

# Entry Form

Deadline: All entries must be postmarked by Friday, February 26, 2010.

# 2010 ECCO Recognition Program

Celebrating Excellence in Community Communications and Outreach

Please include this form with one sample of each entry(s). Label each of your entries with the entry category, community name, and contact information.

## Entry Procedures

Please see the Call for Entries for complete entry instructions. To access this form electronically, contact your Campaign technical assistance provider at 202-331-9816 or via e-mail.

Copy form and fill out entirely for EACH entry. Photocopy form as needed.

ECCO entries will not be returned; they will be added to the Campaign Resource Center to serve as examples of communications and social marketing for reference by other system of care communities.

★ **Category:** (For complete category descriptions, see the Call for Entries.)

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> National Children's Mental Health Awareness Day | <input type="checkbox"/> Professional Outreach                    |
| <input type="checkbox"/> Media Outreach   | <input type="checkbox"/> Partnership Development                  |
| <input type="checkbox"/> Community Outreach: Parents and Caregivers                 | <input type="checkbox"/> Communications/Social Marketing Planning |
| <input type="checkbox"/> Community Outreach: Children and Youth                     | <input type="checkbox"/> Internal Communications                  |

★ **Title of entry:** (Please type or print clearly and keep to 10 words or less.)

MD-CARES: Children's Mental Health Matters!

★ **Submitted by:** (Note: The person submitting will be the point of contact.)

Name: Lauren Lasher

Title: MD-CARES Social Marketing and Communication Manager

Organization: Maryland Coalition of Families for Children's Mental Health

Address: 10632 Little Patuxent Parkway, Suite 119

City: Columbia State: MD Zip Code: 21044

Telephone: 410.730.8267 Fax: 410-730-8331

E-mail: llasher@mdcoalition.org

★ Please PRINT organization name exactly as it should appear on the recognition plaque:

Maryland Coalition of Families for Children's Mental Health and Mental Health Association of Maryland

★ Was the entry created with or by an external consultant?  Yes  No A portion of the PSAs

Approximate budget for entry: Production of PSAs = valued at \$55,000 – donated  
Graphic Design for Materials = valued at \$3,750 – donated  
Artwork for Posters and Unveiling Event - donated  
Air time for PSAs = \$20,000  
Website Development = \$3,000  
Awareness Kit Materials = \$7,687



**1. Relevance to Category (30 words – 15 points)**

Efforts for National Children's Mental Health Awareness Day begin in January (start of Legislative Session) and culminate in a series of events and activities held throughout the month of May.

**2. Planning (90 words – 10 points)**

Social marketing strategies are interwoven throughout overall MD-CARES strategic planning, with particular relevance in the sustaining/expanding plan component. The objectives are to increase children's mental health awareness and stakeholder commitment, and connect families with needed resources. Annual efforts are kicked off each year in January with "Family Day in Annapolis" at the start of Legislative Session. Additional 2009 strategies included fact sheet dissemination, poster contest and unveiling, airing of public service announcements (PSAs), website kick-off ([www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)), e-newsletters, and distribution of social marketing kits, containing poster, bookmark, magnet, pen, and bracelet.

**3. Cultural and Linguistic Competence (70 words – 10 points)**

Posters came printed on both sides in English and Spanish. Other materials were also available in Spanish. Materials depicting individuals (including PSAs) presented a cross-section of children of varying ages, races, and ethnicities. To reach families in their home communities, booths were set up at neighborhood events throughout May. Because Maryland has such a diverse population local events targeted Central (suburban/urban) and Western (rural/mountains) Maryland, the Eastern Shore (rural).

**4. Youth, Family, and Partner Involvement (70 words – 10 points)**

The Maryland Coalition of Families for Children's Mental Health spearheads our Campaign through their Social Marketing Manager funded by MD-CARES. In addition to family members, the Coalition employs youth, and partners with Youth M.O.V.E. The Coalition also partnered with Mental Health Association of Maryland (MHAMD). Together, they secured Debbie Phelps, mother of Olympian Michael Phelps, and Maryland's First Lady, Katie O'Malley as PSA spokespersons. Additional partners listed on Campaign website.

**5. Message (50 words – 10 points)**

Campaign message of "Children's Mental Health Matters!" is led by our statewide family organization in partnership with our statewide mental health advocacy organization. Developed from the perspective of families, the message is appropriate for any audience (legislators, policy makers, funders, etc.) and clearly represents parent voice - "my child matters"!

**6. Execution/Presentation (70 words – 15 points)**

Awareness kits were sent to schools, counseling centers, health departments, and child-serving agencies. All materials were distributed at no charge due to creative combining of federal funds (Transformation, MD-CARES, "Caring for Every Child's Mental Health"), state funds, and other Coalition and MHAMD resources. One barrier

was the inability to use state and federal funds for lobbying. Because Family Day is attended by legislators, alternate funding was identified for this event.

**7. Creativity (70 words – 15 points)**

In-kind services were secured from an advertising agency and production company, which donated script writing and production services for PSAs (valued at \$55,000). In addition to hosting PSAs, Debbie Phelps donated her time at Family Day and poster unveiling event. E-newsletters were used to announce events. A website was established listing all activities relating to Children’s Mental Health Awareness Month throughout the State and providing access to all materials.

**8. Effectiveness and Evaluation (90 words – 25 points)**

Website received 5,000+ hits since inception, 1,875 hits in May. FOX45 aired 488 thirty-second PSAs, reaching estimated 3.5 million. ABC aired 39 thirty-second PSAs, reaching estimated 2.5 million.

