National Children’s Mental Health Awareness Day 2011
Resource Packet for NCTSN Members

Prepared by SAMHSA’s social marketing contract with Gallup®.
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Background

National Children's Mental Health Awareness Day is a key strategy of the Caring for Every Child's Mental Health Campaign (the Campaign), which is part of the Public Awareness and Support Strategic Initiative by the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health & Human Services (HHS). The Campaign seeks to raise awareness about the importance of children's mental health and that positive mental health is essential to a child's healthy development from birth. This year, the national theme will focus on building resilience in young children dealing with trauma.

Communities around the country will participate by holding their own National Children's Mental Health Awareness Day events, focusing either on the national theme, or adapting the theme to the populations they serve. On National Children's Mental Health Awareness Day 2010, more than 1,000 sites held National Children's Mental Health Awareness Day events and nearly 11,000 children and youth participated.

2011 National Children’s Mental Health Awareness Day Theme
Building resilience for young children dealing with trauma.

Calls to Action for National Children’s Mental Health Awareness Day 2011
• Integrate mental health and model resilience skills in every environment that has an impact on child development from birth.
• Enhance resilience and nurture social and emotional skills in young children from birth.
• Provide information to the public and teach people to recognize the signs of traumatic stress.
• Raise awareness that treatment for trauma is critical to achieving the milestones of a child's social and emotional development from birth.
• Promote trauma-informed services and support in all child-serving settings.

Executive Planning Committee
American Academy of Child & Adolescent Psychiatry
American Academy of Pediatrics
Mental Health America
National Alliance on Mental Illness
National Association for the Education of Young Children
National Federation of Families for Children's Mental Health
ZERO TO THREE
2011 National Children’s Mental Health Awareness Day Partners

Organizations that will be participating in National Children's Mental Health Awareness Day that may have a site/chapter in your area are listed below.

Federal Agencies/Programs
To find local federally funded grantees in your community, visit http://findyouthinfo.gov/GeoProgramSearch.aspx or http://www.promoteprevent.org/grantee-locator.

Department of Education
  Office of Special Education Programs

Department of Health and Human Services
  Administration for Children and Families
    Office of Child Care
  Administration for Children and Families
    Office of Head Start
    For additional resources, visit: http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/health/Mental%20Health

Centers for Disease Control and Prevention

Health Resources and Services Administration
  Early Childhood Comprehensive Systems Initiative, Maternal and Child Health Bureau
  Injury and Violence Prevention Programs, Maternal and Child Health Bureau
  Stop Bullying Now! Campaign, Maternal and Child Health Bureau

Indian Health Service
  Division of Behavioral Health
  Head Start

National Institutes of Health (NIH)
  National Institute of Mental Health

Substance Abuse and Mental Health Services Administration
  Building Blocks for a Healthy Future
  Children Affected by Methamphetamine in Families
  Participating in Family Treatment Drug Court
  Circles of Care
  Comprehensive Community Mental Health Services Program for Children and Their Families (systems of care)
  Healthy Transitions Initiative
  Implementing Evidence-Based Prevention Practices in Schools
  National Child Traumatic Stress Network
  Pregnant and Postpartum Women
  Project LAUNCH
  Safe Schools/Healthy Students
  Statewide Family Networks

Department of Labor
  Office of Disability Employment Policy

National Endowment for the Arts (NEA)

Supporters
  American Association for Marriage and Family Therapy
  American Association of Children's Residential Centers
  American Association of School Administrators
  American Counseling Association
  American Dance Therapy Association
  American Federation of Teachers
  American Legion Auxiliary
  American Mental Health Counselors Association
  American Music Therapy Association
  American Occupational Therapy Association, Inc.
  American Psychological Association
  American School Counselor Association
  American School Health Association
  Association for Behavioral Health and Wellness
  Boys & Girls Clubs of America
  The Center for Health and Health Care in Schools
  Child & Adolescent Bipolar Foundation
  Children and Adults with Attention Deficit/Hyperactivity Disorder
  Children's Defense Fund
  Child Welfare League of America
  Compeer, Inc.
  Council for Exceptional Children
  Directors of Health Promotion and Education
  Georgetown University Center for Child and Human Development
  HighScope Educational Research Foundation
  IDEA Infant and Toddler Coordinators Association
  Jewish Family Service of Metrowest
  Learning Disabilities Association of America
  NALEO Educational Fund
  National Assembly on School-Based Health Care
  National Association for Children's Behavioral Health
  National Association of School Psychologists
  National Association of Secondary School Principals
  National Association of State Directors of Special Education, Inc.
  National Association of State Mental Health Program Directors
  National Black Child Development Institute
  National Council for Community Behavioral Healthcare
  National Council for Urban Indian Health
  National Disability Rights Network
  National Education Association
  National Fatherhood Initiative
  National Head Start Association
  National Indian Education Association
  National Parent Technical Assistance Center at PACER Center
  National School Boards Association
  School Social Work Association of America
  Screening for Mental Health, Inc.
  Society for Research in Child Development
  Southeast Asia Resource Action Center
  Statewide Parent Advocacy Network
  This Emotional Life
  Youth M.O.V.E. National

