



*2019 Student Artist from The Foundation Schools*

# 2019 CHILDREN'S MENTAL HEALTH AWARENESS WEEK WRAP-UP

**Children's  
Mental  
Health  
Matters** org  
A MARYLAND PUBLIC  
AWARENESS CAMPAIGN

Celebrating Schools and Communities across Maryland that helped reduce stigma and raise awareness around the importance of children's mental health.

**mhamd**   
MENTAL HEALTH ASSOCIATION OF MARYLAND

1301 York Road, Suite 505  
Lutherville, MD 21093  
443.901.1550 | [www.mhamd.org](http://www.mhamd.org)

**MCF**   
maryland coalition of families

10632 Little Patuxent Parkway, Suite 234  
Columbia, MD 21044  
410.730.8267 | [www.mdcoalition.org](http://www.mdcoalition.org)





# CAMPAIGN CELEBRATIONS

2019 was the 11th year of the **Children's Mental Health Matters! Campaign**. The Campaign made history by breaking our previous records and reaching every jurisdiction in Maryland. We exceeded goals for School and Community Champions, student participation, social media efforts and material distribution. **Thank you to each of our Champions for helping raise awareness and making this year such a success!**

## 657

**School Champions**  
a new Campaign record!



## 219

**Community Champions**  
representing each  
jurisdiction in Maryland



## 250,035+

**student participation**  
from schools representing  
each county in Maryland



## 101,264

reached through  
**Facebook + Twitter**  
in May 2019



## 543,382+

**Awareness Items**  
**Campaign Resources**  
distributed January - May to  
schools + communities







# CELEBRATING THROUGH ART

First Lady Yumi Hogan, the honorary chair of the Campaign, hosted the fourth annual Celebrating Through Art: The First Lady's Mental Health Awareness Youth Art Display, at the Lowe House Office Building in Annapolis on Monday, May 6. The event marked the beginning of Children's Mental Health Awareness Week and highlighted the expressive power of children's art, depicting what made them feel mentally joyful, healthy or optimistic.

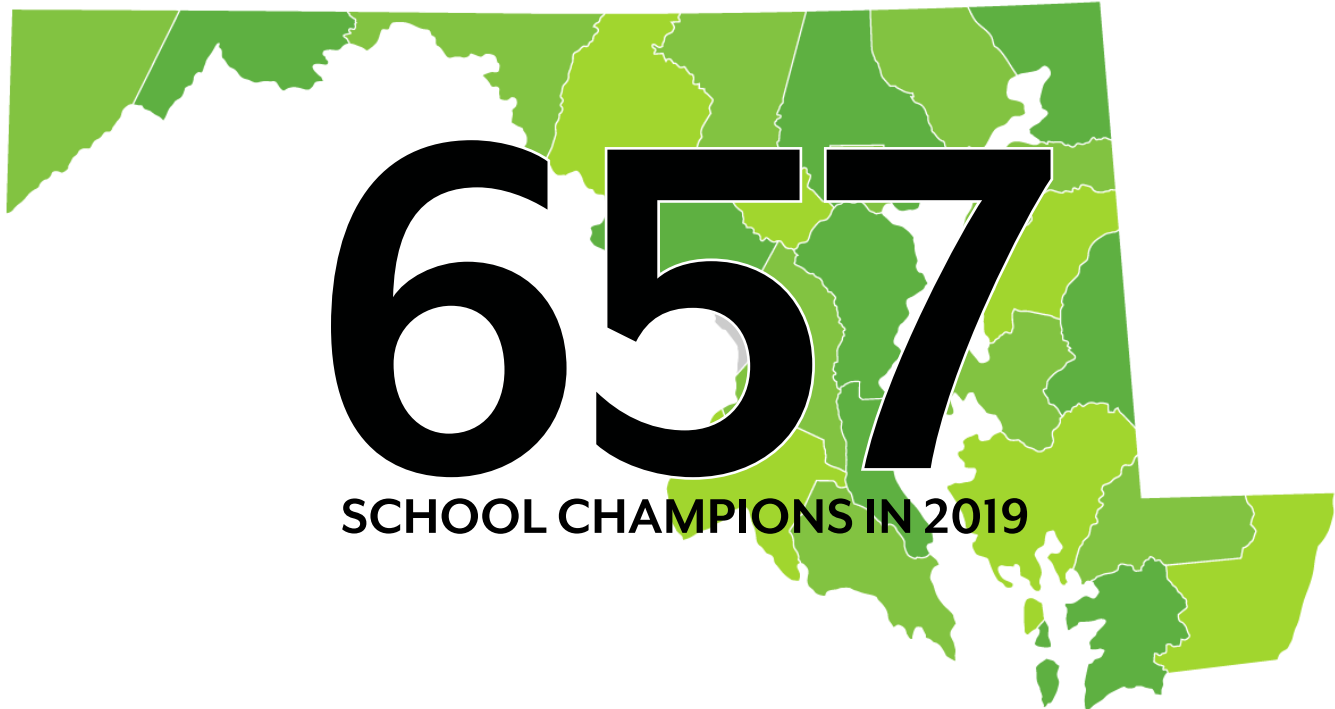


JOYFUL  
HEALTHY  
OPTIMISTIC



# SCHOOL CHAMPIONS

Maryland schools are invited to participate in the Campaign by becoming a School Champion. School Champion Coordinators are responsible for organizing awareness raising or educational activities for Awareness Week. **In 2019, the School Champion participation grew by 35% and for the first time in Campaign history, reached every jurisdiction in Maryland.**



