



CHILDREN'S MENTAL HEALTH ACCEPTANCE WEEK

VIRTUAL TOOLKIT

Brought to You By:



CCCMHC

Clark County Children's Mental Health Consortium



www.cccmhc.org



cccmhc.nv@gmail.com

Children's Mental Health
ACCEPTANCE
Week 2023



www.cccmhc.org/awarenessweek | May 7-13, 2023

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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 throughout the month of May, but particularly during Children's Mental Health Acceptance Week, May 7st – 13th.

- Take a picture showcasing something relating to CMHAW 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.
- #AcceptAdvocateAct2023, #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, beginning on page 6.



Go Green on May 11th!

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 #AcceptAdvocateAct2023.

Reach Out Individually!

Think about who you interact with on a daily basis, whether it be friends, family, or neighbors, that you think would find this information 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 or 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 7st-13th is CMHAW and share why mental health should be a topic of discussion. Suggest they share information in company-wide communications and put up informational posters in break rooms or common spaces.

Discuss Children's Mental Health Acceptance 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.

Add CMHAW Background to Social Media or Virtual Meetings!

To raise awareness, add a background for an online class/meeting 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 beginning page 6.**

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.

#AcceptAdvocateAct2023 #CCCMHC #BreakTheStigmaNV

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=

Ideas for CMHAW Events:

Adapt these ideas or come up with your own to engage your community in fostering acceptance of children who experience mental health challenges.

- Book Clubs – Select books that help youth/adults have open discussions about their feelings and mental health
- Movie Night – View a movie that focuses on mental health and facilitate a discussion afterward with your audience
- Pledge Drive – Host a social media drive encouraging community members to sign pledges to fight mental health prejudice and discrimination at Nami.org/stigmafree.
- Walk or Run – Organize a walk or run for community members to come together to support CMHA
- Art and Writing Contests – Give youth the opportunity to share their creativity and their feelings about mental health
- Talent Show – Give youth the opportunity to share their creativity and their feelings about mental health
- Service Projects – Organize a service project that gives your staff or community the opportunity to support youth who have mental health challenges
- Educate – Bring in a speaker to share information or a personal story about mental health recovery or resilience
- Create Your Own – Children's Mental Health Awareness activity. Include CMHA in something you already do!



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Social Media Posts & Online Outreach

Helpful Social Media Tips:

- What should I promote on social media?
 - You can promote anything you put online on social media. If you have a Children's Mental Health Awareness event, Twitter chat, or a graphic you developed, promoting it on social media is a great way to reach your audience.
 - Here are some examples of things you can promote on social media:
 - Facebook events
 - Twitter chats
 - Live events
 - Studies and research
 - Social media campaigns (online marketing campaigns in which businesses leverage social media to increase brand awareness and build client relationships.)
 - Graphics
 - Short videos
- What platforms should I use?
 - You should decide where to promote your materials based on which platforms your audiences are on. If you want to reach middle-aged females, for example, Facebook is your best bet. If you want to reach youth and teens, then Instagram, Snapchat, or TikTok may be the best option. Know where your audience is and meet them there. Dedicate some time to researching where your intended audiences are engaging. However, you should have a realistic idea of how much capacity your team has to maintain that presence. Social media platforms require a considerable amount of time to maintain, so be sure you've mastered one before moving onto the next.
- Best practices for all social media platforms:
 - Include a "Call to Action" (Tell your readers what they can do.)
 - This may be for example, registering for an Awareness event or just clicking a "Like" button. Whatever your post is, there should be a suggested action for the user to keep them engaged with your content.
 - Include a link when appropriate.
 - Don't just reference an event, etc.—include a link to the web page that contains detailed information. Since social media is geared toward short-form content, give your users a brief snapshot of what it is you're showing them and then direct them to where the information is kept.
 - Include an image
 - Social media posts with visuals get 180 percent greater engagement. Tweets with images receive 150 percent more retweets. Images make up 93 percent of the most engaging posts on Facebook.
 - There are many free resources (with free tutorials) that will help you create images without investing a lot of time.
 - Such as Canva or PicMonkey
- Include relevant hashtags and handles.
 - One of the strengths of using social media to promote your content is that you can leverage relevant audiences to send out your message to a wider group of people. Make sure that when you promote specific campaigns or reference a user, you mention the individual or organization in the post. As events and campaigns often have specific hashtags associated with them, make sure you add those hashtags when applicable; the organizations running those campaigns will be looking for content.