<b>Materials</b>	<b># Distributed</b>
Children’s Mental Health Awareness Kits*	193
2009 Posters	480
Green Ribbons	1820
Green Bracelets	2729
Green Pens	632
Bumper Stickers	2052
Yellow Magnets	1200
Hand Magnets	826

Awareness kit (see #6 for distribution) includes: 1-Poster, 12-Ribbons, 12-Bracelets, Brochures, 1-Bumper Sticker, 1-Pen, 1-Magnet

2009 Annapolis Family Day Attendance:

- 107 family members
- 4 State Agency Heads
- 34 Legislators



## Children's Mental Health Matters!

a statewide public awareness campaign ■ [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)

### *Children's Mental Health Awareness Week!*

*Get Ready! ■ May 3-9, 2009*

*We have everything you need to raise awareness of children's mental health.*

2009 Posters ■ Bracelets ■ Ribbons ■ Bumper Stickers  
Banners ■ Magnets ■ Brochures ■ Teacher Resource Kits

**FREE**

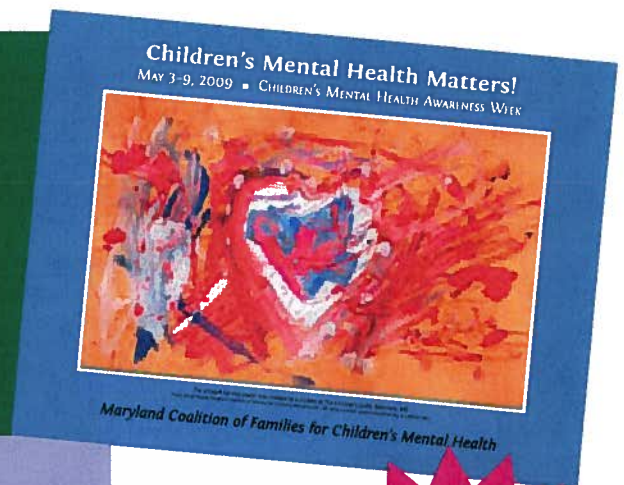
### Children's Mental Health Awareness Kit

1 Poster (reversible with English & Spanish messages),  
12 Ribbons, 12 Bracelets, Brochures,  
1 Bumper Sticker, 1 Pen, 1 Magnet  
Additional kits only \$15 each

**FREE**

### Teacher Resource Kits

Easy-to-reproduce fact sheets for teachers & families, brochures  
**No charge for 5 or less**  
For larger quantities, contact: [kgorkos@mhamd.org](mailto:kgorkos@mhamd.org)



## Children's Mental Health Matters!

is a statewide campaign to increase awareness of children's mental health sponsored by:

Maryland Coalition of Families  
for Children's Mental Health

Mental Health Association  
of Maryland

Mental Hygiene  
Administration

and more than 85 campaign partners

[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)





# Children's Mental Health Awareness Week!

## Get Ready! ■ May 3-9, 2009

**Order by April 13 for May 1 delivery**  
**ORDER FORM**

Quantity	Items	Total Price
	Children's Mental Health Awareness Kit Additional kits, \$15 each	free
	2009 Poster, 24" x 18", reversible with English & Spanish messages, \$5 each	
	Handprint magnets, set of 6, \$3.50	
	Green Ribbons, 12 for \$3.50	
	Green Bracelets, 12 for \$3.50	
	Bumper Stickers, \$1.50 each	
	Green Ribbon Pens, \$1.50 each	
	72" x 30" Multi-use Banner, \$210 each, <i>special order! order by April 13</i>	
	96" x 36" Large Banner, \$295 each, <i>special order! order by April 13</i>	
	Teacher Resource Kits, 5 kits or fewer, free shipping	free
	100 Brochures, free shipping	free
	<b>Subtotal</b>	
	Maryland 6% sales tax <i>Tax-exempt organizations must include a copy of certificate</i>	
	Shipping & Handling (see chart)	
	<b>Total Amount Enclosed</b>	



### ORDER DISPLAY BANNERS

Two styles of display banners featuring the **Children's Mental Health Matters!** message are available by special order. *Orders must be received by Monday, April 13 to assure delivery.*

- **Multi-use Banner** is 72" wide by 30" tall with holes and grommets for traditional display by hanging and velcro clips to attach to the front of a display table, \$210 each
- **Large Banner** is 96" wide by 36" tall with holes and grommets for traditional display by hanging, \$295 each

### SHIPPING & HANDLING

order cost	shipping cost
\$0-\$25	\$5
\$26-\$50	\$10
\$51-\$100	\$15
\$101-\$200	\$20
\$201+	10%

### PAYMENT

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Total Amount Enclosed** \_\_\_\_\_

Check payable to Maryland Coalition of Families for Children's Mental Health

VISA       MasterCard

Account No. \_\_\_\_\_

Exp. \_\_\_\_\_ CV code \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

### RETURN TO

**Maryland Coalition of Families for Children's Mental Health**  
 10632 Little Patuxent Pkwy., #119, Columbia, MD 21044  
 Fax: 410.730.8331 ■ Tel: 410.730.8267 888.607.3637

**THANK YOU!**



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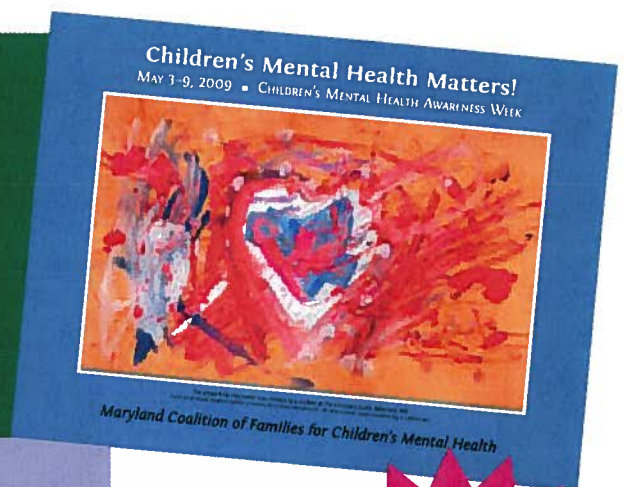
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order cost	shipping cost
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### PAYMENT

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Total Amount Enclosed** \_\_\_\_\_

Check payable to Maryland Coalition of Families for Children's Mental Health

VISA       MasterCard

Account No. \_\_\_\_\_

Exp. \_\_\_\_\_ CV code \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

### RETURN TO

**Maryland Coalition of Families for Children's Mental Health**  
 10632 Little Patuxent Pkwy., #119, Columbia, MD 21044  
 Fax: 410.730.8331 ■ Tel: 410.730.8267 888.607.3637

**THANK YOU!**





## Children's Mental Health Matters!

The Maryland Coalition of Families for Children's Mental Health

is the statewide family voice for children with mental health needs and is dedicated to building a family-driven network of information and support, and improving services in all systems of care for children, youth and their families.

