



Dear Awareness Day Supporter,

We are so pleased you are joining us for National Children's Mental Health Awareness Day 2016: *Finding Help. Finding Hope.*

National Children's Mental Health Awareness Day (Awareness Day) was created to shine a national spotlight on the importance of caring for every child's mental health, and reinforce that positive mental health is essential to a child's healthy development.

More than 1,100 communities across the country and over 150 federal programs and national organizations observe Awareness Day through many different activities.

As a national collaborating organization, you play a key role in the success of Awareness Day and are an essential voice in the national discussion on children's mental health.

This year's national event will take place on Thursday, May 5, at 7 p.m. EDT at the Jack Morton Auditorium at The George Washington University School of Public Affairs in Washington, DC. The national event will explore how communities can improve access to behavioral health services and supports for children, youth, and young adults with mental and substance use disorders and their families.

The national event will feature a highly interactive talk show-style format where members of the in-person audience, and those watching the live webcast across the country, will have the opportunity to ask questions and share insights via social media, email, and other digital platforms. Organizations will also have the opportunity to connect to the national event by hosting *Awareness Day Live!* events in their local area.

The included content is designed to provide useful information to assist you in planning and implementing your organization's Awareness Day 2016 activities. Whether your organization is participating in the national event through hosting *Awareness Day Live!* viewing events; promoting the national event through your organization's communication channels; or engaging the onstage panel discussions through texting, tweeting, or emailing questions and insights, these tools will help you accomplish your Awareness Day goals.

Thank you for your dedication and support!

Sincerely,

The National Children's Mental Health Awareness Day Collaborative

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## I. National Event Details 1-Pager



### **National Children's Mental Health Awareness Day 2016: *Finding Help. Finding Hope.***

#### **2016 National Event Details**

##### Date

Thursday, May 5, at 7 p.m. EDT

##### Location

The Jack Morton Auditorium, The George Washington University School of Media & Public Affairs

##### Audience

Youth, young adults, and families who currently are not accessing behavioral health services and supports or need more information about such services and supports

##### 2016 National Event Objectives

- Raise awareness about the importance of children's mental health and show that positive mental health is essential to a child's healthy development.
- Assure youth and families that they can access behavioral health services and supports within their community.
- Highlight how communities can increase access to behavioral health care services and supports.

##### 2016 National Event Format

- During the interactive panel discussions and Q&A, the in-person audience and live webcast audience will be able to tweet and email questions, ideas, and insights.
- Communities nationwide will have the opportunity to take part in the discussion by hosting *Awareness Day Live!* events and engaging through a variety of digital platforms while viewing the live national event.
- Three panel discussions that include youth, families, representatives from the law enforcement and public education communities, and behavioral health experts will share what works to improve access to behavioral health services and supports in their communities and respond to questions. Members of the in-person audience and live webcast audience throughout the country can ask questions and engage through social media, email, and text.

## II. Engage Your Audience

### A. Sample Email Message for Your Listserv

Dear [Title of Addressee],

Save the date! The Substance Abuse and Mental Health Services Administration's (SAMHSA) National Children's Mental Health Awareness Day (Awareness Day) 2016 observance will take place on Thursday, May 5.

[Insert Organization Name] is so excited to collaborate with SAMHSA in support of Awareness Day 2016 national activities! Awareness Day was created to shine a national spotlight on the importance of children's mental health and reinforce that positive mental health is essential to a child's healthy development. Over the years, Awareness Day has grown in scope, visibility, and support. The event connects cross-disciplinary organizations in their efforts to promote awareness of children's mental and substance use issues, not just on a single day, but year-round.

The national event will take place on May 5 at 7 p.m. EDT in Washington, DC. This year's national theme, *Finding Help. Finding Hope.* will focus on how communities can improve access to behavioral health services and supports for children, youth, and young adults with mental and substance use disorders and their families. Behavioral health experts, families, and health care providers, as well as representatives from public education and law enforcement, will discuss collaborative strategies for accessing behavioral health services and supports. The event will be available for viewing via live webcast. Members of the in-person audience, as well as those watching the live webcast, will have the opportunity to ask questions and share insights via social media, email, and other digital platforms. Use the hashtag #HeroesofHope to engage in the Awareness Day conversation on social media.