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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- See the person, not the condition: 1 in 5 Americans live 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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. It's essential to dispel misinformation and public misconceptions. To learn more about our efforts and get involved, please visit www.cccmhc.org. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. #AcceptAdvocateAct2023 #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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. #AcceptAdvocateAct2023 #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. #AcceptAdvocateAct2023 #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. #AcceptAdvocateAct2023 #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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. To learn more about how to help reduce the stigma from the Clark County Children's Mental Health Consortium, visit www.cccmhc.org. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. #AcceptAdvocateAct2023 #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 stigma by visiting the Clark County Children's Mental Health Consortium website: www.cccmhc.org. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- 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. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- Living a healthy lifestyle and incorporating mental health tools to thrive may not be easy, but it can be achieved by gradually making small changes and building on those successes. Visit us at www.cccmhc.org for more information. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- Joining a peer or family support group provides youth a place to share their issues and concerns in a safe and supportive environment. Visit www.cccmhc.org to access free resources and online support groups for children, teens, and families. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- Connecting youth with mental health resources can reduce the risk of mental illness and suicide. To learn more about services available in Clark County, visit www.cccmhc.org. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- Together, we can create a brighter mental health future for children. There are many organizations in Clark County that are committed to supporting children's mental wellness. Visit www.cccmhc.org to learn more about your local services for youth and families. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv



#AcceptAdvocateAct2023 #CCCMHC #BreakTheStigmaNV

- Clark County is addressing youth mental health by increasing access to community-based resources, improving local crisis services, and more. To learn about the status of Southern Nevada's behavioral health services and supports, visit www.cccmhc.org. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv
- Digital apps are an easy, accessible way to support positive mental health for children and youth. If you or someone you know is looking to download a helpful app, visit www.cccmhc.org for resources that are free to use for children, teens, and families. #AcceptAdvocateAct2023 #cccmhc #breakthestigmanv

Share these infographics to support CMHAW!

4 Ways You Can Stop Mental Health Myths & Misperceptions

Stop using mental health disorders as adjectives.

Using mental health disorders in place of adjectives diminishes the seriousness of mental illnesses, further contributing to bias and prejudice and spreading misinformation as to what it really means to be mentally ill. **Examples:** Referring to a meticulous person as OCD or the changing weather as Bipolar.

What You Can Do:

Educate yourself and others so we do not use diagnoses as **buzzwords**.



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Stop using phrases like, "Just snap out of it!"

Not only does this delegitimize someone's mental illness, it also places the blame on the person by making it seem like a choice. Asking someone to "stop" or "snap out of it" is like asking someone with, say, a broken arm, to stop feeling pain by thinking positively. Physical health doesn't work that way and neither does mental health.

What You Can Do:

Ask how someone is feeling and listen. Sometimes, just knowing that someone else is **listening can make all the difference** in the world.



Stop treating psychiatric medication differently than medication prescribed for a physical illness.

Medication is often viewed as a crutch, or something only "crazy" people need. We invalidate those with mental health challenges with beliefs like this. If it were possible to just "pull ourselves out of it," suicide wouldn't be the 2nd most common cause of death for youth ages 15 to 24.

What You Can Do:

Help others understand that medication to improve **mental health is no different** than medication needed for a physical condition.



Stop leaving mental health out of the conversation.

We aren't taught language to discuss mental health the way we are for physical health.

What You Can Do:

If you are someone who struggles with a mental health challenge, share your experience. If not, don't be afraid to educate yourself and ask questions. Approach the topic with sensitivity and without judgment. Also, talk with children and youth about their feelings. Make mental health part of the conversation in your home.



www.ffcmh.org



TALK

Talk with your children about their mental health. Make topics around mental health, stress, anxiety, fear and feelings common in your home and in your child's life.