**ALLEGANY: 5**  
**ANNE ARUNDEL: 14**  
**BALTIMORE CITY: 87**  
**BALTIMORE: 143**  
**CALVERT: 11**  
**CAROLINE: 8**  
**CARROLL: 47**  
**CECIL: 30**  
**CHARLES: 15**  
**DORCHESTER: 12**  
**FREDERICK: 23**  
**GARRETT: 1**

**HARFORD: 22**  
**HOWARD: 30**  
**KENT: 4**  
**MONTGOMERY: 27**  
**PRINCE GEORGE'S: 120**  
**QUEEN ANNE'S: 9**  
**SAINT MARY'S: 15**  
**SOMERSET: 6**  
**TALBOT: 6**  
**WASHINGTON: 7**  
**WICOMICO: 13**  
**WORCESTER: 1**

**To view the full list of participating schools from each county, visit:**

<https://www.childrensmentalhealthmatters.org/school-champions/2019-school-champions/>





# SCHOOL CHAMPION OF THE YEAR

**Three Maryland schools were selected as recipients of the 2019 School Champion of the Year Award.** During Awareness Week these schools displayed excellence in their hosting of dynamic, unique, child and family focused, grassroots-level events and education opportunities within their school communities. **Congratulations!** Here are the highlights, in their own words, from each Champion of Year recipient:

## BOLLMAN BRIDGE ELEMENTARY SCHOOL

[Howard County]

Students and staff participated in Awareness Week through mental health classroom lessons, a schoolwide poster contest and a “wear green” awareness day. The school also hosted a Wellness Resource Fair on May 13 with mini-sessions on mindfulness and self-care, resource tables, and guest speakers from NAMI and Johns Hopkins University. Throughout the school year, students participate in a daily social-emotional learning curriculum and receive monthly lessons from counselors on social-emotional strategies.



## MCDONOGH SCHOOL

[Baltimore County]

With A.P. tests, finals, and final projects looming, along with myriad events seemingly all happening at once, spring can be a stressful time for students. Students from all three divisions wore green shirts and engaged in activities meant to promote positive mental health and raise awareness about mental health issues among students. From blowing bubbles and making chalk murals on the Green to simply taking the time to breathe and be mindful, students cultivated coping techniques to help keep spring stress at bay.

## QUINCE ORCHARD HIGH SCHOOL

[Montgomery County]

Quince Orchard partnered with People Animals Love (PAL) and had therapy dogs come to the school to meet with students. Also, students created daily videos about mental health which asked their peers to respond to specific prompts, which they then used to make a bulletin board called Be Kind to Your Mind. Staff from the school also participated in the SpeakUp 5K, presented information on mindfulness to the students and mental health to parents, and held a self-care bingo event to promote positive coping skills.



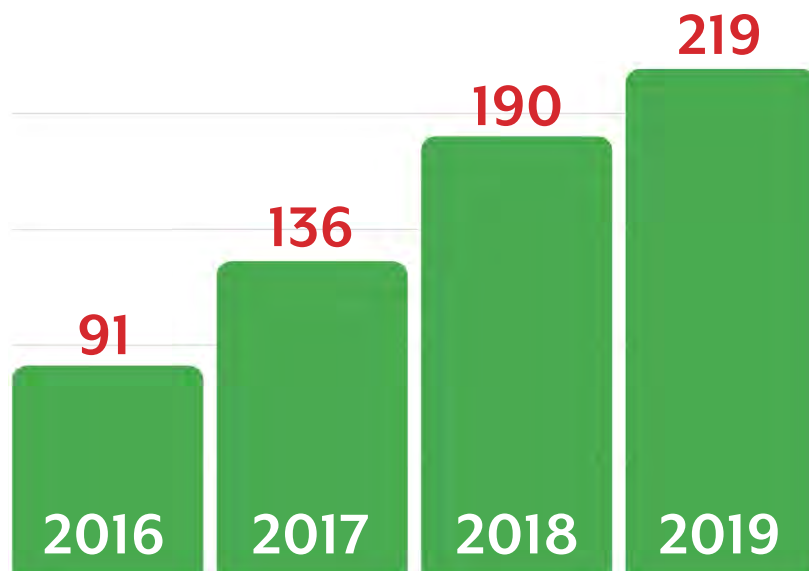


# COMMUNITY CHAMPIONS

Maryland organizations are invited to partner with the Campaign by becoming a **Community Champion**. As Champions for children's mental health in their community, they commit to raising awareness through events, education and advocacy. Many organizations serve their community as well as surrounding jurisdictions, which expands the Campaign's reach tremendously. In the last four years, our list of partnering agencies has continued to grow!



