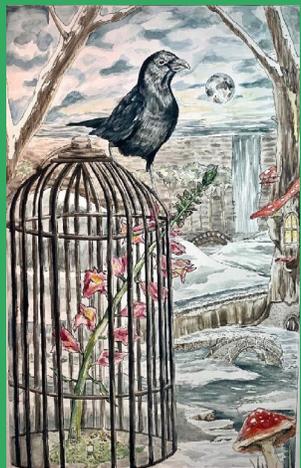


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## CHILDREN'S MENTAL HEALTH MATTERS

1301 York Road, Suite 505, Lutherville, Maryland 21093



# 2021 Wrap-Up Report

This year has been a year like no other and its impact on children, families, educators, and communities has been immeasurable. In the months leading up to Awareness Week, Partners and Champions collaborated to raise awareness, reduce stigma, and provide resources to support communities across Maryland. Take a look at their incredible impact in our annual report.

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### CAMPAIGN CO-COORDINATORS:

#### **Tiffany Thomas**

Program Manager, Education & Outreach  
Mental Health Association of Maryland  
(443) 901-1550 x 234  
[tthomas@mhamd.org](mailto:tthomas@mhamd.org)

#### **Tara Wetherell**

Social Marketing & Outreach Manager  
Maryland Coalition of Families  
443-741-8669  
[twetherell@mdcoalition.org](mailto:twetherell@mdcoalition.org)



# Campaign Goals and 2021 Highlights

The Children’s Mental Health Matters! Campaign brings together non-profits, schools, and other agencies with the following goals: raising public awareness of the importance of children’s mental health and substance use, helping reduce the stigma of mental health, and connecting families, educators, and providers throughout Maryland with resources to help children. The 2021 Children’s Mental Health Awareness Campaign made an incredible impact across the state, reaching each jurisdiction in Maryland!

**472**  
SCHOOL CHAMPIONS

**169**  
COMMUNITY CHAMPIONS

**270,000+**  
STUDENTS SUPPORTED THROUGH  
CAMPAIGN RESOURCES

**1,326,379**  
MATERIALS DISTRIBUTED

**200+**  
PIECES OF ARTWORK SUBMITTED FOR  
THE FIRST LADY’S ANNUAL ART DISPLAY

**125**  
STAKEHOLDERS ATTENDED THE VIRUAL KICKOFF  
MEETING— A 500% INCREASE IN ATTENDANCE  
COMPARED TO YEARS PRIOR

## WEBSITE & SOCIAL MEDIA DATA:

**WEBSITE**  
Pageviews  
44,693

Resource  
Downloads  
11,074

**FACEBOOK**  
Total Likes  
1,227

Total Reach  
52,063

**TWITTER**  
Total Impressions  
58,394

**INSTAGRAM**  
Total Reach  
8,305

Total Likes  
721

## CHAMPION DATA OVER TIME:

Year	School Champions	Community Champions
2021	472	169
2020	600	199
2019	657	219
2018	485	190
2017	445	136

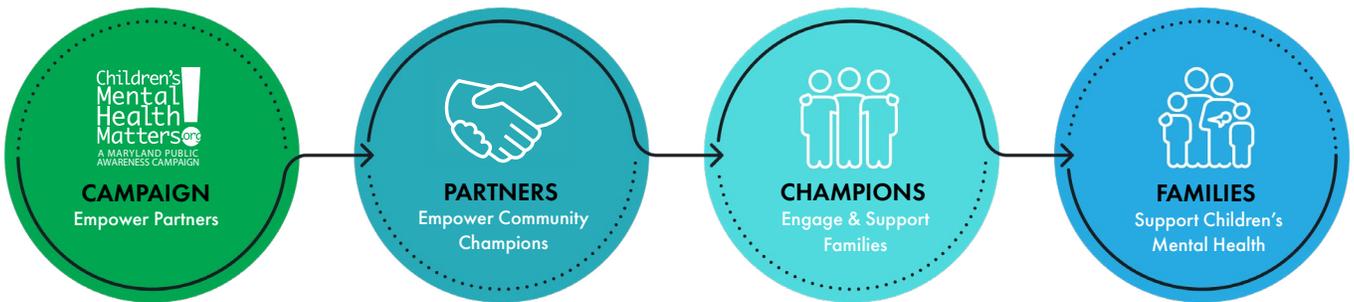
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# Partnerships

Thank you to our campaign partners! Our partners are critical to the success of the Children's Mental Health Matters Campaign.