#weALLhavementalhealth



TRUST

Trust your gut; you know your child best! If you believe your child is struggling or needs help, trust that feeling.

#NoHealthWithoutMentalHealth



ROLE MODEL

Show your children it is ok to talk about and care for their mental health by taking care of yourself.

#ChildrensMentalHealthMatters

MENTAL HEALTH FOR CHILDREN

What Parents Can Do

NATIONAL FEDERATION OF FAMILIES FOR CHILDREN'S MENTAL HEALTH, FFCMH.ORG • THE YOUTH MENTAL HEALTH PROJECT, YMHPROJECT.ORG



ASK FOR HELP

Get a referral to a mental health specialist, if needed. Provide your child with every opportunity to receive treatment and support – just as you would for a broken arm or a fever.



CONNECT

You are not alone; 1 in 5 children experiences a mental health condition. Connect with other families who can offer support, help and resources.



TEAM UP

Build a team with the professionals and child-serving systems involved in your child's life. An open and honest dialogue with teachers, coaches, doctors and others will give them the information they need to support your child.

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Mental Health Acceptance

Because awareness **ISN'T ENOUGH**.



In 2022, the **National Children's Mental Health Week** campaign was redefined to emphasize the need to move beyond awareness.



Acceptance means recognizing that our mental health is **as important** as all other health issues.

It means acknowledging that we all have mental health needs that **require care**, just like brushing our teeth.

It means responding to mental health conditions with **treatment and support** like any other disease.

Acceptance would mean my child **feels safe** to say she is going to see her therapist, just as freely as she says she is going to the doctor or dentist, finding value



It means a more **empathetic approach** towards children who struggle with mental health issues and recognizing it's not something they can turn on and off.

Acceptance means understanding that a mental health diagnosis is **not the end** - that coping skills and support are available.

It means understanding when someone has an emotional disability and is symptomatic, they need **support, not punishment**.



Acceptance means my child **isn't embarrassed or afraid** to ask for help.

It means children with mental health challenges are accepted, supported, and **feel wanted and worthy**.

It means **being held** in the caring hands of everyone in the community.

It means being treated with the same **dignity and respect** as others.

It means being brought **into the fold** - into the group. It feels like protection.

It means my kids are happier and **feel understood**.

Acceptance means I am loved and cared for **as I am**.

It means having patience and making the effort to **try to understand** what someone is going through.

Acceptance means having the right to be unique - to express your feelings, thoughts, and opinions **without judgment**.

It means **feeling free** to discuss your challenges without feeling like others are judging or discrediting your experiences.

It means seeing **people first** - acknowledging their strengths, not just their challenges or diagnosis.



Acceptance means educators and community members would understand my child's behavior, and that is a reflection of trauma that she experienced - not her personality or our parenting skills.

Acceptance means respecting that I am the expert on my child and trusting that I know what's best for him/her.



Children's Mental Health Acceptance Week

The meaning and importance of the shift from **Awareness** to **Acceptance**

Why? Awareness is passive. **Acceptance inspires action!** (asking for help, seeking treatment, offering support)



- Awareness means you know it exists
- **Acceptance** means you make a personal connection and **take steps** to learn more



- Awareness means you acknowledge the issue
- **Acceptance** means you **work to understand** and offer compassion and sensitivity to others



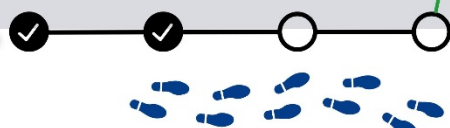
- Awareness means you share concern
- **Acceptance** means you **offer help and support** without judgment



- Awareness means you are informed about the issue
- **Acceptance** means you **embrace** it and are invested and committed to **inspiring** and **building support** in your own community

Awareness Is Not Enough!

It's Time to Step into Action.