"Lena's Garden" was created for the Coalition by a six-year-old artist from Upper Bay Counseling and Support Services, Inc., in celebration of the Maryland Children's Mental Health Awareness Campaign.

For information about the Maryland Coalition of Families, please visit our website, write or call:  
Maryland Coalition of Families for Children's Mental Health

10632 Little Patuxent Parkway, Suite 119 ■ Columbia, MD 21044

Phone: 410.730.8267 ■ Toll Free: 1.888.607.3637 ■ Fax: 410.730.8331 ■ [www.mdcoalition.org](http://www.mdcoalition.org)







# Children's Mental Health Matters in Maryland!

*The Children's Cabinet is working across state agencies, and in partnership with families, universities, advocates, and providers, to build a family-driven, youth-guided, culturally and linguistically competent System of Care for children, youth and families in Maryland.*

## 2009 Initiatives

The Children's Cabinet has prioritized collaborative interagency initiatives through the conscious dedication of resources and supports, as is evidenced by the highlighted initiatives below.

**Certificate in Child and Youth Care Practice:** This initiative is a 25-hour credit program offered by the Community College of Baltimore County for paraprofessionals working in facility and community-based mental health settings.

**Children's Mental Health Awareness Campaign:** The Maryland Coalition of Families for Children's Mental Health, the Mental Health Association of Maryland, and the Mental Hygiene Administration, with support from Maryland's Mental Health Transformation State Incentive Grant ("Transformation Grant" from the federal Substance Abuse and Mental Health Services Administration (SAMHSA), co-sponsored a campaign to increase awareness of Children's Mental Health Week, May 3-9, 2009. Numerous public and private providers and professional associations joined together to develop a calendar of educational and public awareness events. Maryland's First Lady Katie O'Malley served as the honorary chair for the campaign and was featured in a series of public service announcements for television and radio. Debbie Phelps also agreed to appear in public service announcements for the campaign. FOX 45, WBFF and ABC 2, WMAR were media partners for the campaign.

**Core Competencies Curriculum:** The Child and Adolescent Mental Health Workforce Committee has surveyed higher academic institutions in Maryland and released a white paper on workforce development. A set of core competencies for children's mental health professionals has been created and a web-based curriculum is being developed based on the core competencies.

**Crisis Stabilization:** Mental Hygiene Administration and Department of Human Resources are expanding mental health crisis and stabilization services to youth and families under the oversight of Child Protective Services and youth in first foster care or kinship care placement to stabilize youth and prevent multiple placements.

**Cross-Over Youth:** The Department of Juvenile Services and Department of Human Resources were selected to participate in the Juvenile Justice and Child Welfare Integration Certificate Program/Breakthrough Series Collaborative, a new leadership initiative sponsored by the Georgetown University Center for Juvenile Justice Reform and Casey Family Programs. Maryland's interagency team will develop and test innovative approaches to improve outcomes for youth involved in juvenile justice and child welfare systems.

**Early Childhood Mental Health:** The Early Childhood Mental Health Steering Committee is co-chaired with the Maryland State Department of Education and focuses on building a system of care for young children with mental health needs. Each jurisdiction in Maryland has developed early childhood mental health consultation services to assist child care centers and family day care providers to successfully maintain children with significant behavioral needs in daycare settings. Maryland has been participating in training by The Center for the Social and Emotional Foundations of Early Learning (CSEFEL), which fosters professional development in the early care and education workforce regarding knowledge, skills, and best practices related to social and emotional development in young children.



**Early Childhood Mental Health Certificate Program:** Established at the University of Maryland, Baltimore, the objective of this program is to train clinicians with Master's degrees or above in the mental health field who are interested in further training on working with young children ages 0-5 years. This Certificate Program is currently in its third cohort of students.

**Evidence-Based Practice (EBP):** The Children's Cabinet is developing an EBP implementation plan for children, youth and families in Maryland. This plan includes data and funding analyses, training, fidelity monitoring, and outcomes evaluation for the prioritized EBPs. An EBP Advisory Committee, representing a broad array of stakeholders, and an EBP Implementation Team, representing Innovations and the Children's Cabinet Agencies, have been guiding the implementation plan. A first wave of EBP implementation has already begun across Maryland.

**Family-Centered Practice Model:** In July 2007, DHR launched its signature Place Matters initiative, a deliberate and focused shift in practice, policy and service delivery that promotes safety, family strengthening, permanency and community-based services for children and families in the child welfare system. The cornerstone of Place Matters is the recent statewide rollout of the Family-Centered Practice (FCP) Model, premised upon engaging the family in order to help them to improve their ability to adequately plan for the care and safety of their children.

**Innovations Institute:** The Maryland Child and Adolescent Innovations Institute, established by the Children's Cabinet in 2005 to assist the State of Maryland's efforts in creating and sustaining integrated systems of care. Innovations Institute is involved in an array of initiatives, providing policy, finance and systems analysis; offering training and technical assistance; and conducting research and evaluation. Innovations Institute is partnering with the Children's Cabinet to implement, monitor fidelity of, and track outcomes on EBPs in Maryland.

**Local Access Mechanism (LAM):** Local Access Mechanisms have been developed in each jurisdiction in Maryland to help families access and coordinate available services and supports, both public and private. Many jurisdictions have established an 800 telephone number so that families can call for information and assistance. Navigation services provide additional assistance beyond a simple referral. One-to-one information and support is provided to families caring for a child with intensive needs. In many jurisdictions, Navigation services are provided by a trained legacy parent or caregiver who has had personal experience in navigating the system.

