Visit www.cccmhc.org for opportunities and resources to help improve children's mental health. #cccmhc #breakthestigmanv



Social Media Posts & Online Outreach cont.

- Addressing the mental health needs of children is the responsibility of all community members. Children and youth learn from their parents, caregivers, family members, teachers, doctors - the adults they are taught to respect and rely on. In these roles, we impact how children and youth think about and care for their own mental health and how they treat others who have mental health challenges. We have our work cut out for us. Now is the time to shape a brighter, healthier future for the next generation. To learn more about our efforts and get involved, please visit www.cccmhc.org. #cccmhc #breakthestigmanv
- It's okay to talk about mental health. Tough times happen, but reaching out to others can help you get through them. The Clark County Children's Mental Health Consortium advocates for the mental health needs of all Clark County youth. Visit us at www.cccmhc.org. #cccmhc #breakthestigmanv
- Mental health is essential to everyone's overall health and well-being, and mental illnesses are common and treatable. Visit www.cccmhc.org for opportunities and resources to help improve children's mental health. #cccmhc #breakthestigmanv
- While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health. Learn more about how to eliminate stigma from the Clark County Children's Mental Health Consortium: www.cccmhc.org.
- The COVID-19 pandemic has had profound impacts on the mental health of people of all ages, and now more than ever it is critical to reduce the stigma around mental health struggles that commonly prevents individuals from seeking help.
- There are practical tools that everyone can use to improve their mental health and increase resiliency, regardless of the situations they are dealing with. Visit the Clark County Children's Mental Health Consortium website to get resources and information on children's mental health: www.cccmhc.org. #cccmhc #breakthestigmanv
- Knowing when to turn to friends, family, and co-workers when you are struggling with life's challenges can help improve your mental health. Learn more about how to have conversations about mental health and eliminate the stigma by visiting the Clark County Children's Mental Health Consortium website: www.cccmhc.org.
- Seeking professional help when self-help efforts to improve your mental health aren't working is a sign of strength, not weakness. Visit us at www.cccmhc.org to get more information on how to receive the help you need. #cccmhc #breakthestigmanv
- Living a healthy lifestyle and incorporating mental health tools to thrive may not be easy but can be achieved by gradually making small changes and building on those successes. Visit us at www.cccmhc.org for more information. #cccmhc #breakthestigmanv



Virtual Background Instructions

Zoom:

To enable the virtual background feature for all users in the account.

1. Sign into the Zoom web Portal as an administrator with permission to edit account settings.
2. In the navigation menu, click **Account Management** then **Account Settings**.
3. In the **Meeting** tab, navigate to the virtual background option (Under the meeting - advanced section) and verify that the setting is enabled. Note: if the setting is disabled, click the toggle to enable it.
4. Click **Manage virtual background** to upload default background images available for users.



WebEx:

Before you join, click Change Background and then do one of the following:

1. To blur your surroundings while remaining focus, click blur.
2. To use a default virtual background, click the one you want.
3. To use your own image for the **virtual background**, click the + icon.

Google Meet:

To enable the virtual background feature for all users in the account:

1. Go to Google Meet -> select a meeting.
2. On the bottom right of your self view, click **Change Background**.
3. To select a pre-uploaded background, click a background.
4. Click **Join Now**.

Twitter 'Banner':

To edit banner photo, sign into account and then:

1. Go to your **profile**.
2. Click or tap the **edit profile** button and you'll be able to edit your header photo or 'banner'.
3. Click or tap the camera icon and select **upload photo** or **remove**.
4. Click or tap **Save**.



Facebook Profile 'Frame':

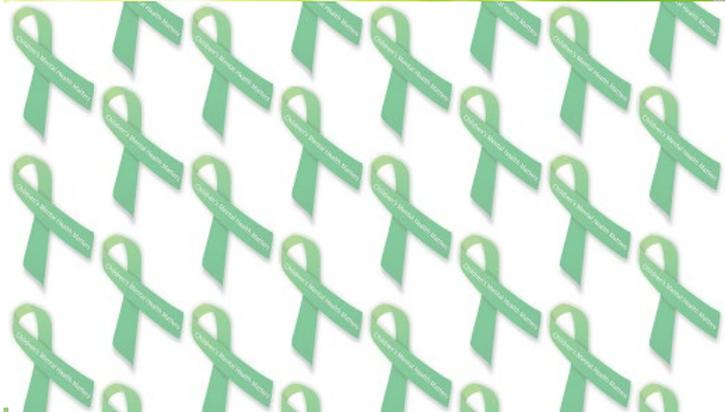
To add a frame to your profile picture:

1. Go to www.facebook.com/profilepicframes
2. Click your profile picture in the bottom left and select your Page.
3. Search for a frame by entering the frames name or related words "**children's mental health**."
4. Choose the frame you wish to use.
5. Click **Use as Profile Picture**.

