

# Children's Mental Health Matters!

**Children's Mental Health Matters!**  
May 6 – 12, 2018 • Children's Mental Health Awareness Week  
[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org)



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

## A Maryland Public Education Campaign

Prince George's County's Participation in the Statewide Awareness Initiative

May 2018

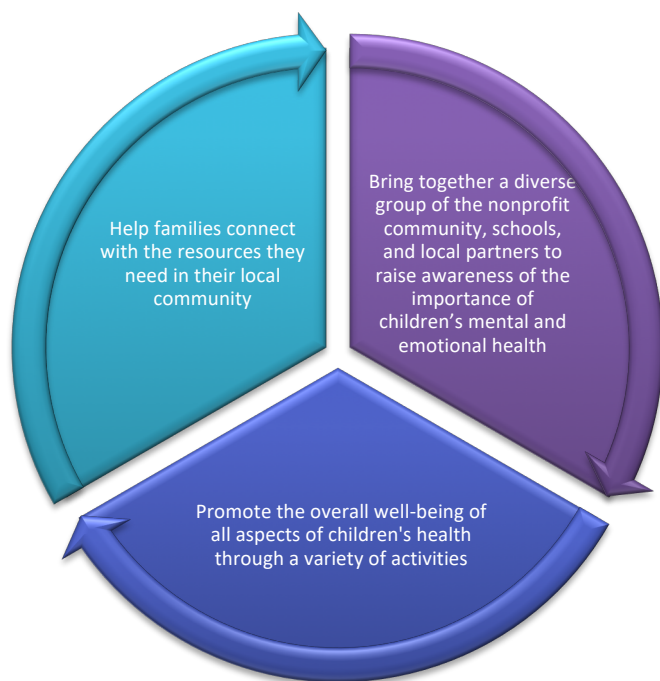
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## Executive Summary

We are pleased to present this summary report of the Prince George's County Children's Mental Health Awareness Campaign for 2018. The Prince George's County Public School System, three County human services departments and numerous nonprofits collaborated on a series of activities, events and educational and awareness efforts to promote the overall goals of the Statewide campaign. Our effort was locally facilitated again this year under the auspices of Nonprofit Prince George's County and its Children's Mental Health Matters (CMHM) Work Group.

**The campaign brings together the public and private sectors to accomplish the following goals:**



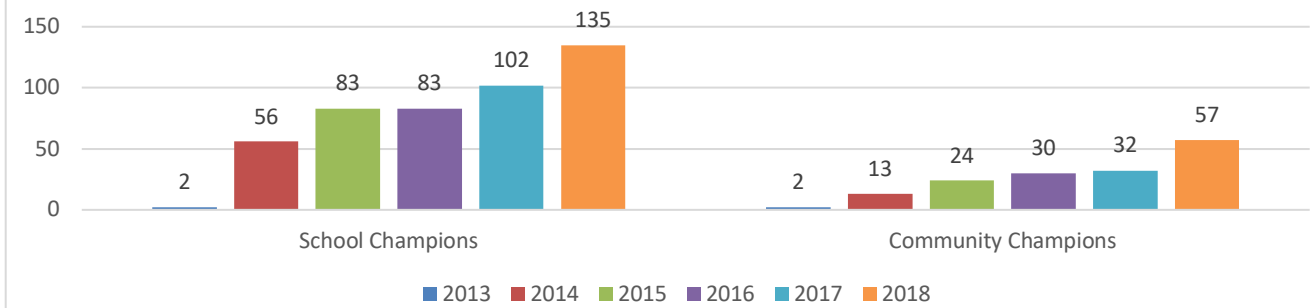
The campaign includes two kinds of partners: School Champions and Community Champions.

In the County, this was the **6th** year for this initiative, and participation has grown substantially. The campaign had record high participation from **135** schools, and **87,271** students and their families received information on children's mental health. This increase is a result of the vigorous efforts from the Public Schools' Superintendent, as well as the School Psychologist Association. *Prince George's County had the largest number of school champions across the State, representing 28% of the Statewide totals (485 schools).*

**57** Community organizations raised awareness of children's mental health through a variety of activities and events. *Our County also had the largest number of community champions across the State, representing 30% of the Statewide totals (190 community organizations).*

We were pleased to have not only new champions, but also some new and enhanced activities. Specifically, the availability of the CMHM Blog Carnival sponsored by In Reach was a creative method which invited members and others to post short messages and articles about critical issues related to the mental health of children and families.