**MD CARES:** Maryland Crisis and At Risk for Escalation diversion Services for children (MD CARES) is a 6-year (2009-2014) \$8.5-million federal Systems of Care grant from SAMHSA to improve mental health outcomes for children, youth and families served by or at risk of entering the State's foster care system. Service dollars are targeting the neighborhoods in Baltimore City where the majority of youth and families in foster care reside. MD CARES will be using a care management model with high fidelity Wraparound service delivery. RURAL CARES is a grant submitted to SAMHSA in January 2009 to adapt the urban foster care model developed through MD CARES to meet the unique needs of our rural communities in the nine Eastern Shore Counties. Notice of awards for RURAL CARES is not expected until September 2009.

**Maryland Child and Adolescent Mental Health Institute (The Institute):** The Institute is a collaborative effort between the Child Psychiatry Divisions at University of Maryland and Johns Hopkins University Medical Schools, the Maryland Coalition of Families for Children's Mental Health, and University of Maryland Evidence-Based Practice Center. Other partners join The Institute on specific projects, such as the University of Maryland School of Social Work and provider organizations. The Institute, established in 2007, focuses on evidenced-based practices and practice improvement efforts for child and adolescent mental health. The Institute is beginning to discuss oversight of psychopharmacology use in youth involved in state custody.









# Children's Mental Health Matters! Legislative Breakfast

*Bringing together legislators, families, researchers and providers for children's mental health*

**Wednesday, January 21, 2009**

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## Legislative Breakfast Sponsors:

Maryland Coalition of Families for Children's Mental Health ■ Mental Health Association of Maryland  
Mental Hygiene Administration ■ Maryland Child and Adolescent Mental Health Institute

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## Tentative Schedule

**8-9am** Registration and breakfast in Room 1 East, Miller Senate Office Building, 11 Bladen St., Annapolis

**9-9:30am** Welcome and Update on Maryland Children's Mental Health Initiatives

**9:30-10am** Question-and-Answer Session with Legislative Leaders

**10-11am** Visits with Legislators

There is no charge for this event.

Donations are appreciated.

## Security

Allow at least 15 minutes to go through security when entering legislative buildings. A photo ID is required to enter the buildings. Food and cameras are prohibited. Cell phones must be turned off.

## Snow/Inclement Weather Plan

This event will be held unless state government offices are closed for snow or inclement weather.

## Dress

Wear warm, comfortable clothes and shoes for walking.

**Bring your photo ID to enter the buildings. Bring a photo of your child!**

## Parking and Shuttle

Parking at the Navy-Marine Corps Stadium off Rowe Blvd. is \$5 per day.

A free shuttle (trolley) runs every

10-20 minutes from the stadium and makes stops in Annapolis. Take the Shuttle's Legislative Services stop (the stop after the Governor's Mansion). Cross College Avenue and walk about one-half block on Bladen Street. Entrance to the Miller Senate Office Building is on the left.

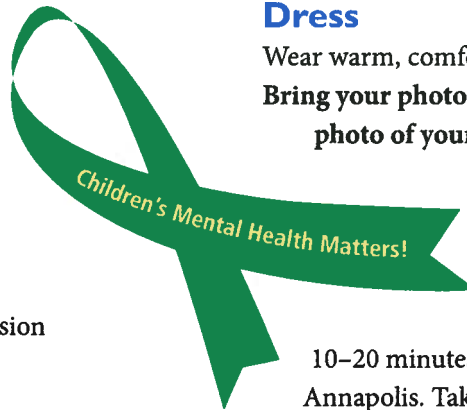
## Carpools and Vanpools

Carpools and vanpools are planned from the following counties: Baltimore City, Calvert, Eastern Shore, Howard, Montgomery, St. Mary's, Washington and Allegheny, and Wicomico. Check the Campaign website for details:

**[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)**

## Registration

Please register each person by Wednesday, Jan. 14, 2009.



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## Children's Mental Health Matters! Public Awareness Campaign Co-sponsors:

Maryland Coalition of Families for Children's Mental Health  
10632 Little Patuxent Parkway, Suite 119  
Columbia, MD 21044  
410.730.8267 ■ 1.888.607.3637 ■ 410.730.8331-fax  
[www.mdcoalition.org](http://www.mdcoalition.org)

Mental Health Association of Maryland  
711 W. 40th Street, Suite 460  
Baltimore, MD 21211  
410.235.1178 ■ 410.235.1180-fax  
[www.mhamd.org](http://www.mhamd.org)



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# REGISTRATION

*Advance registration is strongly encouraged.*

*Please register each participant so we can prepare sufficient materials for everyone. Thank you.*

Name \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Carpools and Vanpools

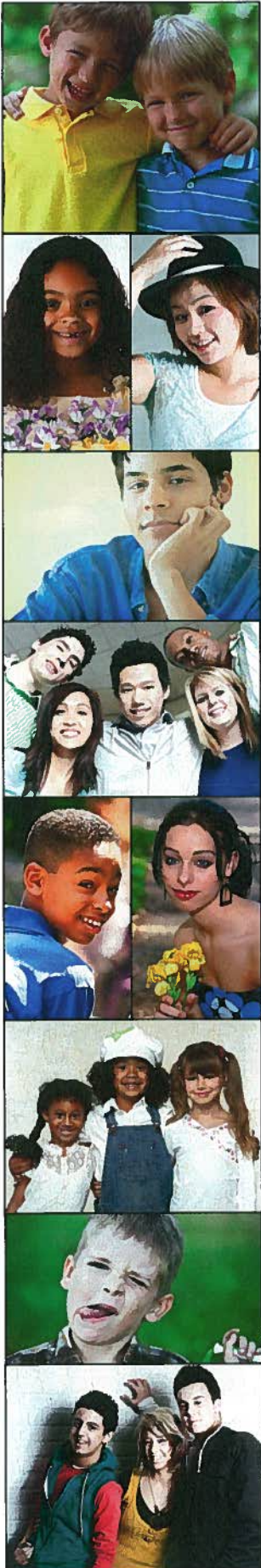
Carpools and vanpools are departing from the following counties: Baltimore City, Calvert, Eastern Shore, Howard, Montgomery, St. Mary's, Washington and Allegheny, and Wicomico. Check the Campaign website for details: [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org).