- **Acceptance** is the next step towards building an inclusive, supportive society that celebrates all children and youth
- **Acceptance** moves us to advocate for equitable support and family-driven treatment options
- **Acceptance** supports social justice for children who experience mental health challenges - and their families

Show others that **children's mental health matters**. Take action during Children's Mental Health Acceptance Week - and **every day of the year!**

Social Justice

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For Youth Who Experience Mental Health and/or Substance Use Challenges

We asked parents and caregivers, "What **access and opportunities** would your child gain if their mental health challenges were supported and **ACCEPTED** in your community?" Here's what they said.

Supportive Community



- Easier to make friends
- Access to a school psychologist or counselor
- Relationships/connections with supportive adults & peers
- A meaningful role in the community

"Support and resources would be devoted to ensuring my child can be as successful as any other child in the community."

Appropriate Education



- Inclusion rather than isolation
- Well-established accommodations for I.E.P.s & 504 plans
- Participation in prosocial sports, clubs & school activities
- Support, rather than discipline, for difficult behaviors

"With appropriate support, youth could achieve a higher level of education, leading to expanded employment choices, financial growth, independence and stability for their future."

Improved Treatment



- More likely to seek help; less reluctant to ask
- Having skilled providers in every community
- Families/youth would guide treatment planning
- Effective treatment is available - *when it's needed*

"Access to skilled providers and referral services would be a relief. Coordinated efforts between schools, families and support agencies is imperative."

Increased Funding



- For research on mental health challenges
- For schools, camps and other programming
- Equitable insurance reimbursement for treatment
- To support families balancing work and care needs

"Our children need resources, support, and the chance to learn, grow, and - most of all - thrive as they are. **We need equity!**"

#familyvoice

www.ffcmh.org

#acceptance

The Heart of Acceptance

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Bringing Lived Experience to Family Support



What Acceptance of Mental Health Needs Means for Youth and Young Adults

Getting to the heart of the matter, young people shared how acceptance would change the way they think and feel about themselves.

They said:

- I would feel more confident
- I would believe in myself
- I would love and accept myself
- I would be true to myself
- I would be able to find my value
- I would not feel like a bad kid
- I would feel wanted
- I would feel accepted, supported, and worthy
- I would feel welcomed and supported
- I would feel happier and understood
- I would feel I am loved and cared for as I am
- I would not feel shameful
- I would feel empowered
- I would feel the right to be unique
- I would have the ability to live and thrive
- I would smile again
- I would feel free to share my feelings
- I would feel important and valued
- I would have a stronger, more positive sense of self
- I would feel like I have a place in my community
- I would better understand myself and the world I live in
- I would have a happier, healthier lifestyle
- I would be more willing to share
- I would feel better about myself
- I would feel self-love
- I would feel more positive
- I would feel good about myself
- I would learn, grow and thrive
- I would have a healthier mind set
- I would have a healthier self-image
- I would feel successful
- I would be more comfortable being a part of my community
- I would feel encouraged and empowered
- I would feel successful in my goals
- I would have some fun along the way
- I would feel I can achieve independence and stability
- I would have self-acceptance
- I would strive to contribute to my community
- I would have self-esteem
- I would have normalcy
- I would have a successful, normal, and cultivated life
- I would be able to enjoy things other children enjoy
- I would be confident and wouldn't isolate myself

"I would feel like the sky's the limit!"

#youthvoice

#acceptance

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#AcceptAdvocateAct2023 #CCCMHC #BreakTheStigmaNV

Mental illness is nothing to be ashamed of. It is a medical problem, just like heart disease or diabetes. Mental illnesses are health conditions involving changes in emotion, thinking or behavior (or a combination of these). Mental illnesses are associated with distress and/or problems functioning in social, work or family activities - and they are often accompanied by substance use. It's critical that we talk about these challenges and that we do so in the right way.

