



Children's
Mental
Health
Matters.org
A MARYLAND PUBLIC
AWARENESS CAMPAIGN

2025 WRAP-UP REPORT

A Maryland Tradition

The Children's Mental Health Matters Campaign has been a Maryland tradition for more than a quarter of a century—supporting children's mental health by increasing public awareness, reducing stigma, and connecting children and families with resources, support, and community.

Each year, the Campaign brings together nonprofits, schools, local businesses, and community leaders from across the state and offers guidance, support, and resources to ensure success. This report illustrates the impact of our 2025 Campaign.



The CMHM Campaign team was on-site at the "Come Out and Play" campaign event in May.

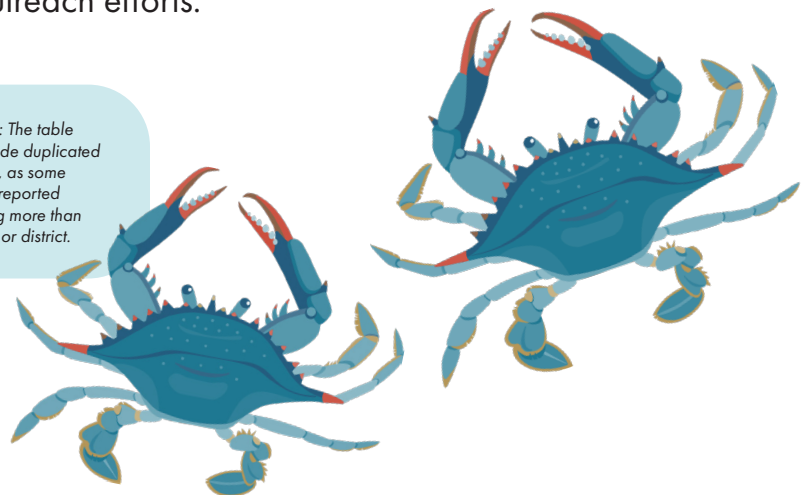
Championing Children's Mental Wellbeing Across the State

COUNTY	TOTAL
Allegany	130
Anne Arundel	153
Baltimore City	264
Baltimore Co	132
Calvert	135
Caroline	169
Carroll	147
Cecil	143
Charles	148
Dorchester	144
Frederick	188
Garrett	130
Harford	142
Howard	152
Kent	137
Montgomery	166
Prince George's	195
Queen Anne's	150
St. Mary's	133
Somerset	141
Talbot	141
Washington	130
Wicomico	159
Worcester	138

The Children's Mental Health Matters Campaign unites a statewide network of schools and community organizations. In 2025, we proudly collaborated with **765 children's mental health champions**, of which 126 represented Statewide, extending our reach and support to children and families in every Maryland county.

Raising awareness and support for children's mental health requires collective effort. Each year, our Campaign invites Maryland schools, community organizations and businesses to join as champions. These champions form a vibrant network of passionate advocates dedicated to improving the wellbeing of Maryland's children and families. Equipped with tools and ongoing guidance, our champions are empowered to make a significant impact through their community outreach efforts.

Please note: The table counts include duplicated Champions, as some individuals reported representing more than one county or district.



2025 Children's Mental Health Matters Poster

Each year, student artwork is selected and featured in our annual Children's Mental Health Matters poster. The poster contest is hosted by the Maryland Coalition of Families, which identifies the winner and facilitates the delivery of posters to the community upon request.

This year, the winner of the competition is 6-year-old Kayden, from the Foundation Learning Center. His artwork, "The Love Train," beautifully conveys the power of talking, listening, and loving with kindness, hope, and support.

Children's Mental Health Matters!

May 4 - 10 • Children's Mental Health Awareness Week
www.ChildrensMentalHealthMatters.org



The artwork for this poster was created by Kayden, a student in Maryland. Poster design copyright © 2025 by the Maryland Coalition of Families and the Mental Health Association of Maryland, all rights reserved.

www.mdcoalition.org • www.mhamd.org

Maryland Coalition of Families • Mental Health Association of Maryland



Leveraging Powerful Partnerships

Our campaign partners are aligned in mission and values—leveraging networks and resources to strengthen the Campaign.

The Children’s Mental Health Matters Campaign, an initiative of the Mental Health Association of Maryland (MHAMD), receives funding from the Maryland Department of Health – Behavioral Health Administration and Maryland Family Network. Together with our esteemed partners, the campaign goal is to raise public awareness and acceptance of the importance of children’s mental health to overall child and family wellbeing.

Thank you to our campaign partners for making our 2025 Children’s Mental Health Matters campaign another success!

THANK YOU TO OUR CAMPAIGN PARTNERS!



Thank You to Our Sponsors!

Our mission is driven forward by our invaluable partners, who help us reach wider audiences and create lasting change. We are grateful for the support of our Star sponsor, **Kros Learning Group** and our Friend Sponsor, **Breakthrough Therapeutic Concepts**.