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**Return this form by Wednesday, Jan. 14, 2009 to one of the following:**

Maryland Coalition of Families for Children's Mental Health  
10632 Little Patuxent Parkway, Suite 119  
Columbia, MD 21044  
410.730.8267 ■ 1.888.607.3637 ■ 410.730.8331-fax  
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Mental Health Association of Maryland  
711 W. 40th Street, Suite 460  
Baltimore, MD 21211  
410.235.1178 ■ 410.235.1180-fax  
[www.mhamd.org](http://www.mhamd.org)



**RTC Waiver (1915 (c) Medicaid Waiver):** The new RTC Waiver will serve youth who meet the medical necessity criteria for Residential Treatment Center (RTC) level of care. Medicaid will be used to provide home and community-based services for youth returning from an RTC or being diverted from an RTC. Services will be provided under a care management entity model with fidelity wraparound service delivery. Initially, the waiver will be implemented in Montgomery, St. Mary's and Wicomico Counties, and Baltimore City with the goal of eventually expanding statewide. Provider enrollment has begun and youth are expected to begin enrolling in summer 2009.

**School Mental Health:** The School Mental Health Committee, with staff support from the University of Maryland Center for School Mental Health and the Mental Health Association of Maryland, is engaged in a number of actions to advance training, practice and policy in school mental health. These include completion of a statewide survey of school mental health; coordination of networking, training events and legislative advocacy; disseminating resources; implementing a special initiative to improve school mental health services for youth in foster care. These efforts are tied to an extensive use of Positive Behavioral Interventions and Supports (PBIS) in schools.

**Screening for Children Entering Foster Care:** The Mental Hygiene Administration and Baltimore Mental Health Systems (Baltimore City's Core Service Agency) are working with the Baltimore City Department of Social Services to staff a health center with qualified mental health professionals from the community to oversee screening for and care management of the mental health needs of children and youth entering the foster care system. Psychiatric consultation is planned at the health center to review psychopharmacology use.

**Students in Special Education with Emotional Disturbance (ED):** Funding from the Transformation Grant has been supporting a one-year process to develop a plan to improve outcomes for children with Emotional Disturbance in Special Education. Five critical issues are being addressed: appropriate identification; discipline and behavior management; Individualized Education Plans (IEP); transition; and changing the term, "emotional disturbance" to "emotional or behavioral disability."

**Suicide Prevention:** A Youth Suicide Prevention Plan has been updated and presented to the Children's Cabinet for implementation. Maryland was awarded a \$1.5 million SAMHSA grant on youth suicide prevention. Through a partnership with the Maryland State Department of Education and Johns Hopkins University, the grant will focus on prevention efforts and a curriculum for schools and colleges.

**The Child and Adolescent Mental Health Workforce Committee:** Co-chaired with the Mental Hygiene Administration and Maryland State Department of Education, this panel addresses the critical shortage of qualified mental health providers for children and adolescents.

**Transition-Age Youth:** Three state committees are addressing the unique needs of youth ages 16-25. The Children's Cabinet's Ready by 21 Committee, the Maryland Department of Disabilities' Interagency Transition Council for Youth with Disabilities, and the Mental Hygiene Administration's Transition-age Youth Committee are coordinating efforts to develop the array of services to support transition from the children's system to adulthood. Maryland was one of six states selected to attend a Policy Academy sponsored by Georgetown University Technical Assistance Center on Children's Mental Health on Transition Age Youth in December 2008 to further the plan's development.

**Youth Motivating Others through Voices of Experience (M.O.V.E.):** Funded by the Transformation Grant and MD CARES, this statewide initiative has developed the first state charter of the national Youth M.O.V.E. leadership organization for young people who are consumers of mental health care.





# Children's Mental Health Matters!

*A campaign to increase awareness of Children's Mental Health Awareness Week, May 3–9, 2009*

## Co-sponsors:

- Maryland Coalition of Families for Children's Mental Health
- Mental Health Association of Maryland
- Mental Hygiene Administration
- Transformation Grant



## Campaign Goals:

By establishing partnerships with stakeholders and other concerned organizations, recognition of Children's Mental Health Awareness Week will be increased and enhanced. Co-sponsors are working to develop a social marketing campaign to assist with their collaborative efforts.

## Strategies for Implementation:

- **Campaign Partners:** Maryland Coalition of Families for Children's Mental Health and the Mental Health Association of Maryland will initiate a "Call to Action" to all stakeholders, requesting their participation in and support of this project. Approximately 30 professional associations, advocacy organizations and provider associations will be approached to become partners.
- **Campaign Public Service Announcement(s):** Maryland First Lady Katie O'Malley is the honorary chair for the campaign and, along with Debbie Phelps, mother of Olympic Champion swimmer Michael Phelps, will be featured in a series of video and audio public service announcements for television and radio.
- **Media Partners:** Television, radio and print media throughout the state, such as BALTIMORE'S CHILD, THE BALTIMORE SUN, The FREDERICK NEWS-POST, COMCAST and MARYLAND FAMILY, will be contacted to support this campaign. A comprehensive press kit to educate the media about children's mental health issues will be compiled.
- **Website, Google Calendar and Facebook Page:** In addition to traditional print and broadcast media, web-based tools will be utilized to disseminate information.
- **Events throughout the State:** Partners will identify, plan and hold events throughout Children's Mental Health Awareness Week, including an event specifically held on Awareness Day, May 7, 2009.
- **Marketing Materials:** Green awareness ribbons, awareness bracelets, posters, bumper stickers, brochures, calendars and other tools will be included in a campaign kit to be shared with campaign collaborators.