We are excited to have you join us for Awareness Day 2016!

Sincerely,

[Your Name]

## **B. Social Media Tips**

Awareness Day provides an exciting opportunity to engage your audience on social media and participate in the national conversation around children's mental health. Use the hashtag #HeroesofHope when talking about your Awareness Day activities on social media.

Learn more about Awareness Day social media outreach by visiting [social media tips](#) on SAMHSA's website.

The tips include:

- How to write a call to action
- How to link specific content when appropriate
- How to include a visual image
- How to include relevant hashtags and handles

## **C. Media Outreach Tools**

Awareness Day provides a great opportunity to attract media coverage for your organization! It creates a compelling story that allows you to initiate media coverage, and establishes your organization as a resource on children's mental health.

Learn more about Awareness Day media outreach by visiting the [media outreach tools](#) on SAMHSA's website.

The tools include:

- How to create a media list
- How to make a pitch
- How to write a news/press release
- How to write a drop-in article
- How to write an op-ed
- How to obtain a letter of proclamation

#### D. Sample Website/Article Message

National Children's Mental Health Awareness Day (Awareness Day) 2016 is Thursday, May 5<sup>th</sup>! This year's national theme, *Finding Help. Finding Hope.* explores strategies for improving access to behavioral health services and supports for children, youth, and young adults with mental and substance use disorders and their families.

More than 1,100 communities across the country and over 150 federal programs and national organizations observe Awareness Day through different activities. The event connects cross-disciplinary organizations in their efforts to promote awareness of children's mental and substance use disorders, not just on a single day, but year-round.

The national event will be an interactive panel discussion taking place at 7 p.m. EDT in Washington, DC at the Jack Morton Auditorium at The George Washington University School of Media & Public Affairs. It will be available for viewing via [live webcast](#). Members of the in-person audience, as well as those watching the live webcast, will have the opportunity to ask questions and share insights via social media, email, and other digital platforms. Use the hashtag #HeroesofHope to participate in the Awareness Day conversation on social media.

Communities nationwide can participate in the national event by:

- Attending an *Awareness Day Live!* event! Gather a group to watch the live webcast and email or tweet questions to the live panel.
- Participating in the Awareness Day 2016 [Text, Talk, Act](#) event! Through text messaging, small groups can receive discussion questions to lead them through a conversation about mental health.

### III. Get Involved

#### A. Pledge Form

Let us know how you will observe Awareness Day by completing a pledge form for your organization and corresponding partners! All completed pledge forms for collaborating organizations are shared on [SAMHSA's website](#), reinforcing your organization's mission and goals as they relate to the well-being of children, youth, and their families. Completing a pledge form also gives your organization an opportunity to publicize your local and national Awareness Day activities and make connections to what is happening in your area.

Fill out an [Awareness Day 2016 pledge form!](#)

#### B. Community Event Planning

Hosting an *Awareness Day Live!* event on May 5 is a great way to engage with the national event in real time! It's an opportunity to view the live national event webcast and learn how communities around the country are improving access to behavioral health care services and supports. Use the hashtag #HeroesofHope when talking about your Awareness Day activities on social media.

Learn about how you can host an *Awareness Day Live!* event on May 5 by viewing the [Awareness Day Live! Tips](#) on SAMHSA's website.

### IV. Share Images to Help Spread the Word

#### A. Web Banner

To assist in your Awareness Day promotional activities, an Awareness Day 2016 web banner (sample at right) can be used on your website and shared with partners to showcase on their websites. The [web banner](#) is available on SAMHSA's website in various sizes.



#### B. Save the Date

Feel free to use this Awareness Day Save the Date (JPEG) graphic to promote Awareness Day in your communications materials. The [image](#) is available for download from SAMHSA's website.

