



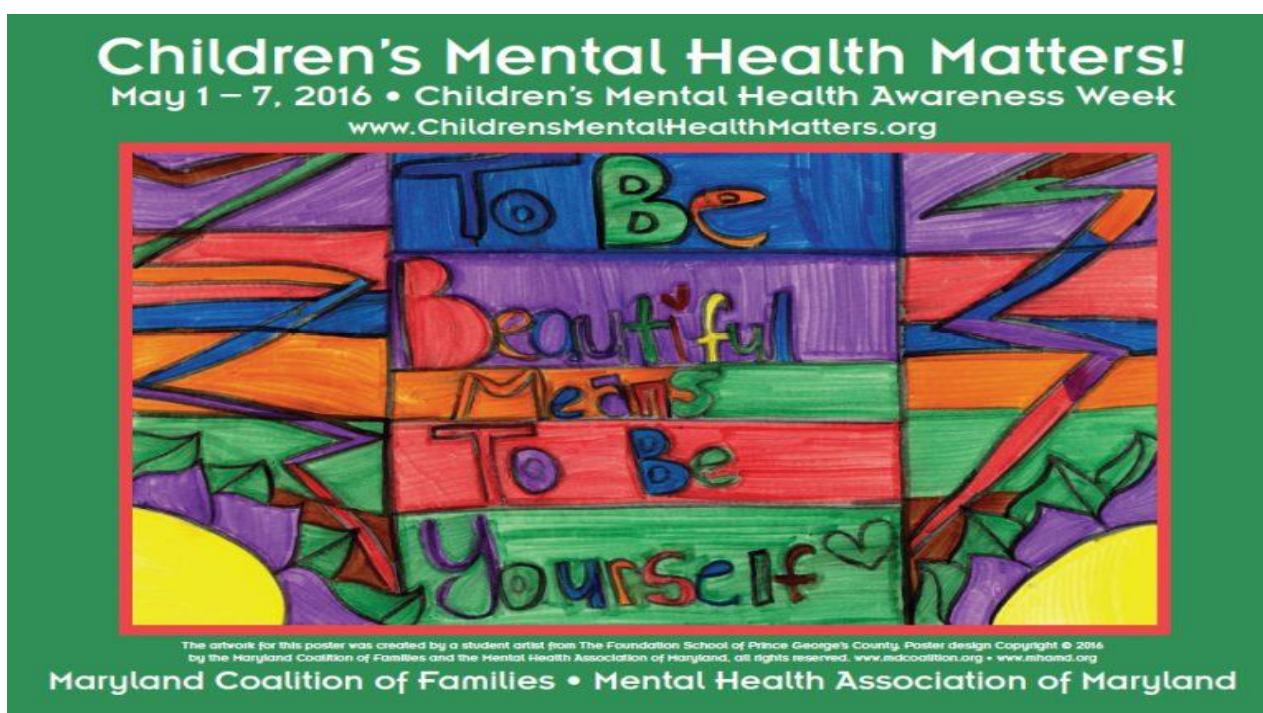
## **A Maryland Public Education Campaign**

Prince George's County Participation in the Statewide Initiative

May 2016

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## Executive Summary

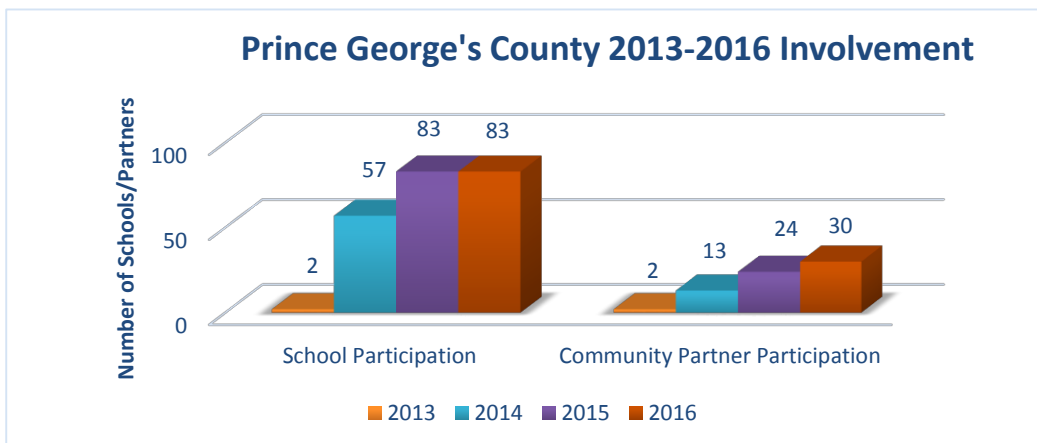
We are pleased to present this summary of the activities involving the numerous agencies, programs and individuals throughout Prince George’s County which participated in the 2016 statewide campaign to promote children’s mental health awareness week. The Children’s Mental Health Matters! awareness campaign in Maryland is sponsored by the Mental Health Association of Maryland and the Maryland Coalition of Families. This campaign originated a number of years ago by the Substance Abuse & Mental Health Services Administration (SAMHSA ) of the National Institute of Mental Health and has grown to become a national awareness and educational effort throughout the United States.