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## HOW IT WORKS:



## Thank you to our campaign partners!



Coordinated by



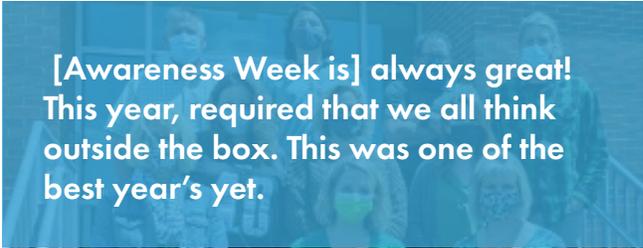
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## Listening to Our Champions

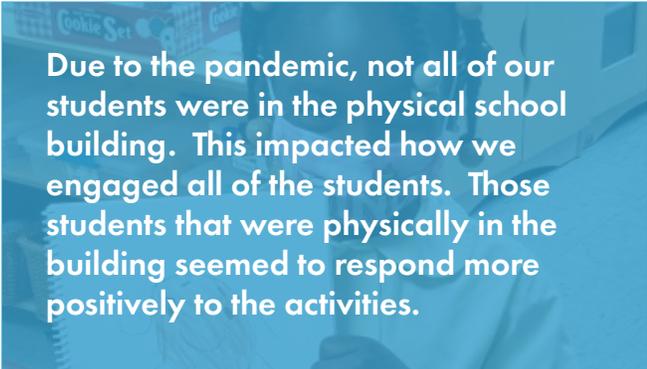
Following Children's Mental Health Awareness Week, Community Champions and School Champions were asked to complete an online survey to share their experience and feedback about the 2021 Campaign.



We loved all of the resources this year! Our county utilized all of the toolkits, social media posts, drawings, resilience calendar and much more! This campaign is amazing every year I have participated. Everything is complete for you to use which makes things so easy!!



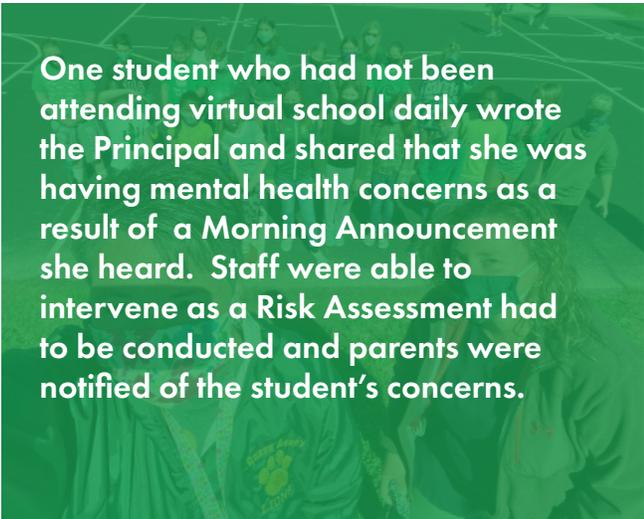
[Awareness Week is] always great! This year, required that we all think outside the box. This was one of the best year's yet.



Due to the pandemic, not all of our students were in the physical school building. This impacted how we engaged all of the students. Those students that were physically in the building seemed to respond more positively to the activities.



Thank you for facilitating this awesome campaign - it is essential for schools, organizations, and the community to be aware of and proactive about children's mental health!



One student who had not been attending virtual school daily wrote the Principal and shared that she was having mental health concerns as a result of a Morning Announcement she heard. Staff were able to intervene as a Risk Assessment had to be conducted and parents were notified of the student's concerns.



We really enjoyed being a Community Champion and being able to connect with other community champion organizations to promote county-wide efforts. We received positive feedback about our lobby displays and appreciated having all of the educational materials from CMHM to distribute. We were able to partner with other organizations, including the American Foundation for Suicide Prevention, to enhance the impact of our outreach efforts. For example, we co-hosted a Talk Saves Lives event during Children's Mental Health Awareness Week.

