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## CHILDREN'S MENTAL HEALTH MATTERS! CAMPAIGN 2011

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### Become a Partner

We invite your organization to join as a Campaign Partner to make this year's Children's Mental Health Matters! Campaign the most successful and wide-reaching yet. Only through a partnership with organizations like yours can the campaign reach a diverse audience of families, caregivers, educators, and providers through many different channels.

### Partner Tasks

While each group has its own communication tools and target populations, we are asking partner organizations to commit to three tasks:

- Share the news of the Campaign with your population via email, press release, newsletter article, etc. (We will develop sample language to use if you choose.)
- Provide a prominent link to [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org) on your website from January through May
- Distribute Campaign items and brochures at related conferences, fairs, offices, or wherever you distribute your materials

### Additional Ideas

Some ideas for additional methods to reach Maryland families about the importance of children's mental health are below. Let us know what tasks your organization can do:

- Add our Campaign "Tagline" below your name to every email you send. Suggested tagline: "May is Children's Mental Health Matters! Awareness month. Visit Maryland's Campaign website at [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)!"
- Write a letter to the editor about the importance of children's mental health in your community.
- Hold an Open House during May to support the Campaign and notify local paper's activities section about it
- Encourage others about the Campaign email mailing list to get up-to-date Campaign info (Note: send your request to [llasher@mdcoalition.org](mailto:llasher@mdcoalition.org) to add people to be on the Campaign mailing list)
- If your organization sends messages through Twitter, include a general message about the campaign website
- Identify a local community event and staff a booth with Campaign materials
- Wear your Green Bracelet proudly throughout the month of May
- Partner with a local restaurant or other business to advertise Children's Mental Health Awareness

Let us know if you have ideas to add to this list and we'll share with the other partners. We encourage creativity!

### What You Will Receive as a Partner

The Campaign will provide partners with:

- CMHM resource kits for outreach efforts
- Promotion of partner organization events on [childrensmentalhealthmatters.org](http://childrensmentalhealthmatters.org)
- Prominent recognition of partners on website and at campaign events
- Representation in Campaign media activities

*Aimed at raising awareness of children's mental health needs and enhancing outreach efforts to families and communities, Children's Mental Health Matters! Campaign is cosponsored by the Maryland Coalition of Families for Children's Mental Health (MCF) and the Mental Health Association of Maryland (MHA MD). The Campaign is made possible by the generous support and resources of the SAMHSA System of Care grant MD CARES and the State of Maryland Department of Health and Mental Hygiene.*

## Make a Commitment

\_\_\_\_ Sign me up as a Children's Mental Health Matters! Partner. I agree to participate in this effort to raise awareness of children's mental health needs.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

### SIGN-UP NOW!

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RETURN FORM TO:  
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