– STAR SPONSOR –



– FRIEND SPONSOR –



Children's Mental Health Awareness Week May 4th-10th

Champions engaged thousands of Maryland children and families throughout the year, culminating in a series of local events during Awareness Week, from May 4th to 10th, 2025. Each Champion brings unique energy and creativity, inspiring awareness within their communities.

Honorary Campaign Chair: First Lady Dawn Moore

First Lady Dawn Moore's appointment as Honorary Chair of the Children's Mental Health Matters Campaign highlights the Moore administration's commitment to children's mental health. "Improving the mental health of Maryland's children is one of my top priorities as First Lady," said First Lady Dawn Moore. "I encourage parents to help their children take time to unplug from the digital world and explore the world around them, including Maryland's natural beauty. I am proud to be working in partnership with our state agencies, community organizations, and our young students to help improve the mental health of all Maryland children." Thank you, First Lady Moore, for your dedication and leadership as the Honorary Chair of the Children's Mental Health Matters Campaign.



Chipman Elementary and Glen Avenue Elementary schools hosted a Children's Mental Health Awareness Fair!

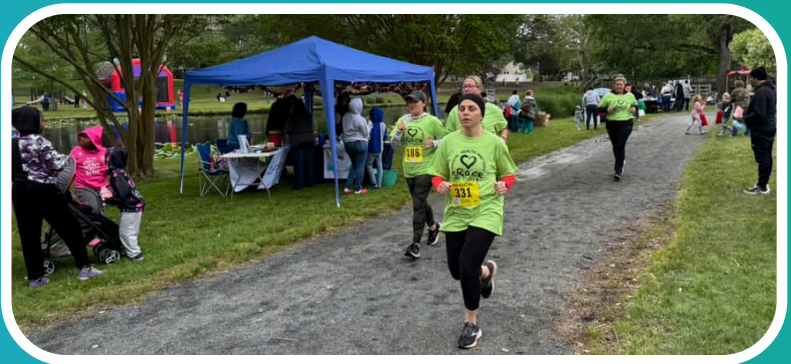


The Foundation School Montgomery County Staff wear green to support their students.

Children's Mental Health Awareness Week May 4th-10th



Statewide Champion, Janelle Joyce-Pelsey, shows off the prize she won at a Champion Rally.



Runners at the Wicomico eRace the Stigma Run at the 3rd Annual Children's Mental Health Awareness Family Night.



The PG County CMHM Workgroup at this year's "Come Out and Play" campaign event.



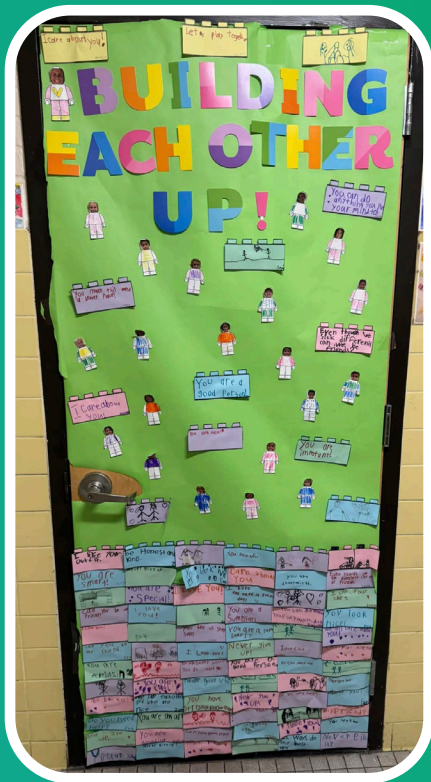
Wicomico Champion, Meredith Miller, and CMHM Campaign team member, Angie McRae, at the 3rd Annual Children's Mental Health Awareness Family Night.



Champion Wicomico Middle School hosted a fun Mental Health BBQ.



Fruitland Primary teachers and students participated in a door decorating contest for Children's Mental Health Awareness. The theme was "What does mental health mean to me?"





Baltimore Champions, Oriented Healthcare, LLC wear green to support children's mental health.



Delmar Elementary hosted a Mental Health Night.



Parkside High Champions host "Parkside Stress-Free Friday"



Howard County Champions wear green to support children's mental health.



Wicomico Public School Champion, Ms. Wiltbank, hosted an ice cream social for her students.



Mardela Middle/High School held Bio-Mood Cards and Calming Strips, Stickers, & Temporary Tattoo Day



Sharing resources at the Chipman Elementary and Glen Avenue Elementary Children's Mental Health Awareness Fair!