Locally in Prince George’s County, this effort has operated under the auspices of Nonprofit Prince George’s County and its Children’s Mental Health Matters Work Group. It has grown dramatically during the past three years due to this sponsorship. The public-private partnership of the Children’s Mental Health Matters Work Group has led to numerous opportunities for collaboration and the creation of several county-wide activities to promote awareness and access to resources that support the residents of Prince George’s County.



The overall goals of the campaign were to bring together a diverse group of the nonprofit community, schools, agencies and local partners to raise public awareness of the importance of children’s mental health as a key component of the overall health of the child; to help families connect with the resources they need in their local community, and to foster more collaboration among those involved in the work

group. The Campaign has two programs: The School Champion program and the Community Partner program. The chart below depicts the growth in the Prince George’s County involvement and effort over the past four years.



## 2016 Community Partners

4 the Healing in You, Inc.	A Legacy Left Behind	Bowie Youth and Family Services	Children's Empowerment Group	City of Hyattsville	City of College Park
College Park Youth and Family Services	Community Counseling & Mentoring Services	Community Crisis Services, Inc.	Contemporary Family Services	Court Appointed Special Advocate	Cultural Academy for Excellence
District Heights Family and Youth Services	Extra-Ordinary Birthdays	The Foundation Schools	Greenbelt CARES Youth and Family Services	Joe's Movement Emporium	In Reach, Inc.
Interdynamics, Inc.	Maryland Family Resource	Maryland Multicultural Youth Center	Nonprofit Prince George's County	Prince George's Public Schools, Office of Psychological Services	PACE Consulting
Prince George's Child Resource Center	Prince George's Dept of Family Services Children, Youth & Families Division	Prince George's Health Department Behavioral Health Services	Prince George's County Memorial Library System	Reid Temple Restoration Center	The Training Source, Inc.

Children's Mental Health Matters - PSA - English and Spanish

<https://youtu.be/Jlo4iM4eVes>

# 2016 Featured Community Partners



The Foundation Schools



In Reach, Inc.



Joe's Movement Emporium



# The Foundation Schools



Student, Yasmeine Ford's artwork was selected as the theme for the state wide campaign. The unveiling was held at the statewide Child & Adolescent Behavioral Health Conference.



Yasmeine also exhibited a piece at Celebrating through Art: The First Lady's Mental Health Awareness Youth Art Display and Reception.



A students' artwork from The Foundation School of Montgomery County (FSMC) was featured in the 4th Annual Art Exhibit Walk in My Shoes: Raising Mental Health Awareness Through Art held at the American Visionary Art Museum.



All of these activities were highlighted on social media along with daily messages that provided information and resources on children's mental health.

## At the Prince George's County School:

Daily Mental Health Warm Ups

Bulletin Boards

Wear Green Day with Bracelet Distribution

Daily Announcements

Mental Health tip of the day  
Feelings Focused

Poster Design Contest with ice cream social prize

Therapists focused level groups on mental health and life balance coping skills

Book reading of "Don't let the Pigeon Drive the Bus" which analyzed the pigeon's quirky show of emotions on his journey to drive a bus

Press Releases were sent to 9 media outlets

Information sheets on the following topics were given out to 100 families:

Marvelous Monday • Building self-esteem and confidence

Thankful Tuesday • Emotional awareness

Worry-free Wednesday • Cultivating a positive attitude

Terrific Thursday • Dealing effectively with anger

Friendly Friday • Developing healthy relationships

Helping Children Grow Up Healthy

Tips for Fostering Resiliency in your Child

Crisis Information and Hotline Numbers

Celebrate Mental Health Awareness Month with Maryland Family Resource

Themed Days



Foundation Schools Reached 177 Prince George's Families

See the following page for photos

The Foundation Schools (cont.)





# In Reach, Inc.

**IN REACH**, through its College and Career Ready 21<sup>st</sup> Century Community Learning Center Afterschool Program and Family Academy, sponsored several engaging activities in recognition of Children’s Mental Health Awareness Week. On May 3, **IN REACH** hosted a family movie night at partner school William Paca Elementary School in Landover, Maryland where K-2<sup>nd</sup> graders and their parents watched Disney film *Inside Out* which highlights the importance of communicating about everyday child mental health issues. The evening included dinner, movie and snacks, and each child received a goodie bag, complete with bookmarks, bracelets, pencils, and a Family Resource Kit for the adults. 6<sup>th</sup>-8<sup>th</sup> graders at Kenmoor Middle School participated in the “*The Love Letter Project*,” where they cut out hearts, decorated, and wrote positive messages on them to share with others and submitted artwork entitled “Walk in My Shoes: Raising Mental Health Awareness,” as part of the 4<sup>th</sup> Annual Anti-Stigma Art Project. About 60 students participated in all.