## COMMUNITY CHAMPIONS IN 2019



To view the full list of participating groups + organizations from each county, visit:  
<https://www.childrensmentalhealthmatters.org/school-champions/2019-community-champions/>





# COMMUNITY CHAMPION OF THE YEAR

**Three Maryland community organizations were selected as recipients of the 2019 Community Champion of the Year Award.** During Awareness Week the groups displayed excellence in unique, child and family focused, grassroots-level events and education opportunities within their communities. **Congratulations!** Here are the highlights, in their own words, from each Champion of Year recipient:



## ESMART

[Carroll County]

We partnered with the Carroll County Public Library Branches to hold CMHM! storytimes each day during Awareness Week. Books were read by city leadership, a firefighter, mental health clinicians and many other mental health advocates. Parents were given mental health resources and tips. On their social media handles, ESMART also posted virtual readings for those unable to attend, which reached 9,000+ viewers. They also partnered with Carroll County Public Schools for their Big Truck Night and offered CMHM! resources.

## CITY OF SALISBURY YOUTH ADVISORY COMMITTEE

[Wicomico County]

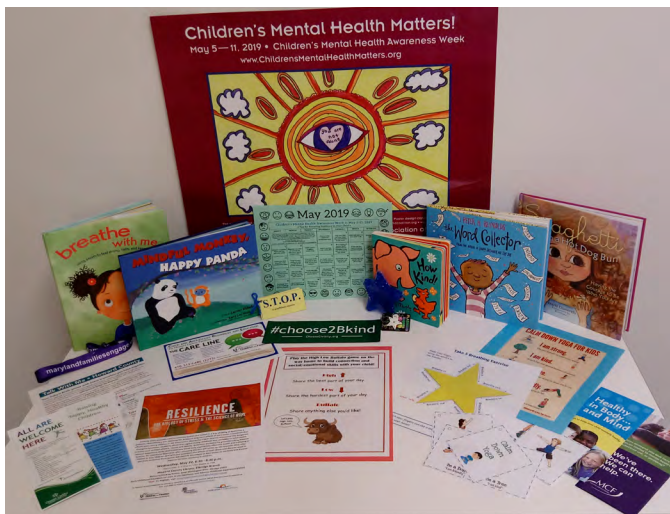
Grace Acle, the Eastern Shore representative for the Maryland Youth Advisory Council, partnered with and held a Community Conversation eRACE the Stigma 5K race, on Saturday, May 11, for area youth to discuss ideas on how to support students with mental health needs. Those ideas will be brought back to the MYAC as recommendations to the Governor in driving policy decisions.



## OFFICE OF CHILDREN & FAMILIES - FAMILY INSTITUTE & CARE CENTER

[Howard County]

The Office of Children and Families - Family Institute and Care Center partnered with 37 Early Childhood Education programs throughout Howard County. Each Early Childhood program received information and resources, along with 5 days of activities to do in their program and send home with parents. This is special because it targets the early childhood community which has different needs than the school age population.



# HOW HAS THE CAMPAIGN MADE AN IMPACT?

*Reflections from our 2019 School & Community Champions:*

*"The awareness of the importance of children's mental health, further awareness of resources we can connect students with, & the opportunity to provide staff with relaxation & coping strategies for both staff & students throughout awareness week."*

*"Helped to make mental health part of the every day conversation."*

*"More people are becoming aware of the mental health challenges & as a school counselor, I'm very excited to see people take it seriously & have discussions about mental health. I have seen more people feel more comfortable expressing their own mental health challenges."*

*"It just reinforced my awareness that the work we do is important & impactful."*

*"It made me want to be a stronger advocate."*

*"The open celebration of & spotlight on mental health in the clinic helped to eliminate any stigma around help-seeking for mental health concerns."*

*"This event destigmatized the topic of mental health & broke barriers for many of our families to access supports."*

*"Mental health is beginning to be viewed differently. The approach through books, activities, & arts allows children & families to know it's okay to seek the help that is needed."*

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**Thank you to all of our partners for making 2019 such a success!**



MARYLAND  
Department of Health



The Children's Mental Health Matters! Campaign is a collaboration of the Mental Health Association of Maryland and the Maryland Coalition of Families with support from the Maryland Department of Health - Behavioral Health Administration. The Campaign goal, with School & Community Champions across the state, is to raise public awareness around the importance of children's mental health.

[WWW.CHILDRENSMENTALHEALTHMATTERS.ORG](http://WWW.CHILDRENSMENTALHEALTHMATTERS.ORG)