# Listening to Our Champions CONTINUED

**9/10** OF RESPONDENTS WERE SATISFIED OR VERY SATISFIED WITH THE CAMPAIGN RESULTS

**58%** OF RESPONDENTS WERE FIRST OR SECOND YEAR PARTICIPANTS

**1/3** OF RESPONDENTS LEARNED ABOUT THE CAMPAIGN FROM EMAIL/NEWSLETTER

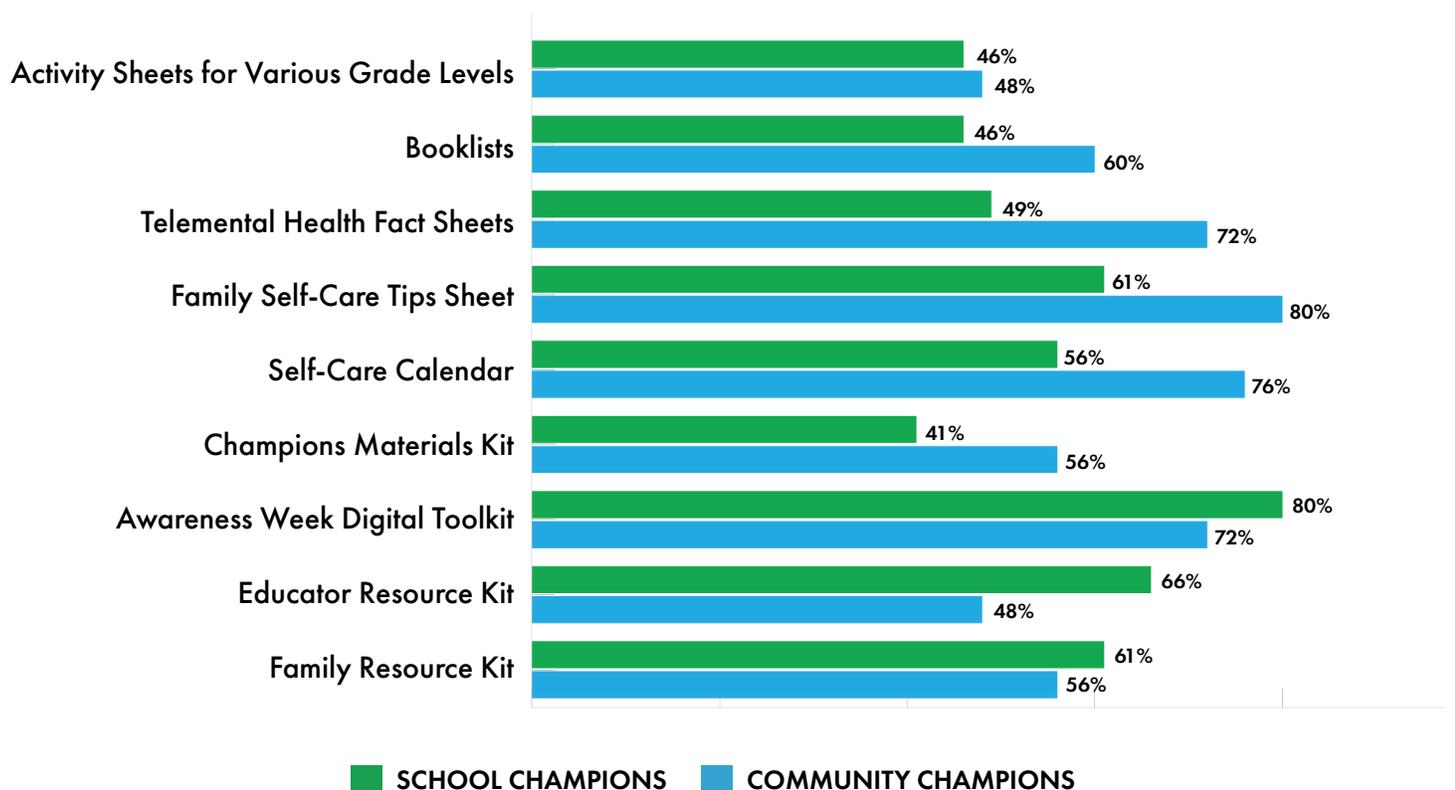
**63%** OF RESPONDENTS WERE FIRST OR SECOND YEAR SCHOOL CHAMPIONS

## RESOURCES FEEDBACK:

**Awareness Week Digital Toolkits** were viewed most favorably by survey respondents. **77% rated them as excellent.** **Family Self-Care Tips** and the **Self-Care Calendar** were also popular materials, **68% and 64% rated excellent**, respectively.

**School champions** were more likely to rate the **Educator Resource Kit as excellent (66%).** **Community champions** were more likely than the school champions to rate other materials like the **Family Self-Care Tips Sheet**, the **Self-Care Calendar**, and the **Telemental Health Fact Sheets as excellent.**

**Rating of Material by Champion Type**



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# School Champions of the Year

## **CRADLEROCK ELEMENTARY** Howard County

Cradlerock Elementary focused on reducing the stigma around mental health – providing ample opportunities to engage the school community in discussions around coping strategies, seeking help, the importance of proactive care, and practicing mindfulness.



