



Children's Mental Health *matters*

CHILDREN'S MENTAL HEALTH AWARENESS DAY 2011 IS TUESDAY, MAY 3RD

National Children's Mental Health Awareness Day 2011

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.

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. By doing this we also raise awareness of the

efficacy of community-based mental health services for children, youth, and their families; demonstrate how children's mental health initiatives promote positive youth development, recovery, and resilience; and show how children and youth with mental health needs thrive in their communities.

"Effective services and supports for families and caregivers help give young children a solid foundation for a productive future."

~ Rob Abrams, M.S.W.

As a result, The Idaho Federation of Families in conjunction with the Department of Health Welfare have developed Idaho's Awareness Day's events. We have invited school's and libraries through out the state to wear GREEN on May 3, 2011.

School's will be given a



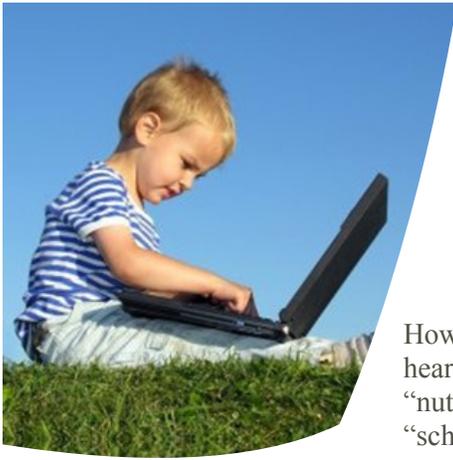
poster and stickers to spread the word about wearing GREEN on May 3 and libraries in each region will receive the same materials as well as be invited to participate in a Story Time reading of a children's book with a Children's Mental Health theme.

Idaho will also use the Department of Health and Welfare Offices to reach out to

the community in each region. Idaho will use social media to inform the general public about the various events and send messages regarding the campaign to our many widely spread communities.



Facebook.com/CMHAwarenessDay



Mind Matters: Learning about mental illness

Many myths and misconceptions surround mental illness in children and youth in Idaho

How many of you have heard someone called “nuts”, “psycho”, “schitzo” or “loony”?

they are and what they can do, not by their illness.

Words can stigmatize. Stigma sets people apart – it says they are different from the majority

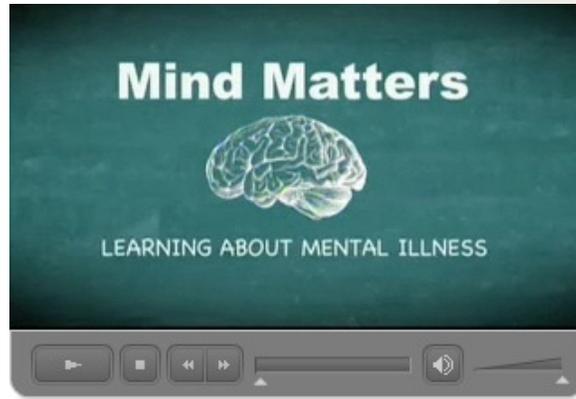
The Mind Matters Video and Curriculum Guide were developed to help teachers, councilors and administrators build awareness and under-

Here in Idaho, mental illness will affect one in five school-aged children --- 17,000 children and youth. One in ten of those cases, the mental illness will be so severe as to prevent that child from doing well at home, school or in the community. We know that less than one third of those who have a mental illness receive the care they need.

One of the reasons that more children and youth don't get the care they need is because of the stigma associated with mental illness. Parents and caregivers don't seek help because they don't want to subject their loved ones to the pain of discrimination.

and should be treated differently – it's an invitation to discrimination. But the fact is, people with mental illness are no different than the rest of us –they want to be judged by who

standing of mental illness in their schools. Idaho students played an important part in the creation of the video and they offer valuable insight in how they wish to be treated and



MENTAL HEALTH MATTERS IN IDAHO: Children & Youth



Young children exposed to 5 or more significant adversities in the first 3 years of childhood face a 76 percent likelihood of having one or more delays in their cognitive, language, or emotional development. -SAMHSA

Mind Matters: Additional Supporting Materials Available at: 1-800-905-3436 or www.IdahoFederation.org



History of the Green Ribbon

Another part of Children's Mental Health Awareness Week is The Green Ribbon Campaign. This is a positive public health promotion we use to spread awareness and start dialogue in communities nationally and internationally.

Why Green? In the 1800's, the color green was used to brand people who were labeled “insane”. The children's mental health community decided to continue using the color green, but with a completely different focus. Green signifies new life, new growth, and new beginnings. Therefore, we wear green ribbons to raise public awareness, better the lives of children and youth with serious emotional disorders, and show our support of these children and families.



Brought to you by:

