



**national children's
mental health awareness day**

**PARTNERING FOR HEALTH AND HOPE
FOLLOWING TRAUMA**

MAY 10, 2018

www.samhsa.gov/children

SAMHSA
Substance Abuse and Mental Health
Services Administration

Dear Awareness Day Supporter,

We are so pleased you are joining us for National Children's Mental Health Awareness Day 2018:
"Partnering for Health and Hope Following Trauma."

National Children's Mental Health Awareness Day (Awareness Day) shines a national spotlight on the importance of caring for every child's mental health and reinforces that positive mental health is essential to a child's healthy development. More than 1,100 communities and nearly 170 national collaborating organizations and federal programs 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 discussion on children's mental health.

This year's SAMHSA event will take place on Thursday, May 10, at 7 p.m. EDT in Washington, D.C., at The George Washington University's Dorothy Betts Marvin Theatre. The event, Awareness Day 2018: "Partnering for Health and Hope Following Trauma," will focus on taking an integrated health approach to support children, youth, and young adults who have experienced trauma.

Secretary of Health and Human Services Alex M. Azar II will present governors' spouses with a SAMHSA Special Recognition Award for their work in promoting trauma-informed care. First Lady of Wisconsin Tonette Walker will accept the award on behalf of the governors' spouses.

The included content is designed to provide useful information to assist you in planning and implementing your organization's Awareness Day 2018 activities. Whether your organization is hosting its own activities; promoting the SAMHSA event through its communication channels; or engaging the "virtual" town hall meeting 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

CONTENTS

I. Awareness Day and SAMHSA Awareness Day Event Details 2-Pager

II. Engage Your Audience

- A. Sample Email Message for Your Listserv
- B. Social Media Tips
- C. Media Outreach Tools
- D. Sample Website/Article Message

III. Share Images to Help Spread the Word

- A. Web Banner
- B. Social Media Graphics

IV. Get Involved

- A. Activities Update
- B. Event Planning Checklist
- C. Engaging Partnerships

I. Awareness Day and SAMHSA Awareness Day Event Details 2-Pager



National Children's Mental Health Awareness Day 2018: "Partnering for Help and Hope Following Trauma"

What is Awareness Day?

National Children's Mental Health Awareness Day (Awareness Day) shines a spotlight on the importance of caring for every child's mental health and reinforces that positive mental health is essential to a child's healthy development.

More than 1,100 communities and nearly 170 [national collaborating organizations](#) and federal programs across the country participate in community events, youth educational programs, health fairs, art exhibits, and social networking campaigns in observance of Awareness Day. Each year, an event takes place in Washington, D.C., to complement these local activities.

What else can you tell me about SAMHSA's Awareness Day 2018 event?

National Event in Washington, D.C.

Focus: The SAMHSA event will focus on the importance of an integrated health approach to supporting children, youth, and young adults who have experienced trauma.

Date: Thursday, May 10, at 7 p.m. EDT

Location: The Dorothy Betts Marvin Theatre, The George Washington University Marvin Center, Washington, D.C.

Live Webcast Link: <https://www.samhsa.gov/children/awareness-day>

Goals:

- Educate the public about the importance of seeking mental health services when needed;
- Showcase evidence-based practices in the field of children's mental health; and
- Encourage child-serving providers to collaborate with family and youth leaders to meet the needs of children, youth, and young adults with serious emotional disturbance (SED) and their families.

Town Hall Format:

- People in the live audiences as well as those watching the webcast will have the opportunity to join the event's town hall discussion on trauma-informed care for children, youth, and young adults with SED and their families.
- Experts in the field will answer questions and share evidence-based strategies that are effective in improving the lives of children, youth, and young adults with SED who have experienced trauma.

Honorary Chairpersons—Governors' Spouses:

SAMHSA will recognize the following governors' spouses and the executive director of the National Congress of American Indians as Awareness Day 2018 Honorary Chairpersons. The group will receive a SAMHSA Special Recognition Award for their work in supporting trauma-informed care at the state and tribal level.

- First Lady Donna Walker (Alaska)
- First Lady Angela Ducey (Arizona)
- First Lady Susan Hutchinson (Arkansas)
- First Lady Diana Rauner (Illinois)
- First Lady Glenna Bevin (Kentucky)
- First Lady Donna Edwards (Louisiana)
- First Lady Lauren Baker (Massachusetts)
- First Lady Deborah Bryant (Mississippi)
- First Lady Sheena Greitens (Missouri)
- First Lady Kristin Cooper (North Carolina)
- First Gentleman Wade Christensen (Oklahoma)
- First Lady Linda Daugaard (South Dakota)
- First Lady Crissy Haslam (Tennessee)
- First Lady Jeanette Herbert (Utah)
- First Lady Trudi Inslee (Washington)
- First Lady Tonette Walker (Wisconsin)
- Ms. Jackie Pata, Executive Director of the National Congress of American Indians

Audiences:

- Primary health care providers—public health providers, pediatricians, school nurses, family physicians, nurse practitioners
- Behavioral health care providers—social workers, child psychiatrists, child psychologists, counselors, therapists
- Family organizations
- Youth and young adult organizations
- Families
- Youth and young adults

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) 2018 observance will take place on Thursday, May 10.

[Insert Organization Name] is excited to collaborate with SAMHSA in support of Awareness Day 2018 activities. Awareness Day shines a national spotlight on the importance of caring for every child's mental health and reinforces 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 a variety of organizations in their efforts to promote awareness of children's mental disorders not just on a single day, but year-round.

The national event will take place on Thursday, May 10, at 7 p.m. EDT in Washington, D.C. Awareness Day 2018: "Partnering for Health and Hope Following Trauma," will focus on an integrated health approach to support children, youth, and young adults who have experienced trauma. Young adults, families, and behavioral health and primary care experts will discuss strategies for expanding collaboration for trauma-informed care efforts across states, tribes, and territories. 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.

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 reading [social media tips](#) on [samhsa.gov/children](#).

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.gov/children](#).

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

The Substance Abuse and Mental Health Services Administration's (SAMHSA) National Children's Mental Health Awareness Day (Awareness Day) 2018 is Thursday, May 10. Awareness Day 2018: "Partnering for Health and Hope Following Trauma" focuses on taking an integrated health approach to support children, youth, and young adults who have experienced trauma.

More than 1,100 communities and nearly 170 federal programs and national organizations across the country 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.

SAMHSA's Awareness Day national event will take place at 7 p.m. EDT in Washington, D.C., at The Dorothy Betts Marvin Theatre at The George Washington University. 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.

III. Share Images to Help Spread the Word

A. Web Banner

To assist in your Awareness Day promotional activities, an Awareness Day 2018 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.gov/children in various sizes.

B. Social Media Graphics

Social media graphics can also be used for your Awareness Day promotional activities. Replace your profile picture or cover photo and share the content on your social media platform. The [social media graphics](#) are available on samhsa.gov/children.



IV. Get Involved

A. Activities Update

Let us know how you will observe Awareness Day by completing an Awareness Day 2018 Activities Update, previously known as the Pledge Form, for your organization and corresponding partners. Completing the Activities Update 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 2018 Activities Update [here](#).

B. Event Planning Checklist

Hosting an Awareness Day event is a great way to engage your community. It's an opportunity to view the live event webcast, participate in the "virtual" town hall meeting, and learn how communities around the country are partnering for health and hope following trauma. To assist in your Awareness Day planning process, an [Event Planning Checklist](#) is available on samhsa.gov. Also, be sure to use the hashtag #HeroesofHope when talking about your Awareness Day activities on social media.

C. Engaging Partnerships

Engaging local partners in Awareness Day activities is a great way to increase public awareness to address the needs of children with serious emotional disturbance (SED) and their families. With more than 1,100 communities and numerous local, regional, tribal, state, and federal collaborating organizations and programs participating in community events, your community has ample opportunities to work across communities and disciplines to host an Awareness Day event and build involvement on a local level to meet the needs of children, youth, and young adults with SED and their families year-round.

To assist you in forming and cultivating key partnerships for your Awareness Day event and year-round, an [Identifying Program Partners](#) resource is available on samhsa.gov.