## Campaign Activities:

- **Kick-off Breakfast on Thursday, Dec. 18, 2008:** Traditional and non-traditional stakeholders will be invited to celebrate the kick-off of the campaign.
- **Calendar of Events:** All stakeholders, partners and organizations will be polled to identify activities throughout the state in recognition of Children's Mental Health Awareness Week. A master calendar of activities, brochure, press releases and other materials will be developed and the campaign's website will be enhanced to promote these events.
- **Legislative Breakfast on Wednesday, Jan. 21, 2009:** In partnership with DHMH, MHA and the Children's Mental Health Institute, the Maryland Coalition of Families for Children's Mental Health and the Mental Health Association of Maryland will host a Legislative Breakfast at the Miller Senate Office Building to educate, inform and create awareness of children's mental health issues and concerns. Invitations will be extended to all members of the General Assembly and selected members of the Executive and Judicial branches.
- **Public Service Announcement(s):** The Maryland Coalition and the Mental Health Association of Maryland, in partnership with DHMH and MHA, will create video and audio public service announcements to raise awareness of children's mental health issues and concerns.
- **Annual Children's Mental Health Awareness Poster:** The Children's Guild in Baltimore will provide student-created artwork for the 2009 poster, sponsored by the Maryland Coalition of Families for Children's Mental Health. The 2009 poster, the fourth in a series, will be available for purchase by professionals, stakeholders, families and other interested parties throughout the state.
- **Performances by Kids on the Block:** The Mental Health Association of Maryland will continue to present school performances throughout the state by the Kids on the Block puppet troupe. Performances by this puppet troupe enhance young children's understanding of feelings and moods.

## Points of Contact:

### Christine DeVore, Director

Children's Mental Health Awareness Campaign  
Maryland Coalition of Families for Children's Mental Health  
443.878.3365  
cdevore@mdcoalition.org  
www.mdcoalition.org

### Kari Gorkos, Director

Community Outreach  
Mental Health Association of Maryland  
410-235-1178, ext 215  
410-235-1180 (fax)  
kgorkos@mhamd.org  
www.mhamd.org

# Children's Mental Health Matters! Awareness Campaign



Our Children Are Our Greatest Resource

## CHILDREN'S MENTAL HEALTH MATTERS! AWARENESS CAMPAIGN

Family members, public officials, providers, educators and other stakeholders gathered in December for a Kickoff Breakfast to introduce the Children's Mental Health Awareness campaign. Maryland's First Lady, Katie O'Malley serves as the campaign's honorary chairperson.

The Children's Mental Health Matters! Campaign, co-sponsored by the Maryland Coalition of Families for Children's Mental Health and

the Mental Health Association of Maryland, is enabled through generous support from the state's Mental Hygiene Administration and the Transformation Grant. The Campaign seeks to raise awareness of children's mental health needs and enhance outreach efforts to families and communities.

Legislators were introduced to the campaign on January 21 during a breakfast in Annapolis. Those in attendance were delighted to meet Debbie

Phelps, mother of Olympic champion Michael Phelps. Mrs. Phelps, who will be featured in our campaign's upcoming Public Service Announcements, spoke of the importance of children's mental health, both as a mother and as a middle school principal.

Children's Mental Health  
Awareness Week  
is celebrated May 3 – 9, 2009.



*Nell Geddes and  
Spokesperson Debbie Phelps*



*MD Coalition Executive Director Jane Walker,  
Secretary of Juvenile Services Donald DeVore,  
Secretary of Human Resources Brenda Donald,*



*Jacob Rochon and  
Spokesperson Debbie Phelps*



## WEBSITE UP AND RUNNING

We're ready to include your Awareness Week activities! Our website is officially "up and running" and awaiting information to post.

[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)

Please visit the site for featured information. To post YOUR agency's educational / informational activities on the website, please contact:

Christine DeVore  
MD Coalition of Families  
cdevore@mdcoalition.org  
410.730.8267  
or  
Kari Gorkos  
Mental Health Association of MD  
kgorkos@mhamd.org  
410.235.1178x215



We will be happy to advertise your Awareness Week activities. Just keep in mind that we cannot post any fund raising events.

## NEXT STEPS

**1. Media Opportunities.** Public Service Announcements featuring Mrs. Katie O'Malley and Debbie Phelps are now being developed with the assistance of our Media partners, Fox 45 and ABC 2. The completed PSAs will air most of the month of May. The Campaign will also be featured on their respective websites.

**2. Website Posting.** Check out our website [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org) and compile YOUR Children's Mental Health Awareness activities for submission. Contact Christine DeVore at cdevore@mdcoalition.org or Kari Gorkos at kgorkos@mhamd.org to feature your event / activity.

**3. Promotional Items.** Based on your input, we are in the process of developing and ordering adequate promotional items for your use. We are hoping to provide those items to you free of charge. Several agencies have offered a donation to offset the cost of the promotional items. Feel free to forward your donation to the Maryland Coalition at this time so that we are adequately prepared.

## WHAT'S HAPPENING?

**Caring for Every Child's Mental Health Campaign**  
SAMHSA's, Caring for Every Child's Mental Health campaign has developed a listserv for system of care communities to communicate electronically across the country. To keep you "on the pulse" of national activities, we will keep you informed of their progress, resources, challenges and events.

## CAMPAIGN PARTNERS

Carroll County Local Management Board  
Carroll County Core Services Agency  
Center for School Mental Health  
Child and Adolescent Mental Health Institute  
Community Behavioral Health Association of Maryland  
Governor's Office for Children  
Howard County Local Children's Board  
Innovations Institute  
Maryland Assembly on School-Based Health Care  
Maryland Association of Core Service Agencies  
MANSEF, MD Assoc. of Nonpublic Special Education Facilities  
MAPS-MD, APS Healthcare  
MARFY, Maryland Association of Resources for Families & Youth  
Maryland Coalition of Families for Children's Mental Health  
Maryland Choices  
Maryland Committee for Children  
Maryland Department of Disabilities  
Maryland Department of Health and Mental Hygiene  
Maryland Department of Human Resources  
Maryland Department of Juvenile Services  
Maryland's Mental Health Transformation State Incentive Grant  
Maryland Hospital Association  
Maryland Psychiatric Society  
Maryland Psychological Association  
MD CARES – Children's Mental Health Initiative Grant  
Mental Health Association of Maryland  
Mental Health Management Agency of Frederick County  
Mont. Co. Federation of Families for Children's Mental Health  
NAMI, MD  
Sheppard Pratt Health System  
The Pathways Schools  
Villa Maria Continuum  
Washington County Core Service Agency  
Washington County Local Management Board



Children's Mental Health Matters (CMHM), Maryland's children's mental health awareness campaign, is led by the Honorary Chair Katie O'Malley, the Maryland Coalition of Families for Children's Mental Health, the Mental Health Association of Maryland, and a statewide consortium of community partners, including Debbie Phelps, mother of Olympic champion Michael Phelps.