## **MINDY OUELLET -** **STEPHEN DECATUR MIDDLE** Worcester County

Mindy Ouellet is an outstanding health teacher at her middle school – advocating for all special needs students, leading school initiatives that promote student wellness, and building positive and meaningful relationships with her students.



## **MOUNT AIRY MIDDLE** Carroll County

Mount Airy Middle supported children’s mental health throughout Awareness Week. The school engaged students in activities that promoted positive mental health. In addition, the school created a virtual mindfulness room that students could utilize when feeling overwhelmed or stressed.



# Community Champions of the Year

## CROSSROADS COMMUNITY INC Caroline, Dorchester, Kent, Queen Anne's, Talbot Counties

Crossroads Community Inc. partnered with local business on the Mid Shore to offer themed menu items in support of Children's Mental Health Awareness Week. Community members were encouraged to grab a treat with a young person in their life and take the opportunity to check-in with them about their mental wellbeing.



## HUNTI'S HOPE HUNTER'S Anne Arundel County

Hunti's Hope Hunter's partnered with Historic Linthicum Walks and Kindness Grows to host the Mindful Stroll. At the Mindful Stroll, participants were able to stop at different stations, each promoting mental wellbeing. At one station, participants could build their own mental health bracelet to remember what they learned at the event.

## DEPARTMENT OF PARKS AND RECREATION Prince George's County

The PG Department of Parks and Recreation engaged their community around the importance of children's mental health throughout Awareness Week. Along with community partners, the department created a month long chalk contest to engage youth and families.



# Student Champion of the Year

## VICTORIA SHOE

Carroll County

Victoria created a dragon themed bulletin board in her middle school to support and promote positive mental health. She designed the bulletin board – adding dragon artwork and encouraging captions underneath each image. The concept of the bulletin board was a dragon first in it's egg, then emerging, and finally maturing and being able to fly. Victoria's board illustrated the journey a person can take towards positive mental health – we may start afraid and restricted, but with support and an open mind we can reach good mental health and develop our wings to fly. Students were encouraged to take their picture in front of the wings. Victoria was nominated as a Student Champion for her exemplary efforts to support and bolster children's mental health in her school.



# Celebrating Through Art: The First Lady's Mental Health Awareness Youth Art Display

Maryland's First Lady, Mrs. Yumi Hogan, invited children and youth to participate in an annual statewide art project. Due to the ongoing COVID-19 pandemic, the First Lady's Mental Health Awareness Youth Art Display was held virtually. The art display showcased a selection of artwork from Maryland's youth; Young artists shared their pieces and **what makes them feel mentally happy, healthy or hopeful**. The art display was coordinated in partnership with the Maryland Department of Disabilities. [Go here to view the full artwork album.](#)



# Awareness Activities Throughout Maryland

Community and school champions led many awareness activities during the 2021 Awareness Week. From nature strolls to sidewalk chalk designs, community dessert collaborations, practicing self-care strategies, wearing green, virtual book readings, plenty of fun, and much more — our 600+ School and Community Champions raised awareness of the importance of children’s mental health and made a huge impact across Maryland!