### Prince George's County School and Community Champions 2013 to 2018



## James McHenry Elementary School in Lanham was named Maryland's Elementary School Champion for 2018.



On May 16, this elementary school hosted a Children's Mental Health Expo which had over 350 people in attendance. Each person received mental health resources and visited different stations to create items such as stress balls and journals to promote positive mental health. and learn new coping skills to add to their mental health toolkit. During Awareness Week, the school also shared morning announcements, distributed awareness items, wore green and hosted assemblies about mindfulness.

We were also pleased to have not only new champions, but also some new and enhanced activities. Specifically, the availability of the CMHM Blog Carnival sponsored by In Reach was a creative method which invited members and others to post short messages and articles about critical issues related to the mental health of children and families.

In summary, the work group was able to exceed our goals in the number of individuals touched by this year's efforts thanks to the school and community champions without whose partnership this effort would not take place. As we look to 2019, we hope to continue our outreach efforts involving more partners/champions with a goal of providing information to an increased number of children and families. We also plan to expand the social media initiatives and other innovative activities.

# School Champions

**Children's  
Mental  
Health  
Matters  
Week**

Welcome 1st Annual  
**JKES Children's Mental  
Health Expo**

THANK YOU  
FOR YOUR SUPPORT!



**James  
McHenry ES  
May 2018**



**87,271 students  
and their families  
received  
information on  
children's mental  
health**

Shared resources with families (i.e. fact sheets)

Shared resources with staff (i.e. staff flyer, awareness materials)

Essay Contests

Morning Announcements

Phone messages to families via Robo Call

Wear Green Day

Art teachers coordinated student participation in the First Lady's Art Event

Distributed bookmarks to all students in participating schools

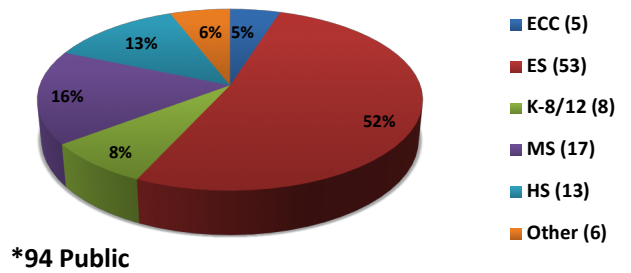
Mental Health Expo sponsored at James McHenry on May 16<sup>th</sup> – 7 providers and approximately 350 people in attendance.

Art teachers initiated a student poster contest, incorporating mental health topics, and submitted art for the First Lady’s Art Event

Posted Coping strategies with tear off sheets around the school

Displayed books in the libraries highlighting mental health wellness

### 2018 School Champions (n=140)



### 2018 Community Champions

4 the Healing in You, Inc.	Achieving Mental Victory	ACIDD Maryland	Adventist Healthcare	Affiliated Sante Group	Affordable Behavioral Consultant inc/	Art Works Now
Assurance Quality Care	Bowie Youth and Family Services	Burrell Associates	Camp Fire Patuxent Area	City of Hyattsville	City of College Park	Chesapeake Life Center (Hospice of the Chesapeake)
College Park Youth and Family Services	Community Care	Community Counseling & Mentoring Services	Community Crisis Services, Inc.	Community Therapeutic Center, Inc.	Contemporary Family Services	Diamond Foundation Inc
District Heights Family and Youth Services	Family Matters of Greater Washington	The Foundation Schools	Greenbelt CARES Youth and Family Services	Greenbelt Children's Center	Guiding Exceptional Parents	Hillside Work-Scholarship Connection
In Reach, Inc.	Kimberly M Brooks Ph.D. & Associates, Inc.	Lantern Therapeutic Services Inc	Laurel Helping Hands	Maryland Family Resource	Maryland Health Alliance, Inc.	Mental Health Association of Greater Washington
MPB Group Inc	New Directions Therapeutic Services	Nonprofit Prince George's County	One World Center for Autism	Prince George's Child Resource Center	Prince George's County Department of Social Services	Prince George's Local Behavioral Health Authority
PGC Infants and Toddlers Program	PG School Mental Health Initiative UMBC	PG School Psych Association	Professional Child Care Provider Network of PGC	Propel Productions Center, Inc.	QCI Behavioral Health	Reid Temple Restoration Center
Rims Center for Enrichment & Development	Sheppard Pratt Health System	Synergy Family Services, Inc.	Synergy Wellness Therapeutic Services	The Training Source, Inc.	Urban Behavioral Associates, P.A.	Volunteer Mental Health Work-Group
WIN TEAM PRP						