Sponsors
  Media Cosponsor
    ABC 7/WJLA-TV

Champion Cosponsors
  American Academy of Child & Adolescent Psychiatry
  American Art Therapy Association (AATA)
  The Annie E. Casey Foundation
  OptumHealth Public Sector

Leader Cosponsor
  Center for Health Care Strategies, Inc.

Change Agent Cosponsors
  American Academy of Pediatrics
  American Psychiatric Association
  Pearson
  Witness Justice
This Year’s National Event

The national event in Washington, DC, will open with an art exhibit sponsored by the AATA at the prestigious Shakespeare Theatre-Harman Center for the Arts in Washington, DC, and continue with a tribute to youth who dealt with trauma in their childhood and who built on their resilience. A joint award from the Office of the Secretary, HHS, and the Chairman of the National Endowment for the Arts will be presented to a celebrity who experienced trauma, who demonstrated resilience, and who used his or her fame as a platform to educate others about trauma and resilience.

Planning Your Recognition

Join the national effort by completing the National Children’s Mental Health Awareness Day Pledge Form located here to make sure your local efforts are shared and known!

Below is a sample checklist of items to consider.

A complete checklist is located here.

- Develop National Children’s Mental Health Awareness Day goals. What do you want to accomplish?
- Identify your target audiences. Whom do you want to attend and pay attention to what you are doing? Whom do you want to reach with your message?
- Determine the type of event you want to hold. Is it formal? Informal? A conference or celebration?
- Identify and involve partners. Who can help you meet your goals?
- Develop messages tailored to your program. What do you want to communicate? What do you want your audience to take away from the event?
- Determine logistics for the event. Where are you going to hold your event? What audio/video needs will you have?
- Choose your outreach strategies and activities. How well do they align with your goals?
- Plan publicity/media coverage. Which media outlets should you contact?
- Establish evaluation criteria and methods. How will you know when you’ve reached your goals?

- Follow SAMHSA on Twitter® and Facebook® to receive data points and messages each month leading up to National Children’s Mental Health Awareness Day.
  - » Forward, re-tweet, post to Facebook, and blog about the information to your community and colleagues.
  - » Data points and messages are also available here.

- Generate awareness by encouraging your governor, mayor, or other local official to issue a proclamation that declares May 3, 2011, National Children’s Mental Health Awareness Day in your community. A proclamation template is available online for your convenient use.

- Locate potential local partners here.

- Write a “drop-in article” and an “op-ed” that can be sent to your local newspaper.

- Find additional ideas on promoting local involvement here.

- Access tip sheets on how to create local art-themed events for National Children’s Mental Health Awareness Day here.

An activities calendar listing things to do in the weeks leading up to, and on, National Children’s Mental Health Awareness Day will be sent to you via the NCTSN Listserv.
Ideas for Events, Activities, and Materials:

- Hold an open house or luncheon at your facility and invite community partners.
- Plan an information fair at a local park or other outdoor areas that people frequent.
- Distribute resource information to schools in your area, or help facilitate group discussions about the day in high school classrooms.
- Develop a billboard campaign or place signs around your town to bring awareness to your organization and to show how you are observing the day.
- Facilitate health screenings for children/adolescents at community centers, clinics, hospitals, etc.
- Use the day to promote your organization’s newsletter.
- Organize a brown-bag lunch series for professionals.
- Link with your local library—reading lists are available that help parents and kids understand trauma. Suggest a book reading contest—ask local/school librarians to display their library’s collection of books on mental health-related topics.
- Devise an essay and poster contest for children and youth related to National Children’s Mental Health Awareness Day.
- Facilitate a space for teen and family group art murals or t-shirt designs reflecting the day’s theme.
- Hold a movie screening—choose a movie that brings sensitivity and understanding to the complexities of the adolescent experience and mental health issues; follow with discussion.
- Organize an open-mic poetry session for teens and/or parents.
- Plan a youth talent show including art, poetry, and music.
- Partner with local organizations in organizing a Family Fair with activities, food, art, etc., from the cultures represented in your community.
- Organize a local or state conference (or track at a conference) addressing the mental health needs of children.
- Develop customized marketing items (magnet, coffee mug, t-shirt, etc.) with children’s mental health messages.
- Organize information distribution campaigns at local faith-based organizations.
- Coordinate a Benefit Walk for Children’s Mental Health.
- Link with a local children’s museum, negotiating reduced/free admission and feature children’s artwork on May 3, 2011.
- Organize a “Movies for Youth by Youth” event in which digital stories created by youth are shown.
- Involve a local professional sports team to market, speak, and link with media about children’s mental health.
- Develop and distribute a fact sheet about children’s mental health in your region/state.
- Coordinate local events with a live feed of the National Event occurring in Washington, DC, on May 3, 2011.
- Post lawn signs with an awareness-raising message along a heavily trafficked route.
- Ask a local mall to give your organization a kiosk for the day to provide information to the public.