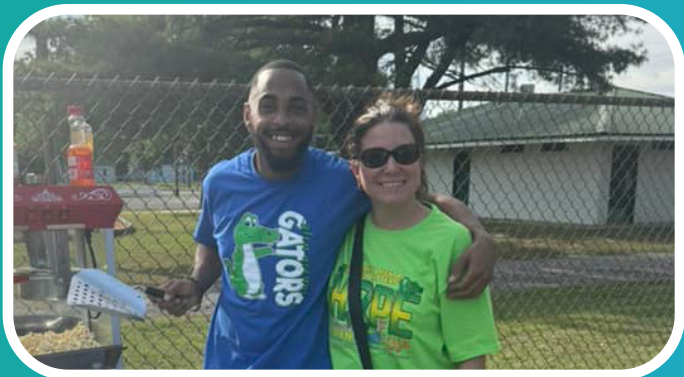
Champion Striving For Wellness Together went green in support of Children's Mental Health



Delmar Elementary hosted Hats Off to Mental Health where students and staff tipped their hats to the importance of mental health and wellness



Parkside High Champions share resources with students.



Chipman Elementary and Glen Avenue Elementary schools hosted a Children's Mental Health Awareness Fair!

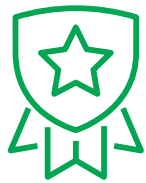


Pemberton Elementary Staff wear green to show their support.



2025 Campaign Highlights

The 2025 Children's Mental Health Matters Campaign made an incredible impact, with **765 Champions** leading efforts in their local communities.



765
Champions



980
Schools Reached



24
Counties

YTD Website & Social Media Data



WEBSITE

64,882
Page-views
16,318
Resource
Downloads



FACEBOOK

363,631
Reach



INSTAGRAM

7,553
Reach



X
2,472
Impressions



LINKEDIN

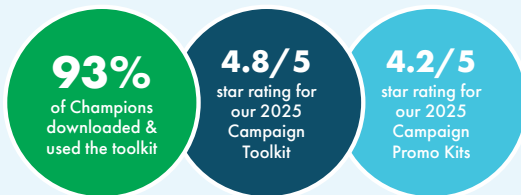
9,394
Impressions

Listening to Our Champions

Following Children's Mental Health Awareness Week, Champions were asked to complete an online survey to share their experience and feedback about the 2025 Campaign.

RESULTS FROM THE 2025 CHAMPION SURVEY

Survey Highlights!



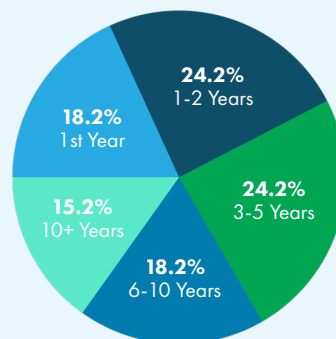
Top 5 Benefits of 2025 Campaign Activities

- 1 Parents learned about resources
- 2 Community strength building
- 3 Parents learned skills
- 4 Students learned about resources
- 5 Reduced stigma in the community

Top 3 Champion Activities

- 1 Wore green to help raise awareness
- 2 Distributed resources/materials
- 3 Used social media to share information

Experience Level of 2025 Champions



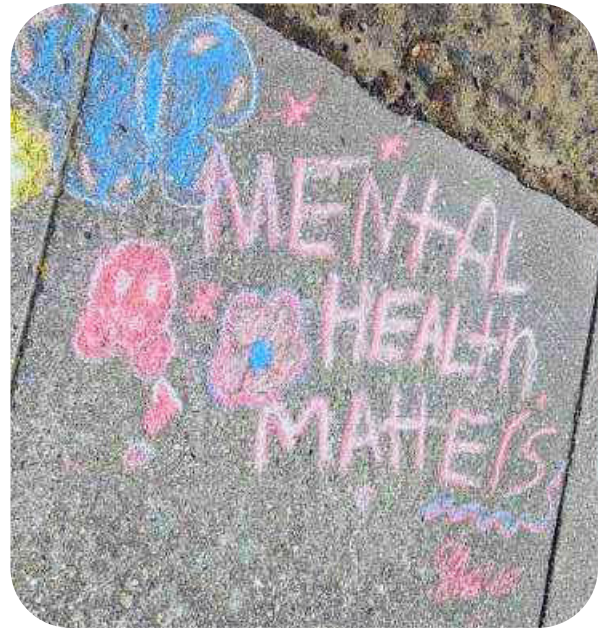
Top 5 Resources from the 2025 Campaign Toolkit

- 1 Ideas & Tips for Champions
- 2 Social Media: Handles, Sample Posts & Graphics
- 3 Important Dates & Champion Checklist
- 4 Campaign Resources/Activity List
- 5 May Self-Care Calendar

Looking Ahead

During next year's campaign, we plan to:

- Build stronger partnerships with key stakeholders to expand the reach of the Children's Mental Health Matters Campaign
- Introduce new tools and resources to share throughout the year
- Improve access to CMHM materials and resources
- Offer more learning opportunities for families and community partners around children's mental health
- Continue building connections with Maryland businesses to support the Campaign mission



Parkside High students shared positive messages on the school sidewalk using chalk.



Wicomico Champion at the 3rd Annual Children's Mental Health Awareness Family Night



Baltimore Champions, Oriented Healthcare, LLC wear green to support children's mental health.

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For more information, please visit ChildrensMentalHealthMatters.org.

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