## What are you doing to celebrate Children's Mental Health Awareness Week?

Here are some easy, low-cost suggestions.

### 1. Get the word out!

- Distribute campaign materials throughout your agency and in your community: local school, library, doctor's office, and any other community outlet . (See attached **ORDER FORM**)
- Write a letter to the editor about the importance of children's mental health in your community.
- Write a letter about the Campaign for your agency newsletter (Visit our website for a sample article.)

### 2. Use email to stay informed and spread the word!

- Join our Campaign listserv to get up to date Campaign info  
*Note: send your request to [info@mdcoalition.org](mailto:info@mdcoalition.org) to add people to be on the Campaign listserv*
- Create a Listserv to disseminate Campaign information
- Post Campaign information on a social networking site like Facebook, My Space or Twitter
- Add our Campaign "Tagline" below your name to every email you send. Suggested tagline:

"Support Children's Mental Health Matters!

Visit our Campaign website at [www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)!"

### 3. Be visible in the Community!

- Hang a banner for everyone to see, inside or outside (See attached **ORDER FORM**)
- Hold an Open House or other event during May to support the Campaign
- Share information about your events during May so we can post them on the Campaign website
- Join us at the Towsontowne Festival on May 3, 2009 with Media Sponsor WMAR
- Wear your Green Ribbon and Green Bracelet Proudly, throughout the month of May
- Partner with a local business to advertise Children's Mental Health Awareness



**Send your events to us so we can post them on the Campaign website!**

[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)

To have your events or activities posted on the website, contact:

Christine DeVore  
MD Coalition of Families  
[cdevore@mdcoalition.org](mailto:cdevore@mdcoalition.org)  
410.730.8267

or

Kari Gorkos  
Mental Health Association of MD  
[kgorkos@mhamd.org](mailto:kgorkos@mhamd.org)  
410.235.1178x215

## NEED PROMOTIONAL ITEMS?

Follow these steps...

As a Partner, we are offering you the opportunity to receive some promotional items on a complimentary basis. We realize that many of you have already requested promo items by completing the Partnership Form. However, our demand is far exceeding our supply. To ensure everyone receives all the promotional items they need, we have devised a new **Order Form** which lists free materials as well as those for which there is a cost. We ask that you take a moment to complete this form to ensure adequate processing and timely delivery of all promotional materials. Questions about ordering? Call Chris or Lynne at the Coalition office, 410.730.8269.



## NEXT STEPS

**1. Media Opportunities.** We have partnered with a local Advertising Agency, Siquis who is writing the script for our Public Service Announcements featuring Katie O'Malley and Debbie Phelps. Not only is Siquis donating their services to our Campaign but they have also identified a production company to produce our segment pro bono. Unbelievable!

**2. Website Posting.** Check out our website and compile YOUR Children's Mental Health Awareness activities for submission. Contact Christine DeVore at [cdevore@mdcoalition.org](mailto:cdevore@mdcoalition.org) or Kari Gorkos at [kgorkos@mhamd.org](mailto:kgorkos@mhamd.org) to feature your event / activity.

**3. Promotional Items.** Complete the attached Order Form and submit it no later than April 13 to receive your promotional items in time for Children's Mental Health Awareness Week.

## WHAT'S HAPPENING?

### ***Caring for Every Child's Mental Health Campaign***

SAMHSA's, Caring for Every Child's Mental Health campaign has developed a listserv for system of care communities to communicate electronically across the country. To keep you "on the pulse" of national activities, we will keep you informed of their progress, resources, challenges and events.

## CAMPAIGN PARTNERS

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*Carroll County Core Services Agency*

*Center for School Mental Health*

*Child and Adolescent Mental Health Institute*

*Community Behavioral Health Association of Maryland*

*Family Informed Trauma Treatment Center (FITT)*

*Governor's Office for Children*

*Howard County Local Children's Board*

*Innovations Institute*

*Lower Eastern Shore Alliance of Families*

*Maryland Assembly on School-Based Health Care*

*Maryland Association of Core Service Agencies*

*MANSEF, MD Assoc. of Nonpublic Special Education Facilities*

*MAPS-MD, APS Healthcare*

*MARFY, Maryland Association of Resources for Families & Youth*

*Maryland Coalition of Families for Children's Mental Health*

*Maryland Choices*

*Maryland Committee for Children*

*Maryland Department of Disabilities*

*Maryland Department of Health and Mental Hygiene*

*Maryland Department of Human Resources*

*Maryland Department of Juvenile Services*

*Maryland's Mental Health Transformation State Incentive Grant*

*Maryland Hospital Association*

*Maryland Psychiatric Society*

*Maryland Psychological Association*

*MD CARES – Children's Mental Health Initiative Grant*

*Mental Health Association of Maryland*

*Mental Health Management Agency of Frederick County*

*Mont. Co. Federation of Families for Children's Mental Health*

*NAMI, MD*

*Quinter Design*

*Sheppard Pratt Health System*

*The Pathways Schools*



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## What are you doing to celebrate Children's Mental Health Awareness Week?

### YOU'RE INVITED!!

The Children's Guild  
6802 McClean Boulevard  
Baltimore MD 21234

Wednesday, May 6, 2009  
4:30 – 6 pm

To celebrate Children's Mental Health Awareness Week, a celebratory event will be held on Wednesday, May 6, 2009, at The Children's Guild. The event will feature the Artist whose drawing was chosen for the 2009 Coalition Poster. The event will also showcase the Public Service Announcements featuring Maryland's First Lady Katie O'Malley and Debbie Phelps, Mother of Olympic Champion Michael Phelps. The event will be held at the Baltimore Campus of The Children's Guild from 4:30 – 6 p.m. Dessert and Coffee will be served. We are honored to welcome Mrs. Phelps to our event and look forward to publicly thanking her and Mrs. O'Malley for their contribution to Children's Mental Health. To RSVP, please contact [cinnerbichler@mdcoalition.org](mailto:cinnerbichler@mdcoalition.org).