# In Reach, Inc.



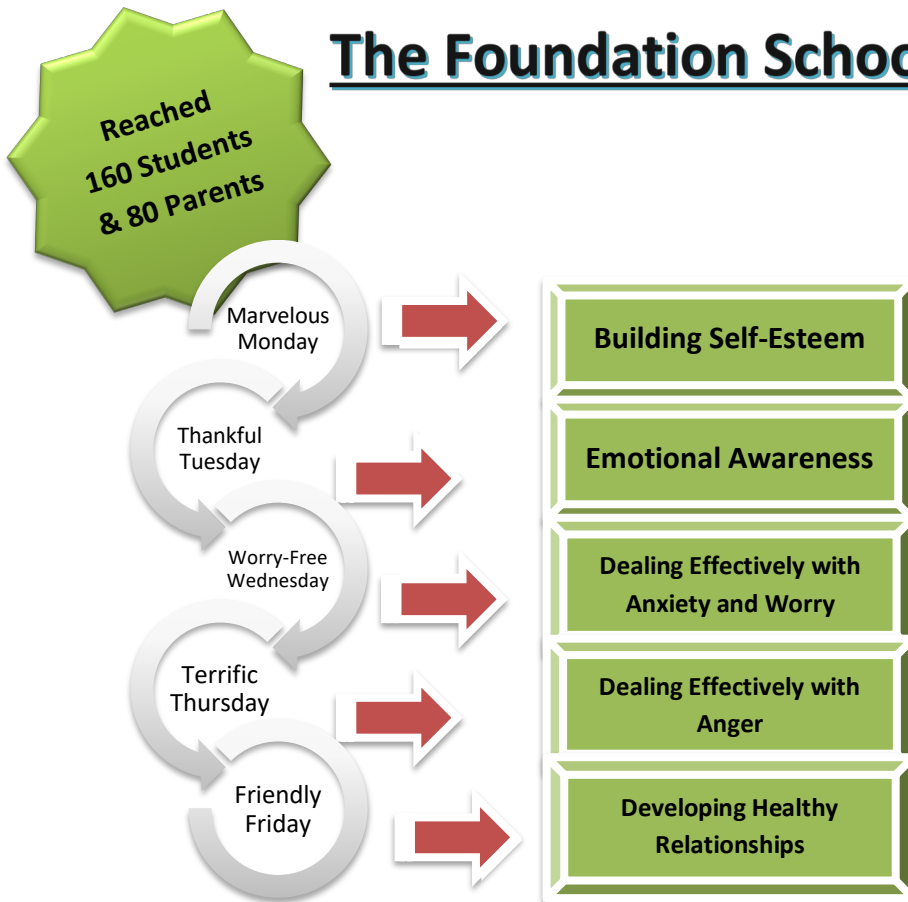
During Child Mental Health Week and throughout the month of May, In Reach hosted its first #ChildrensMentalHealthMatters Blog Carnival on its website, [inreachinc.org](http://inreachinc.org). As the title states, the carnival was hosted to highlight why children’s mental health matters. The Carnival featured five blog posts written by three bloggers and included topics such as helping children who have experienced trauma, LGBTQ, and homeless youth.

The Blog Carnival was promoted on In Reach’s social media sites reaching 500 individuals on LinkedIn, 986 on Twitter and recording 41 visitors to the blog’s landing page on our website during the week. Additionally, In Reach delivered daily messaging supporting Maryland’s Social Media Campaign via Twitter.

During In Reach’s College and Career Ready 21<sup>st</sup> Century Community Center’s Afterschool programs at partner schools William Paca Elementary and Kenmoor Middle schools in Landover, Maryland, In Reach discussed and shared campaign materials with over 100 parents and family members including an invitation to the Come Out ‘N Play event on Friday, May 11<sup>th</sup>.

