

You are invited to participate in the



NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY MAY 6, 2010

Overview of National Children's Mental Health Awareness Day

- The federal sponsored National Children's Mental Health Awareness Day (Awareness Day) is a day for everyone to promote positive development of infants, toddlers, children, and youth.
- Communities across the country observe the day with events, youth demonstrations, and social networking campaigns to raise awareness about the importance of mental health and increase understanding of the mental health needs of children and their families.

Get Involved in the 2010 Activities by:

Spotlighting Early Childhood for Awareness Day 2010

- On Thursday, May 6, 2010, Awareness Day will mark its 5th anniversary, as well as a first-time focus on the topic of early childhood, which will continue to be a focus for 2011
- The key message for 2010 is that "positive mental health is essential to a child's healthy development from birth"
- By shining a spotlight on early childhood, Awareness Day efforts will encourage the following actions:
 1. Integrate mental health into every environment that impacts child development from birth
 2. Nurture the social and emotional well-being of children from birth
 3. Look for and discuss milestones of a child's social and emotional development from birth

Participating in Community-based Activities Across the Country for Awareness Day 2010

- Organizations coordinating events, social media campaigns, Post NOW E-viral campaigns, and youth actions tailored to their specific communities and culture
- The Nationwide Art Action, where young children across the country will create art expressing their feelings. For more information, visit <http://www.americanarttherapyassociation.org/chmad.asp>

Celebrating the National Event and Activities on Awareness Day 2010 in Washington, DC

- An Early Childhood Forum featuring early childhood experts and celebrity panelists
- Awareness Day Turns 5 Birthday Party/Children's Mental Health Fair with family- and child-friendly events, featuring activities from various forms of the arts (i.e., visual, musical, and dance)

For more information on Awareness Day, please visit www.samhsa.gov/children after 2-1-2010. Prior to the launch of the Web page, please send an e-mail to AwarenessDay2010@vancomm.com for further information and promotional tools.

For more information on Awareness Day resources please visit:

<http://www.tapartnership.org/events/awarenessday.php?id=topic1#content1>

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Past Years' Results:

- More than 40 leading education, health, civil rights, and family organizations have collaborated with the Substance Abuse and Mental Health Service Administration (SAMHSA) to champion Awareness Day at the flagship event in Washington, DC.
- In previous years, **Goldie Hawn; Heisman Trophy Winner Herschel Walker; Howie Mandel;** and youth celebrities Sabrina Bryant, Keke Palmer, and Mark Indelicato have participated as host and/or special recognition recipients. Their enthusiasm for the goals of Awareness Day and their participation in this public education initiative to promote the total well-being of children has resulted in exposure for Awareness Day on "Oprah," the "Tonight Show with Jay Leno," "Larry King Live," "Hardball with Chris Mathews," the "Martha Stewart Show," and "Katie Couric's Notebook." **Last year, media outreach for Awareness Day resulted in more than 42 million impressions.**

SAMHSA'S Systems of Care

Background

- SAMHSA is a government agency under the U.S. Department of Health and Human Services (HHS). Its focus is on building resilience and facilitating recovery for people with or at risk for mental or substance use disorders.
- Awareness Day began as a way to celebrate the success of SAMHSA's systems of care.
- A system of care is a coordinated network of community-based services and supports that are organized to meet the challenges of children and youth with serious mental health needs and their families. Families and youth work in partnership with public and private organizations to design mental health services and supports that are effective, that build on the strengths of individuals, and that address each person's cultural and linguistic needs. They help children, youth and families function better at home, in school, in the community, and throughout life.

For more information Systems of Care, please visit www.systemsofcare.samhsa.gov