**Send your events to us so we can post them on the Campaign website!**

[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)

To have your events or activities posted on the website, contact:

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or

Kari Gorkos  
Mental Health Association of MD  
kgorkos@mhamd.org  
410.235.1178x215



**Children's Mental Health Matters!**

[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org)

## WHAT'S HAPPENING?

**May 2** *The Family Network presents Full Life Ahead*, a workshop for families of children with Special Needs, call 301.791.0117 to register

**May 2** *NAMI Walk*, Univ. of Maryland, College Park, 9 AM

**May 2 & 3** *Towsontowne Family Festival*, Towson, 10-7 SAT; 1-7 SUN

**May 6** *Children's Mental Health Matters! event at The Children's Guild*, featuring Campaign spokesperson, Debbie Phelps, 4:30-6

**May 7** *Open House, Maryland Coalition of Families for Children's Mental Health, Harford County Office*, 9am-11am

**May 20** ABC2, WMAR will host a *Webchat* to raise awareness for children's mental health, Noon

**Week of May 11** *Denton Pizza Hut in Caroline County* will host a mental health resource table and will donate 20% of receipts to MD Coalition of Families

**Month of May** *Cambridge Denney's* will host a mental health resource table and on Wednesdays, donate 20% of receipts to MD Coalition

**Month of May** FOX45 and ABC2 will air *Public Service Announcements*, featuring Campaign spokespeople First

## NEXT STEPS

### ***LAST CHANCE TO ORDER CHILDREN'S MENTAL HEALTH AWARENESS PROMOTIONAL ITEMS!!***

If you would like to purchase Promotional Items which promote Children's Mental Health, there is still time! Please complete the attached Order Form and fax it to the MD Coalition office for processing. We have Posters, Green Ribbons, Green Bracelets, Magnets, Bookmarks, and lots more available for your use.

## CAMPAIGN PARTNERS

Carroll County Local Management Board  
Carroll County Core Services Agency  
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Child and Adolescent Mental Health Institute  
Community Behavioral Health Association of Maryland  
Family Informed Trauma Treatment Center (FITT)  
Governor's Office for Children  
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## Our Children

At least 1 in 5 children and adolescents experience mental health problems such as depression, attention deficit disorder, anxiety, conduct disorder, bi-polar disorder or eating disorders.

These problems may occur at any time during childhood, sometimes at a very early age or often not until a child begins school or enters adolescence.

Most of these children have normal or above average intelligence and come from every socio-economic, cultural, ethnic, religious and racial group.

## Our Families

The Coalition represents families across the state of Maryland who are caring for a child with mental health needs. Many of the children have been placed in psychiatric hospitals, residential treatment centers, juvenile justice facilities, or special education programs.

Each family struggles to find appropriate services for their child. Many families also face staggering costs for treatment and other special services their child may need.

Even with the challenges of raising a child with serious mental health needs, families have many strengths and want to be full partners with professionals in planning for their child's care.

## Our Members

Black Mental Health Alliance for  
Education and Consultation, Inc.  
410.837.2642

Federation of Families for Children's  
Mental Health of Montgomery County  
301.681.8929

The Mental Health Association of Maryland  
410.235.1178

NAMI of Maryland  
410.467.7100

The Parent's Place of Maryland, Inc.  
410.859.5300

The Pathways Schools  
301.649.0778

### MD Coalition of Families for Children's Mental Health

10632 Little Patuxent Parkway  
Suite 119  
Columbia, MD 21044

PHONE: 410.730.8267

TOLL-FREE: 1.888.607.3637

FAX: 410.730.8331

E-MAIL: [info@mdcoalition.org](mailto:info@mdcoalition.org)

WEB: [www.mdcoalition.org](http://www.mdcoalition.org)

## MARYLAND COALITION OF FAMILIES FOR CHILDREN'S MENTAL HEALTH



Families, Advocates and Professionals  
Together for Children's Mental Health



## Our Mission

The Maryland Coalition of Families is the statewide family voice for children's mental health and is dedicated to building a family-driven network of information and support, and improving services in all systems, of care for children, youth and their families.

## We Believe

Children and youth with mental health needs have value and require individualized services to achieve their full potential.

Families are a constant in a child's life and are equal partners in planning, implementation, monitoring and evaluation of services.

Services for children, youth and their families are provided from a strength-based approach and are responsive to the needs of the whole child and entire family.

Local and state systems of care are family-driven and culturally competent.

## Our Coalition

The Coalition grew out of the joint effort and commitment of eight family and advocacy organizations, each working on behalf of children with mental health needs and their families. Incorporated in 1999 as a private not-for-profit organization, the Coalition is governed by a volunteer Board of Directors.

Funding for the Coalition is provided by The Maryland Department of Health and Mental Hygiene in cooperation with Baltimore Mental Health Systems, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.

The Coalition is a member of the NAMI, Inc. and a State Chapter of the Federation of Families for Children's Mental Health.

## We Offer

- Referrals to local family organizations
- Technical assistance to communities who want to start a family group
- Information on state and national resources for families and professionals
- Updates on current mental health issues affecting children

Visit our website to learn about Coalition initiatives and browse our online directory of resources.

## Families Join Us, Professionals Join With Us

Add your name to our mailing list to receive quarterly newsletters, updates on children's mental health issues and notices of training opportunities and conferences.

### Please check the appropriate boxes:

- Parent of a child with mental health needs  
 Professional/Advocate

### PLEASE PRINT & RETURN THIS PANEL

Name

Organization

Street Address

City, State, Zip

Telephone

E-mail

Fax

## Our Vision

We envision all children, youth and their families receiving quality mental health care that is responsive to their needs and cultures.