REFRAMING LANGUAGE

WHY CHANGING OUR THINKING, OUR ACTIONS AND OUR LANGUAGE MATTERS



The terms we use to describe mental illness matter. We have all heard derogatory terms used to describe someone who has a mental illness. Here are a few to jog your memory: Cuckoo; Mad as a hatter; Screwy - having a screw loose; Bananas; Loopy; Crackers; Wacko (whacko); Loony; Nuts; Freak; Crazy; Weirdo. Can you imagine mocking someone with an illness such as cancer or heart disease? Here's how we can do better.

| ✓ UPDATED LANGUAGE | ✗ OUTDATED LANGUAGE | ! WHY IT MATTERS |
|--|---|---|
| Prejudice and Discrimination | Stigma | Prejudice refers to thinking, discrimination refers to action - both can be changed. |
| Acceptance | Awareness | Being aware doesn't call for action, change in behavior or thinking. |
| Experiencing or Living with a Mental Illness | Suffering from a Mental Illness | People who experience mental health conditions can and do live healthy, fulfilling lives. Suffering implies one is unwell, unhappy or can't recover. |
| Experiences/has been treated for Emotional, Mental and/or Behavioral Health Challenges | Emotionally Disturbed | Being diagnosed, experiencing symptoms of or having been treated for a mental illness is a common part of the human experience. The term disturbed perpetuates prejudice and creates a barrier to treatment. |
| Person Experiencing /Living with or Diagnosed with a Mental Illness | Mentally Ill Person; referring to someone with a diagnosis as schizophrenic, autistic, bipolar, OCD, etc. | Certain language exaggerates mental illness and reinforces prejudice. Always use person-first language. |
| Person who Experiences Substance Use Challenges | Drug Abuser; Alcoholic; Addict. Substance Abuse | Avoid words that suggest a lack of quality of life for people with substance use concerns. Terms like addict reduce a person's identity, deny dignity/humanity and imply powerlessness or the inability to recover. |

The importance of using person-first language when talking about mental illness and substance use cannot be overstated. This is true for members of the media, support and treatment professionals, family members, friends and the community at large. Person-first language separates the individual from the symptoms they experience - maintaining their identity as people with strengths who have the power to recover. Here are a few examples.

Person-first phrases

- A person living with a mental health condition
- A person with substance use challenges
- My son diagnosed with bipolar disorder
- My daughter with schizophrenia
- My neighbor who has autism
- The client I'm treating for depression
- My father who has alcoholism

Phrases that hinder recovery

- The mentally ill; psycho, crazy, lunatic
- Addict; meth head, tweaker, burnout, druggie, junkie
- My son is bipolar
- My schizo daughter
- The autistic boy down the street
- My depressed client
- My alcoholic father

| ✓ | ✗ | ! |
|---|--|--|
| Experiencing Mental Health Symptoms that Interfere with Daily Life/Activities | Emotional breakdown; Nervous breakdown | Using terms that don't acknowledge an individual's symptoms perpetuates avoidance of needed support and treatment that promote recovery. |
| Died by Suicide | Committed Suicide; Completed Suicide | The term committed is associated with a crime. The term completed suggests an accomplishment. |
| Person in Recovery | Former Addict; Former Alcoholic; Drunk | Emphasize strengths and the ability to recover, not limitations. |
| The Family Support Workforce family support peers, clinicians, and others who support families | Professionals and Family Peer Specialists separates family peer support professionals from others | The Family Peer workforce should be thought of as professional and a respected career choice as much as clinicians, care managers, etc. |
| Family Peer Support | Peer Support applies to adult peer support alone | There are specific differences between adult peers and family peers. They have different lived and systems navigation experience. |

Think before you act. Think twice before you speak. Your words matter.

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 frame's 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



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:

- [Fact Sheet: Healthy Home Environments](#)
- [Fact Sheet: Neighborhoods & Towns](#)
- [Fact Sheet: Safe & Stable Housing](#)
- [Mental Health Month 2023 Calendar](#)
- [Mental Health Month poster](#)
- [Mental Health Month screening poster](#)

Worksheets:

- [Worksheet: Opening Your Mind to the Outdoors](#)
- [Worksheet: Shaping Your Home Environment](#)

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/toolkit#>

Additional Resources

Individual Items:

Brochures/Fact Sheets:

- [Children and Mental Health: Is This Just a Stage?](#)
- [Attention-Deficit/Hyperactivity Disorder in Children and Teens: What You Need to Know](#)
- [Autism Spectrum Disorder](#)
- [Bipolar Disorder in Children and Teens](#)
- [Bipolar Disorder in Teens and Young Adults: Know The Signs](#)
- [Infographic: Let's Talk About Eating Disorders](#)
- [Fact Sheet: Disruptive Mood Dysregulation Disorder: The Basics](#)
- [Fact Sheet: Helping Children and Adolescents Cope with Traumatic Events](#)
- [Fact Sheet: I'm So Stressed Out!](#)
- [Fact Sheet: Teen Depression: More Than Just Moodiness](#)
- [Fact Sheet: The Teen Brain: 7 Things To Know](#)
- [Fact Sheet: Understanding Psychosis](#)



National Institute
of Mental Health

Educational Resources for Kids:

- [Get Excited About the Brain!](#)
- [Getting to Know Your Brain: Dealing With Stress](#)
- [Guided Visualization: Dealing With Stress](#)
- [Stand Up to Stress](#)
- [Stress Catcher](#)

Social Media Graphics and Videos:

- [Digital Shareables on Child and Adolescent Mental Health](#)

Referenced From National Institute of Mental Health:

<https://www.nimh.nih.gov/get-involved/digital-shareables/shareable-resources-on-child-and-adolescent-mental-health>

Activities For Your Family Throughout The Week (May 7th - May 13th)



Sunday, May 7th: '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. Use these [conversation starting tips](#).

Monday, May 8th: 'Diversity and Difference'

Talk as a family about the beauty of diversity. Learning to build a non-judgmental response to differences will encourage family members to use more inclusive behavior and language. [Resources](#).

Tuesday, May 9th: 'All About Me'

Help your child list their strengths and weaknesses. What are they good at? What can they improve? Utilize these traits and work together as a family to discuss a new perspective of supporting and nurturing your child. [Resources](#).

Wednesday, May 10th: 'Digital Support'

Digital apps are an easy, accessible way to support positive mental health for children and youth. They can encourage kids to consider their own thoughts and feelings, boost their mood, and help start a discussion on how to achieve inner calm. Download a mental health or mindfulness app and explore it as a family. [Resources](#).

Thursday, May 11th: '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 12th: 'Go outside'

Doing activities in nature can generate positive emotions, such as calmness, joy, and creativity. It can also lower the risk of poor mental health by facilitating mindfulness and meditation. For example, take a walk and notice what you see, hear, and smell. [Resources](#).

Saturday, May 13th: 'Self-care'

When children are introduced to self-care habits at a young age, it can help them learn how to deal with stressors in the future and reduces their risk of developing mental health conditions. Share self-care ideas as a family and do one together this weekend. [Resources](#).

Advocacy

- [2023 Advocacy Calendar](#)
- [Advocacy Resources by State](#)
- [Advocacy Toolkit](#)

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

- https://www.ffcmh.org/files/ugd/49bf42_62048ceb3d594c36a84ee8529aeff0ad.pdf?index=true
- <https://www.ffcmh.org/advocacy-toolkit>

Activity Books and Worksheets

<https://www.ffcmh.org/cmha-activities-for-youth>

[2023 CMHAW Activity Book](#)

[2023 CMHAW Activity Workbook: Just for Kids](#)

[2023 Family Activity Calendar](#)

[All About Me Workbook](#)

[Draw Your Emotions Workbook](#)

[Meet Little Monster Activity Book](#) - available in 5 languages

[My Feelings Workbook](#)

Youth and Family Activities

[All About Me Activities](#)

[Books For Children on Mental Health](#)

[Mental Health Activities for Children of all Ages and Families](#)

[Conversation Starters for Families](#)

[Family Activities](#)

[Family Life](#)

[Feelings](#)

[Games about Feelings](#)

[Youth Wellness Activities](#)

Additional Online Resources

[Tackling Mental Health Prejudice and Discrimination](#) (The National Federation of Families)

[Downloadable Mental Health Educational materials](#) (The Youth Mental Health Project)

[Downloadable Mental Health Literacy posters](#) (Every Moment Counts)

[The Children's Story Project](#) (Federation of Families of South Carolina)

Get more ideas from the [collection of Pinterest boards](#) put together by the National Federation of Families!