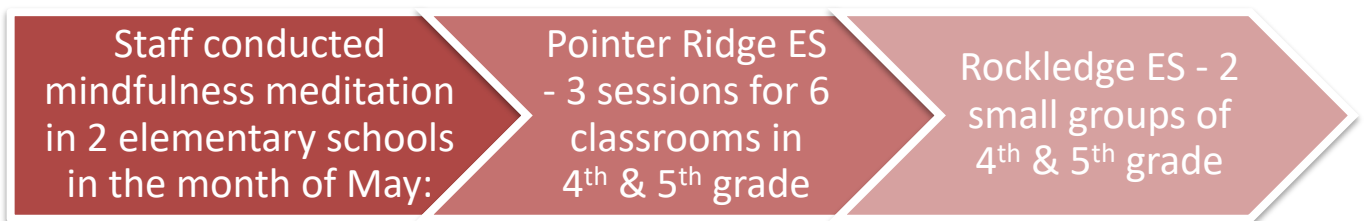
In Reach participated in the Come Out ‘N Play event on May 11<sup>th</sup> by assisting with the work group’s table and distributing In Reach materials including a hardcover book about superheroes to encourage reading.

# The Foundation Schools



Each theme presented was supplemented with digital content, morning announcements, targeted lessons, and counseling sessions. Positive bookmarks, resiliency calendar/fact sheets and other resources were distributed to students and families, students participated in wear green day, A communication plan was implemented utilizing their Facebook and Twitter channels to share mental health facts and tips throughout the week.

# Bowie Youth and Family Services





# The Training Source

May 5 - Kicked off CMHA Week with Youth Leadership Program participants getting literature, wrist bands and pencils as they departed for the *Around the World* Embassy Tour.

May 7 - Kicked off CMHA Week with adult job seekers with a morning discussion, distribution of wrist bands and pencils, and invitation to attend the May 11<sup>th</sup> *Come Out & Play* event.

May 7<sup>th</sup> – Attended First Lady’s Kickoff event in Annapolis.

8 Facebook Posts and Shares, resulting in 100+ views and likes

May 10 - *Go Green Day* – Staff, program participants and their friends and families wore green in recognition of CMHA Week.

May 11 - *Come Out & Play* – Their Youth Leadership Program participants led an “Express Wellness Through Art” outdoor chalk activity and an indoor poster activity.



33 adults and 33 youth participated



## Maryland Family Resource

- May 3 – Participated in Mental Health Day at Parkdale HS and a run was held.
- May 8 (5pm – 8 pm) – Kids Movie Night for children age 4 and up – Popcorn, candy, fire truck, & police cruiser
- May 14 (5:30pm – 7:30 pm) - Express Yourself for Tweens and Teens – Refreshments, T-shirt Designing, and prizes for best T-shirt design (expressions of wellness through art)
- June 19 - (5:30pm – 7:30 pm) – Wellness Bingo for Adults – Refreshments, & prizes for winners
- Advertised information about CMHM and resources available in their April newsletter.
- Taped a cable TV interview with District Heights Youth Services Bureau

45 Participants  
Across the 2 Events



Maryland Family Resource, Inc  
**PRESENTS**

**KIDS Movie Night!**

Tuesday  
May 8, 2018  
5p-8p

• Popcorn  
• Juice  
• Movie  
• Prizes

ALL CHILDREN ARE WELCOME!



Mental Health Awareness

**Bingo Night**

Tuesday  
May 22, 2018  
5PM-7Pm  
AT  
Maryland Family Resource

Community  
Crisis  
Services,  
Inc.

Held a panel presentation on celebrating success after crisis. Topics included: hope after bullying, surviving without hope, finding hope in addiction and hope after heartache



**25 Attendees**

**CCSI**  
Community Crisis Services, Inc.

**Thursday, June 8th 8:30am—10:00am**

**Featuring:**  
**Keynote Speaker Mary Lehman**  
District One Councilperson

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**Hope Survives—A Loss Survivor’s Story**  
Deni Taveras—District Two Councilperson

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**‘Attempting Hope’ by Vanessa Berben**  
**‘I’m still Here’ by Mya Williams**  
**‘Hope After Addiction’ by Donny Phillips**  
**‘Walking from Darkness’ by Pastor Wendy Deeben**

