7th Annual International Together Against Stigma Conference
San Francisco, Feb 18-20, 2015

EachMind MATTERS
California’s Mental Health Movement

Media
Tools, Resources, and Programs

Theresa Ly, California Mental Health Authority
Joseph Robinson, Each Mind Matters Outreach & Engagement
Aubrey Lara, Each Mind Matters Outreach & Engagement

Working on behalf of California’s 58 counties, the California Mental Health Services Authority implements Mental Health Prevention & Early Intervention Programs that impact the entire state.
Changing the environment by affecting policies, practice standards, and changing the media conversation around mental health & suicide prevention

Engaging communities by implementing social marketing campaigns and training & education programs across diverse communities

Impacting the individual by boosting supportive services

Resulting in **Wellness & Recovery**
Available materials vary by include posters, brochures, print ads, billboards, online ads, a flip chart, as well as TV and radio spots.

All materials can be viewed and downloaded from the Resource Center at www.YourVoiceCounts.org
Providing Services for Suicide Prevention: MY3 Suicide Prevention Mobile App & Crisis Lines
Engaging All Californians in Stigma Reduction: 
The Great Minds Gallery – EachMindMatters.org

La historia de Cristina / Cristina’s Story

Do you believe that each mind matters?
Targeted Stigma Reduction


EachMind MATTERS
California's Mental Health Movement

FEB 04
Telling Our Story to End the Stigma of Mental Illness
Posted by Each Mind Matters | Change Agents, Facts, Guest Post, News, Story of Hope (Hmong/Mien)

Disability Rights California
California's Protection & Advocacy System

California Mental Health Parity Act

TEAM UP
Tools for Entertainment and Media
A Program of the Entertainment Industries Council, Inc.
Children and Transition Age Youth:

*Reach Out Here* - Online Peer Forums

*Walk In Our Shoes* – Performance/Media Campaign

**Relationships**

This is Emily's story of finding the strength to leave an abusive relationship.  
*Full story »*

**Performance**

Statewide school-based performance tour

**Website**

Educational, interactive website (English and Spanish)

**Media**

Targeted mass media (radio, digital, cable TV)

Comprehensive campaign targeting 9-13 year olds

www.ReachOutHere.com  
www.BuscaAopyo.com  
www.WalkInOurShoes.org  
www.PonteEnMisZapatos.org

Student Mental Health: 
*Directing Change* – Student Film Content

Tools for Schools

Click here for educational resources and to receive a free prevention program for your school.

Resources and Promising Practices for Students, Faculty, and Staff including:

- Peer Programs
- Special Populations
- Videos/PSAs
- Directing Change Film Contest
- Social Media
- Red Folder Initiative
- Evidence-Based Training

http://www.ucop.edu/student-mental-health-resources/index.html
Contact Information

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