Many of these events were carried out by other SAMHSA grantees. Please contact Patric Rayburn, Communication Specialist, Socialmarketing@gallup.com, 800-789-3044 for more information about planning your own activity or event.
NCTSN Resources for National Children’s Mental Health Awareness Day

General Information

**Child Physical Abuse Fact Sheet (2009)**
This fact sheet explains the prevalence and consequences of child physical abuse, and offers guidance on how to recognize and help children who are being physically abused.

This fact sheet includes helpful information about how children react to domestic violence; short- and long-term responses to domestic violence; possible reactions to domestic violence; factors that can help children recover; and working with parents and their children through domestic violence situations.

**Early Childhood Trauma (2010)**
This product describes the unique scope of early childhood trauma. Topics addressed include symptoms and behavior exhibited in early childhood trauma, resilience factors, and treatments. listings of resources are provided for parents, professionals, judges, and early educators.

**Questions & Answers about Child Sexual Abuse (2007)**
This publication answers commonly asked questions about child sexual abuse.

Information for Parents and Caregivers of Young Children

**Caring for Children Who Have Experienced Trauma: A Workshop for Resource Parents (2010)**
Caring for Children Who Have Experienced Trauma: A Workshop for Resource Parents is a PowerPoint®-based training curriculum designed to be taught by a mental health professional with foster parents as cofacilitators. It gives resource parents practical tools to help their children move forward from their traumatic pasts, to recognize and reduce the impact of their children’s traumas on themselves, and to seek useful support from others.

**Caring for Kids: What Parents Need to Know about Sexual Abuse (2009)**
Caring for Kids: What Parents Need to Know about Sexual Abuse is a consumer-focused resource kit that contains information and fact sheets on a host of issues related to sexual abuse and sexuality, including disclosing abuse, coping with acquaintance rape, navigating the criminal justice system, understanding children's sexual behavior, and teaching children about body safety.
Psychological and Behavioral Impact of Trauma: Preschool Children (2008)
Impacto Psicológico y Conductual del Trauma: Niños Preescolares
This fact sheet, written for early educators, describes the symptoms educators will observe in preschool children suffering from early trauma.

This publication offers caregivers information about the particular grief reactions that a child may have when a brother or sister dies and provides tips to help the grieving child. An extensive listing of books—organized by age of the intended audience—Web sites, and videos is included.

This brochure provides guidance for families with children who have lost a loved one who is in the military.

Entendimiento del Estrés Traumático Infantil: Una Guía para Padres
When children are unable to cope with exposure to traumatic events, they may develop child traumatic stress. This fact sheet describes signs and symptoms, and what parents can do to help.
Examples from Last Year’s Events

National Events
On National Children’s Mental Health Awareness Day 2010, more than 1,000 sites held Awareness Day events and nearly 11,000 children and youth participated.

THE ART ACTION: “My Feelings Are a Work of Art.”
• Art Action was a child-centered activity that took place on Thursday, May 6, 2010, in observance of National Children’s Mental Health Awareness Day. Using the theme “My Feelings Are a Work of Art,” communities across the country led young children in preschool through third grade in art activities, such as painting or drawing, to initiate conversations between adults and young children about having and expressing feelings. Children are engaged in Awareness Day activities each year. SAMHSA and its collaborating partner for the Art Action, AATA, provided tip sheets and other materials to assist parents, teachers, and caregivers in helping children to create art about feelings and conduct age-appropriate conversations with young children about the nature, range, and expression of feelings, using art as a tool for dialogue.

