

# 2017 Children's Mental Health Awareness Week Campaign!



"Finding Help, Finding Hope"



## About the Campaign

Children's Mental Health Awareness Week Campaign brings together more than 400 non-profits, schools, agencies and other partners with the goal to raise public awareness of the importance of children's mental health and substance use. The Campaign also helps reduce the stigma of mental health, lets parents know that they are not alone in caring for children with mental health needs, and connects families throughout Louisiana with information and services to help their child. This statewide Campaign is coordinated by the Louisiana Federation of Families for Children's Mental Health, Inc.

## Why is this important?

Mental health is how we think, feel and act. It affects how a child feels about himself/herself, relates to other children and adults, and handles change, stress and other life situations. As many as **one in five children** experience a mental, emotional or behavioral health problem before the age of 18, yet **70 percent** of school-aged children with a diagnosable mental illness **do not receive treatment**.

## Ways to be involved

### Join the Campaign as a Community Hero

State and local agencies, school systems, community groups, nonprofit organizations and providers are invited to join the Campaign as a **Community Hero**. Supporters commit to use their communication tools to share the Campaign locally. Examples of activities include sharing the Campaign via newsletter articles, social media and organizational websites; hosting events, distributing Campaign materials; and encouraging staff to wear green during Awareness Week. Visit our website, [www.laffcmh.org](http://www.laffcmh.org), to become a Community Hero today!

### Join the Campaign as a School Hero

Louisiana schools are invited to participate by becoming a **School Hero**. Schools can participate by designating someone to be a School Hero Coordinator (or Team). The School Hero Coordinator will be responsible for organizing at least one awareness raising or educational event for their school during Awareness Week. Once they sign up, we will provide Supporters with materials and information including tips on how their school can participate. Sign up to become a School Hero on our website.

## 2017 Awareness Week



This year's **Awareness Week, May 1-7, 2017**, will feature many informative and dynamic events and educational opportunities. Parents, educators and anyone who cares for children are encouraged to visit our website to:

- see the schedule of events
- learn about the signs and symptoms of mental health problems
- find out where to go for help

For more information or to be added to our distribution list, please contact us:

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[www.laffcmh.org](http://www.laffcmh.org)