**\$20.00pp For reservations contact Bill Leary**  
**301-864-7095 Ext. 432 or [billl@ccsimd.org](mailto:billl@ccsimd.org)**

**Prangley Room**  
**Hyattsville Municipal Building**  
**4310 Gallatin St. Hyattsville MD 20781**  
**Continental Breakfast Available.**

**[www.communitycrisis.org](http://www.communitycrisis.org)**  
**[www.facebook.com/CCSITalks](http://www.facebook.com/CCSITalks)**

**With a special appearance by selected cast members of *Forsaken Angels!***

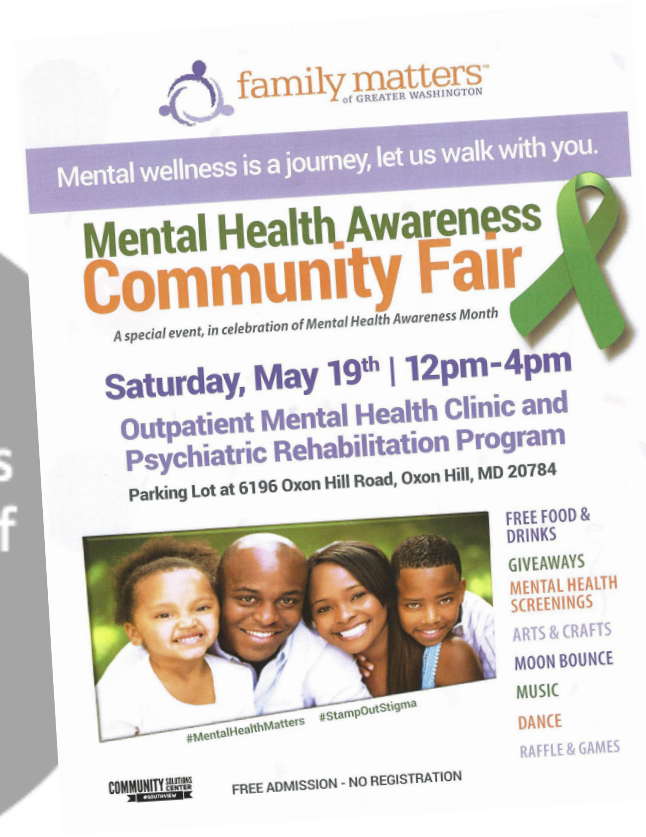
District  
Heights  
Family  
& Youth  
Services

Taped an interview on children's mental health awareness Partnering with the District Heights Family and Youth Services, Dr. Beth Crawford who heads Maryland Family Resource (MFR) taped an interview for use on the District Heights’ local channel. Dr. Crawford emphasized the importance of the Children’s Mental Health Matters campaign and increasing awareness of children’s mental health needs in our community, and provided an overview of treatment and trauma interventions for children that are currently being offered at MFR.

# Family Matters of Greater Washington

Celebrated and raised awareness for Mental Health. Provided fun and meaningful activities to the community while sharing information about mental health and how to seek help.

Hosted 2 community fairs in celebration of mental health awareness



## College Park Youth & Family Services

Celebrated Children's Mental Health week with a large colorful banner that said Children's Mental Health Matters with their agency and phone number across both lanes on Rhode Island Avenue that was up all week. The banner was seen by thousands of commuters each day.

They also had a plethora of handouts and material they put out for client families and their local school for distribution.

In addition, they spoke with client families and their Hispanic Parent Group who came in that week that this was a statewide/nationwide initiative about the importance of children's mental health and how their commitment to work on their families showed that they were part of that initiative and valued it too.

# Prince George's County Department of Social Services

## Events held at 6 TNI area schools/organizations

### Bradbury Heights Elementary

- May 8-11: Awareness activities

### William H. Hall Academy

- May 7-11: Morning announcements
- May 10: Classroom sessions (75 participants)

### North Forestville Elementary

- May 10: Morning announcements, daily coping skills, classroom sessions

### Maryland Family Resource

- May 8: Movie night (15 participants)

### Woodridge Elementary

- Parent breakfast with *Thrive Behavioral Health* (23 participants)

### La Clinica Del Pueblo

- May 23: Peer Discussion & Crafts activities (20 participants)

## Greenbelt Youth & Family Services

Greenbelt CARES posted the Children's Mental Health Matters 2018 logo and information on its website, shared it on Social media, and used it as part of the director's signature on emails. Greenbelt CARES shared the emotion book markers with children who came to the program for family counseling.