THE NATIONAL CHILDREN’S MENTAL HEALTH AWARENESS DAY YOUTH ACTION: “When I Grow Up.”
• “When I Grow Up” was an opportunity for youth aged nine and older to become mental health advocates and raise awareness about the mental health needs of children and youth throughout the United States. This was an alternative activity for older youth who prefer to engage in a more age-appropriate event other than the nationwide Art Action. The action took place simultaneously across the country on National Children’s Mental Health Awareness Day on Thursday, May 6, 2010. “When I Grow Up” allowed youth to bring a collective voice to children’s mental health issues from their unique perspective. It also gave communities an opportunity to see youth in action as advocates for greater access to mental health services for themselves, younger children, and families. Youth engage other youth in Awareness Day activities each year. In 2010, the nationwide focus of Awareness Day was early childhood. The goal was to encourage communities across the country to:
  » Integrate mental health into every environment that impacts child development from birth;
  » Nurture the social and emotional well-being of children from birth; and
  » Look for and discuss milestones of a child’s social and emotional development from birth.

THE NATIONAL CHILDREN’S MENTAL HEALTH AWARENESS DAY POST NOW CAMPAIGN
• Post NOW was an e-viral campaign used to help raise awareness about the importance of children’s mental health. Social media tactics are used each year to promote National Children’s Mental Health Awareness Day. Each month leading up to National Children’s Mental Health Awareness Day, Post NOW participants received a message and image featuring facts about the current state of children’s mental health. Post NOW participants could then forward these electronic signs to their email distribution list of others who work to enrich the lives of children, youth, and their families. Participating in Post NOW helped organizations to:
  » Establish or strengthen their reputation for providing and supporting the social and emotional development of children from birth.
  » Reinforce their commitment to providing for the total wellness of children and youth.
  » Highlight their collaboration with other individuals, communities, national organizations, and Federal agencies addressing the social and emotional development and mental health needs of children from birth.
NCTSN Events

Delaware Child Traumatic Stress Center, Newark, DE

- Hosted a *When I Grow Up* activity that featured a Daycare Dress Up Activity with Lieutenant Governor Matt Denn and First Lady Carla Markell.
- Coordinated a *Get the Scoop on Mental Health!* proclamation reading by Governor Jack Markell.
- Hosted a *Get the Scoop on Mental Health!* informational sharing event featuring a free scoop of water ice at 12 participating Rita’s Water Ice locations.
- Reached more than 400 children, families, and staff at the early childhood centers; more than 100 legislators and staff at Legislative Hall; and more than 1,200 families, Children’s Department staff, and volunteers at participating Rita’s Water Ice locations throughout the state.

DePelchin Children’s Center, Houston, TX

- Sponsored NPR for the first two weeks of May, the campaign aired the following message: “Sponsorship for this program is provided by DePelchin Children’s Center. May is Mental Health Awareness Month. DePelchin offers counseling and treatment for children’s mental health needs and support for their parents. More at DePelchin.org.” Estimated reach for the NPR campaign was 175,000 listeners.
- Featured National Children’s Mental Health Awareness Day and Mental Health Month on the DePelchin Web site.
- Highlighted National Children’s Mental Health Awareness Day and presented a mental health program at their monthly staff breakfast. This event was attended by approximately 130 people.
- Adapted a previous ABC-13 commercial to celebrate National Children’s Mental Health Awareness Day. The commercial ran during the whole month of May. The estimated reach for the commercial was 3,627,000 viewers.
- Used Facebook and Twitter pages to post messages about National Children’s Mental Health Awareness Day and Mental Health Month. This reached 485 fans on Facebook and 210 followers on Twitter.
- Downloaded the National Children’s Mental Health Awareness Day Web badge to their Web site and linked back to the Awareness Day Web site.

University of Maryland, FITT Center, Baltimore, MD

- The FITT Center became a partner of the Maryland Coalition of Families for Children’s Mental Health and Mental Health Alliance’s statewide Children’s Mental Health Matters Campaign. NCTSN materials were distributed during the planning meeting. The FITT Center also distributed National Children’s Mental Health Awareness Day brochures, rubber bracelets, and ribbons featuring Awareness Day messaging.
- Presented a workshop at Maryland’s Mental Hygiene Administration’s Annual Conference on *Separation, Loss, and Trauma: Impact and Effective Interventions in Early Childhood Mental Health*.
- Attended a state reception with Maryland’s First Lady, Katie O’Malley, the chairperson of the Children’s Mental Health Matters Campaign.
- Presented a Webinar on *Early Childhood Mental Health: An Overview*, for the Maryland Coalition’s High Noon Café Series.

Technical Assistance
Available to Your Organization

For assistance with your NCTSN activities for National Children’s Mental Health Awareness Day, please contact your Communication Specialist:

**Patric Rayburn**
Communication Specialist
800-789-3044
Socialmarketing@gallup.com