**Hurlock Elementary School - Dorchester County**



**Mill Creek Middle School - Calvert County**

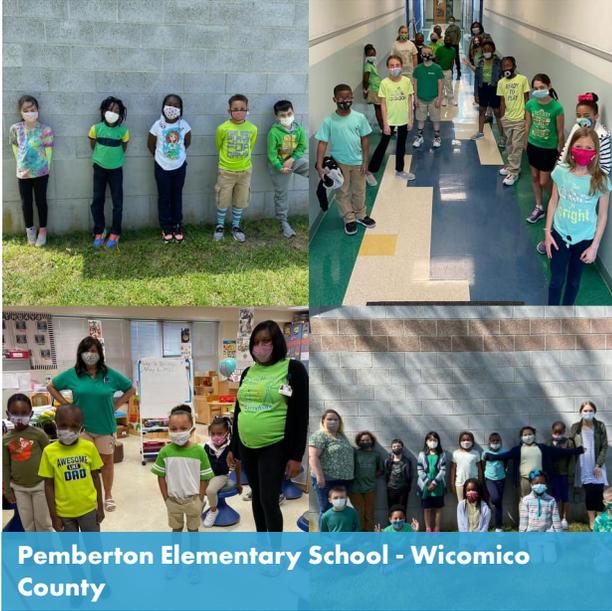


**Kennard Elementary School - Queen Anne’s County**



**Baltimore County Public Schools School Social Work and Multi-Tiered System of Supports**

# Awareness Events CONTINUED



**Pemberton Elementary School - Wicomico County**



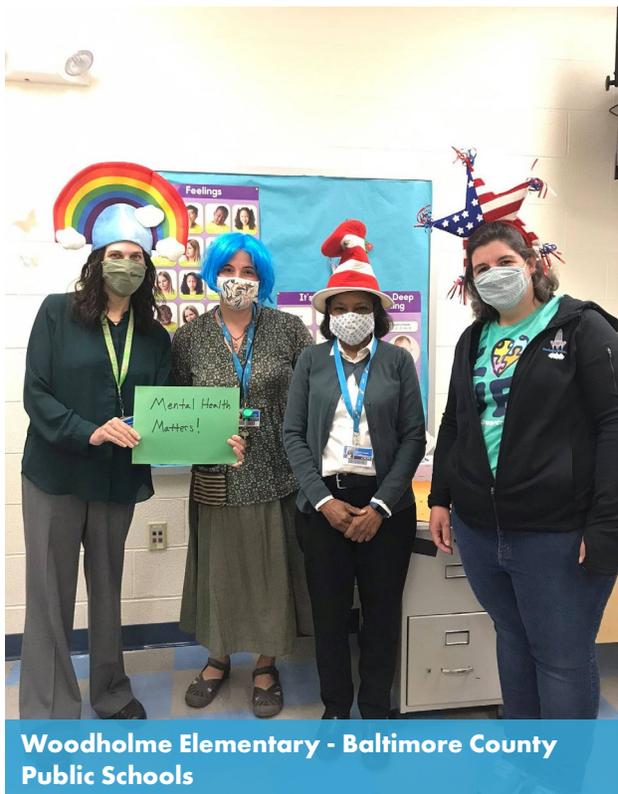
**Chipman Elementary School - Wicomico County**



**McDonogh School - Baltimore County**



**McDonogh School - Baltimore County**



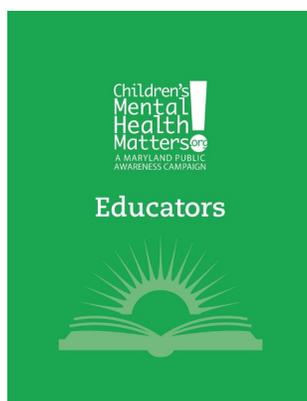
**Woodholme Elementary - Baltimore County Public Schools**

# Publications & Awareness Items



## CAMPAIGN RESOURCES

- Family Resource Kit
- Educator Resource Kit
- Family Self-Care Tips Sheet
- Telemental Health Fact Sheets
- Activity Sheets for Pre+K, Elementary, Middle, and High School Students
- Booklists for Early and Older Childhood
- Family Self-Care Calendar
- Healthy in Body and in Mind Brochures



## AWARENESS ITEMS

- Annual Campaign Poster
- Awareness Week Digital Toolkit
- Bookmarks for Elementary, Middle, and High School Students
- CMHM Color changing mood pencils
- CMHM Face masks
- Social Media Graphics

## What's to Come in 2022

The Children's Mental Health Matters! Campaign has a vibrant history in Maryland, partnering with thousands of schools and community organizations for more than 20 years to increase the awareness of the importance of children's mental health and connect families, educators, and providers with resources they need to support children.

Looking ahead, the Campaign will focus on the following goals:

- Release Family Resource Kit, fully translated into Spanish
- Shift to a year-long Campaign focus, with the height of activity still to remain during Awareness Week in May
- Continue to offer virtual engagement to increase state-wide Campaign reach
- Increase of providing technical assistance to Champions to maximize their community impact
- Provide quarterly stakeholder sharing meetings to increase both reach and impact of Campaign efforts
- Capture and share stories of Campaign impact across community in Maryland
- Empower Champions to engage new Champions from year to year through networking

# Children's Mental Health Matters!

May 2 – 8, 2021 • Children's Mental Health Awareness Week  
[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org)



The artwork for this poster was created by a student artist at The Katherine Thomas School. Poster design copyright © 2021 by the Maryland Coalition of Families and the Mental Health Association of Maryland, all rights reserved.  
[www.mdcoalition.org](http://www.mdcoalition.org) • [www.mhamd.org](http://www.mhamd.org)

**Maryland Coalition of Families • Mental Health Association of Maryland**

The Children's Mental Health Matters! Campaign is a collaboration of the Mental Health Association of Maryland (MHAMD) and the Maryland Coalition of Families (MCF) with support from the Maryland Department of Health - Behavioral Health Administration. The Campaign goal, with School and Community Champions across the state, is to raise public awareness of the importance of children's mental health.

For more information, please visit [www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org).