



# About the Children's Mental Health Matters! Campaign

## CHILDREN'S MENTAL HEALTH IS MORE CRITICAL NOW THAN EVER.

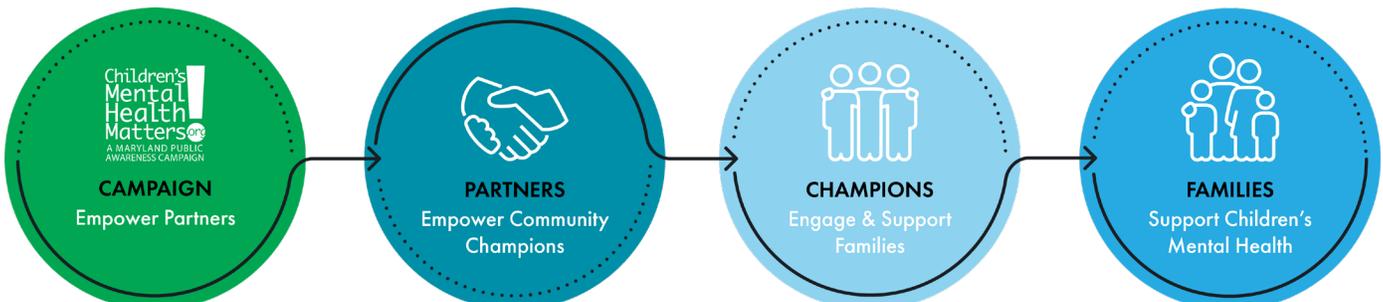
Mental health affects how children think, feel, and act. It impacts how they relate to themselves and others, manage change and stress, and handle other life situations. It also is critical to how children explore their environment, develop, and learn. According to a 2021 report released by Child Mind Institute on the impact of the COVID-19 pandemic on children's mental health, about 70% of both children and adults reported some degree of mental discomfort, resulting in loneliness, irritability, or fidgetiness. Of those children, 55% felt more "sad, depressed or unhappy," versus 25% of adults. By equipping adults with resources and improved understanding, we have the opportunity to change the trajectory of children's lives.

## CHILDREN'S MENTAL HEALTH MATTERS! CAMPAIGN

This initiative is a collaboration of the Mental Health Association of Maryland (MHAMD) and the Maryland Coalition of Families (MCF) with support from the Maryland Department of Health—Behavioral Health Administration. For more than 20 years, the Campaign has brought together partners, schools, non-profits, and other agencies with the following goals:



Here's how the Mental Health Association of Maryland and Maryland Coalition of Families support local communities in Maryland:



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# Improve Children's Mental Health in Your Community

## BECOME A CHAMPION

Each year we invite school and community organizations to join the Campaign as a Champion for Children's Mental Health, focusing on participation during our annual Awareness Week. In joining, we provide them with a digital toolkit complete with ideas on how to increase awareness of the importance of children's mental health within their communities and encourage them to partner with others to promote their local efforts. Each Champion that participates is spotlighted on our website and invited to be nominated for Champion of the Year for their creative and innovative awareness efforts.

## SHARE RESOURCES

Our Campaign resources are available for digital download or can be ordered in physical copy free of charge. These resources can be shared via email, social media, or made available physically in your schools, offices, and more. Access our resources and downloads.

## AWARENESS WEEK – MAY 1 – 7, 2022

Campaign Partners and Champions across the state will elevate the importance of children's mental health on a local level. Be sure to follow the Campaign on social media platforms to see the exciting activities that take place around this time.

Thank you to our campaign partners!



Coordinated by



MARYLAND  
Department of Health

A child's mental health is priceless. Act now. [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org)