# Prince George's County Health Department

## May 4- Parkdale High School Mental Health Awareness Forum

- School sponsored event that included Prince George's County System of Care staff and providers. The event included workshops throughout the day and resource information was provided. The Prince George's chapter of Youth MOVE (Motivating Others through Voices of Experience) was present and shared information about peer support, monthly youth group activities and recruited for advisory Board members.

70 Youth  
& Adults

## May 14 Launched a public mental health awareness campaign

- Prince George's County launched a public awareness campaign called Step Forward, which included a series of Countywide bus shelter advertisements and a partnership with a national organization to empower young people, adults and families to lead healthier lives.
- County Executive Rushern L. Baker, III joined the Health Department and representatives from a variety of partnering County agencies and nonprofit organizations to launch Step Forward at a luncheon at the Kentland Community Center in Landover. The campaign aimed to increase the understanding of mental illness, promote access to and the utilization of treatment services in the continuum of care, and improved stability and recovery.
- The series of advertisements and a newly designed website educated the public about prevention and intervention strategies, as well as provided a map showing the location of mental health and substance used treatment providers with a summary of the services they provide.
- The advertisements highlighted the County's new partnership with Crisis Text Line, a national crisis assistance service intended to reach residents ages 13 to 25, who are often more comfortable texting about personal problems with a crisis counselor rather than having a face-to-face conversation.

100 Attendees

## May 17- FOX 5's morning newscast

- The Prince George's County Health Department's Step Forward campaign to reduce mental illness and stigma was featured in a live segment on FOX 5's morning newscast. Deputy Health Officer, Dr. Jacquelyn Duval-Harvey and Maryland Coalition of Families youth mentor, Max Beauboeuf, were the guests of the segment moderated by FOX 5 anchor Alison Seymour.



## Prince George's County Health Department (cont.)

### May 22- Appearance on Prince George's County Television News station

- The Step Forward campaign was also featured on Prince George's County Television News tonight. The taped broadcast was re-aired several times throughout the evening/night.

### May 11 – Coordinated a community event “Come Out & Play” at the Kentland Community Center

- The Prince George's Health Department sponsored their second *Come Out and Play* event in coordination with many public and private agencies and programs. Vendors and providers that participated included: Laurel Helping Hands, Family Matters of Greater Washington, SAYSS: Senior and Youth Support Services, Inc., Allen Ayuk Behavioral Health, Maryland Health Alliance, Community Therapeutic Center, The Training Source, Campfire Girls of Patuxent, Maryland Family Resources, Lantern Therapeutic Services, DXT Therapeutic Services, Mental Health Association of Maryland & Statewide Children's Mental Health of MD, Maryland Coalition of Families—Prince Georges System of Care, Prince George's County Psychological Association, Prince George's Department of Social Services, Prince George's Memorial Library System, Prince George's County Health Department

65 in attendance

This year, there was a wide variety of interactive games for those in attendance, dancing, art opportunities and informational/educational information.



# First Lady's Art Event

May 7 – Display/reception featuring students art work related to mental health wellness, which was hosted by Governor Hogan's wife.



See more photos on page 19!



It was particularly exciting to have the Greenbelt Children's Center youth participate in the First Lady Yumi Hogan's Art Reception held in Annapolis. The pre-school program had a number of youth who submitted art work for this event, and several were able to attend the reception. There were fifteen artists from the County who submitted art work for the First Lady's event; and many of them were also able to attend the reception to receive their certificates and acknowledgements. In 2017, there was only one artist from the County who submitted art work and pictures of some of the County artists are included in this report.



# Overall Impact 2018

\*Excerpt from CMHM-2018 State Report

2018 was the **10th** year of the Campaign and our reach expanded greatly across the state through our Champions, events and social media efforts during Awareness Week, May 6-12.

This year the Campaign had record high participation from **485** schools.

The Campaign had participation of **221,236+** students in schools from all over the state.



**190** Community Organizations from jurisdictions across the state raised awareness of children's mental health in 2018. These organizations brought the Campaign's message to a diverse audience of families, caregivers, educators, providers and community members.

In May, the Campaign reached **61,113+** through Facebook and Twitter.