Virtual Background/Banner Examples



**CHILDREN'S
MENTAL
HEALTH
MATTERS
TOO**



Additional Resources

Individual Items:

Media Material:

- [Outreach Ideas](#)
- [Key Messages](#)
- [Drop-In Article](#)
- [May is Mental Health Month Sample Proclamation](#)
- [Additional Resources](#)
- [Full Toolkit PDF](#)



Handouts/Posters:

- [Tools2Thrive: Fact Sheet Accepting Reality](#)
- [Tools2Thrive: Fact Sheet Adapting After Trauma and Stress](#)
- [Tools2Thrive: Fact Sheet Dealing with Anger and Frustration](#)
- [Tools2Thrive: Fact Sheet Getting out of Thinking Traps](#)
- [Tools2Thrive: Fact Sheet Processing Big Changes](#)
- [Tools2Thrive: Fact Sheet Taking Time for Yourself](#)
- [Tools2Thrive: Worksheet Dealing With Change](#)
- [Tools2Thrive: Worksheet Dealing with the Worst-Case Scenario](#)
- [Tools2Thrive: Worksheet Managing Frustration and Anger](#)
- [Tools2Thrive: Worksheet Practicing Radical Acceptance](#)
- [Tools2Thrive: Worksheet Prioritizing Self-Care](#)
- [Tools2Thrive: Worksheet Processing Trauma and Stress](#)
- [MHM 2021 Poster Tools2Thrive](#)
- [MHM 2021 Poster and Screening](#)

Social Media Materials:

- [Sample Social Media Posts](#)
- [Social Media Graphics, Web Banners, and Call to Action Buttons](#)

Referenced From Mental Health America:

<https://mhanational.org/mental-health-month-2021-toolkit-download>



Activities For Your Family Throughout The Week (May 2nd - May 8th)

Sunday, May 2nd: 'Family Dinner'

1 in 5 people will experience some sort of mental illness during their lifetime. Talk about how mental illness has affected your family and find out ways on how you can support and validate their emotions.

[Resources.](#)



*National Federation of Families
for Children's Mental Health*

Monday, May 3rd: 'Big Emotions'

Talk as a family about BIG emotions. What are they? How do you cope? Utilize these resources and work together as a family to discuss how big emotions can affect you and your family. [Resources.](#)

Tuesday, May 4th: 'Open Family Discussion'

Discuss ways you can prevent mental health bias and discrimination. Join in an open discussion with your family where you can help decrease the stigma in mental health and educate yourself on ways to help struggling family members. [Resources.](#)

Wednesday, May 5th: 'Person-First Language'

Discuss person-first language. What is it? Why is it important? We often forget that our words have a very big impact on family members. Learn ways to word things differently and assess the way you use language and how the use of language reinforces negative biases or promotes empowerment and strengths. [Resources.](#)

Thursday, May 6th: 'Go Green!'

Wear green today and tell someone "Why green?" Green signifies new life, new growth, and new beginnings. Therefore we wear green to raise public awareness, better the lives of children with serious emotional disorders and show our support of these children and their families. [Resources.](#)

Friday, May 7th: 'Family Support'

Discuss ways to support others when they are struggling - what to do and say. There are many ways to support those who are struggling, it's important to take the time and understand the process. [Resources.](#)

Saturday, May 8th: 'Diversity & Inclusion'

Talk as a family about the beauty of diversity. Aspire to be the parent who raises children with a deep capacity for inclusion. Exposure to diversity is an important practice, especially for early childhood development. [Resources.](#)

Advocacy Toolkit

Referenced from National Federation of Families for Children's Mental Health:

- https://d19feca0-eced-41a5-87d8-6715b9022c27.filesusr.com/ugd/49bf42_bcef8bc388ee45f3819e36472f32fea7.pdf
- <https://www.ffcmh.org/advocacy-toolkit>

#CMHAW2021 #BreakTheStigmaNV #CMHAW2021 #CCCMHC