The Campaign distributed **230,991** Awareness Items (pencils, bracelets, posters, bookmarks) and **63,243** Campaign Resources (Educator & Family Resource Kits, Brochures).



## 2018 Work Group Participants

### Coordinators

- Bea Rodgers, Mental Health Association of Maryland
- Erica Chandler, Nationally Certified School Psychologist, Prince George's County Public Schools

### Report Editor

- Sonya Satterlund, Crest Hill Consulting, Inc.

### Community Participants

- Hillary Lindeman, Executive Director, Nonprofit Prince George's County (Workgroup Facilitator)
- Eugenia Greenhood, Child & Adolescent Mental Health Coordinator, Prince George's County Health Department, Behavioral Health Services
- Peggy Higgins, LCSW-C, Director, College Park Youth & Families Services
- Nicole Johnson, M.A., LAA Program Monitor, Prince George's County Health Department, Local Behavioral Health Authority
- Kelli Kunert, LCSW-C, Director of Communications & Development, The Foundation Schools
- Rhonda Simon, Prevention Coordinator, Bowie Youth and Family Services
- Toni Smith, Executive Director, In Reach, Inc.
- Deondra Smith, Community Counseling & Mentoring Services
- Curtrina Hoston, Contemporary Family Services
- Dr. Beth Crawford, Chief Executive Officer/Clinical Director, Maryland Family Resource
- Dr. Beverly Sargent, PhD, LCPC, Executive Director, District Heights Family and Youth Services Bureau
- Tre Jerdon-Cabrera, MRP, MSW, Assistant Project Director, Prince George's Community Schools Network, Prince George's County Department of Social Services
- Evelyn Kim Rhim, Executive Director, The Training Source

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### **A BIG Thank you to this year's donors for their generous contributions!**

Community Crisis Services, Inc.  
College Park Youth & Family Services  
Contemporary Family Services  
Mental Health Association of Maryland  
Maryland Coalition of Families  
Nonprofit Prince George's County  
Prince George's County Health Department

An Acknowledgment of Appreciation is extended to Sonya Satterlund for developing, designing and editing this report.



**IN REACH, INC.**

# You're Invited to Our 2018 *#ChildrensMentalHealthMatters* Blog Carnival

1 in 5 children experience a diagnosable mental health disorder each year, yet only 20% are identified and receive treatment. In honor of Children's Mental Health Awareness Week, **IN REACH** is hosting a blog carnival to highlight why children's mental health matters. Join us by sharing stories, resources and your thoughts on what is being and can be done to improve the emotional, behavioral and psychological well-being of our children including the systems that serve or are supposed to support them.

This blog carnival is open to everyone who cares about the mental health and development of children. We strongly encourage individuals in Maryland and/or Prince George's County, MD to submit a post.

**IN REACH's** Blog Carnival Goals are:

1. to advance national and local conversations particularly in Maryland around the importance of children's mental health,
2. to exchange resources, reports, polling and new information that addresses the state of children's mental health in the United States, and
3. to bring together the voices of organizations, service providers and coalitions that are speaking out on why children's mental health matters.

**CONTENT GUIDELINES:** The topic of your blog post should state why children's mental health matters and why it is important to be a champion. Here are some topic ideas:

- Personal stories that highlight programs and services that have helped your family particularly in Prince George's County, Maryland or the state of Maryland, and why these programs continue to be important for improving the mental health outcomes in children
- New or interesting reports on children's mental health
- Successful policies and investments in areas of emotional, behavioral and psychological well-being of children

**DEADLINE:** We are accepting blog posts through Friday, May 4, 2018.

**SUBMISSIONS:** To be included, submit a blog post of at least three paragraphs by May 4, 2018, to [toni@inreachinc.org](mailto:toni@inreachinc.org) with CMHM Blog Carnival Submission in the subject line and the following information:

- Your name, email address and social media handle
- The title of your post
- The text of your post, you may include a photo/image with its appropriate credit
- If your blog has already been posted, or you are cross-posting it, please send the URL so we can link to it.

Please share this opportunity with colleagues, friends and family members.  
Questions? Contact Toni Smith at [toni@inreachinc.org](mailto:toni@inreachinc.org).  
Read more about **IN REACH** @[inreachinc.org](http://inreachinc.org).



CHMH First Lady Art Event Artwork