Additionally, each school displayed the CMHM campaign poster; while **IN REACH** staffers added an image of the poster, as part of its “signature” to every outgoing email. Executive Director, Ms. Toni Smith participated in the Twitter Campaign, and Family & Youth Engagement Specialist, Ms. Janel Gross, attended the Prince George’s County Council meeting where a proclamation was presented to the Child Mental Health Matters Work Group.



# Joe's Movement Emporium

Joe's Movement Emporium of Mt. Rainier, MD coordinated a flash mob held on Wednesday, May 18, 2016 at Jefferson Street in the Arts District.

<https://www.youtube.com/watch?v=PTic-ol3WR4>





## 2016 Community Partners Summary of Activities

Partners commit to use their communication tools to share the Campaign locally. Examples of Partner activities include sharing the Campaign via newsletter, social media and organizational websites; hosting events or activities; distributing Campaign materials; and encouraging staff to wear green during Awareness Week.

### Bowie Youth and Family Services (BYFS)

- Bowie Youth and Family Services handed out Mental Health Awareness wristbands and literature at 4 events in the months of May and June at: the Samuel Ogle Middle school, the Benjamin Tasker Middle school, the Bowie High School Health classes and the Bowie High School Community Day.
- From these 4 events, they collectively reached 2,675 students and community resident.

### City of Hyattsville

- Third grade students in each of the city's elementary schools participated in making a Gratitude Banner; Hyattsville Elementary School, Rosa L. Parks and the Edward Felegy Elementary School; over 350 students participated.
- The banners were presented to the Mayor and City Council on May 2, 2016 at the Council meeting and displayed in Council Chambers during the month of May.
- Each banner was unique, drawing inspiration from great American Artists: Richard Scary at Hyattsville Elementary School; Georgia O'Keefe at Edward Felegey School and Keith Haring at Rosa L Parks Elementary School.
- The city purchased a brightly colored banner that was displayed in front of the city building throughout the month of May.
- Printed materials and the rubber bracelets were available in the information kiosks in the city building as well as distributed to each of the elementary schools in the city.

### Department of Family Services (DFS)

- Distributed bracelets and emotional wellness magnets at various meetings and events.

### District Heights Family and Youth Services Bureau

- Announced the month of awareness during the City Commission meetings (April & May). The meetings were televised and broadcasted 2x per week into 70,000 County homes.
- Gave away CMHM bracelets and emotion cards during District Heights Day- about 150 items were distributed.

### Prince George's Child Resource Center

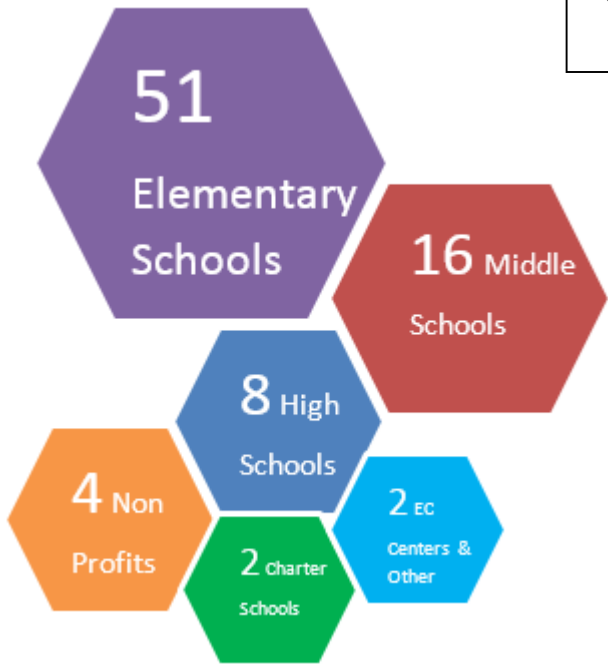
- Viewing of the children's movie "Inside Out," an animated film in which an 11 year old girl explores her five core emotions: joy, sadness, fear, anger and disgust.
- Participants viewed the movie and then had table discussions on how they can acknowledge the emotions children may be feeling and help them identify and respond to their emotions.
- 21 child care center directors and 6 Resource Center staff participated from all over Prince George's County.
- LAUNCH sponsored Parent Meet and Greet Events at 10 Child Care Centers in TNI neighborhoods over the course of 5 days.
- 228 parents from 10 child care centers received mental health information handouts and social emotional books for their children (621 children); 53 classrooms in these centers received gift baskets of books and treats for the staff.

### The Training Source

- Discussed children's mental health issues and resources with adult job seekers.
- Posted CMHA photos of their adult job seekers with the posters on their website and Facebook pages.
- Discussed children's mental health issues and resources with their Youth Leadership Program (YLP) participants.
- Distributed campaign wristlets to YLP participants.
- Participated in the Walk In My Shoes activity.
- Shared information about the flash mob activity led by Joe's Movement Emporium.

**2016 School Champions and Activities**

Schools can participate by designating someone to be a coordinator, who will be responsible for organizing at least one awareness raising or educational event/activity for their school during the month of May.



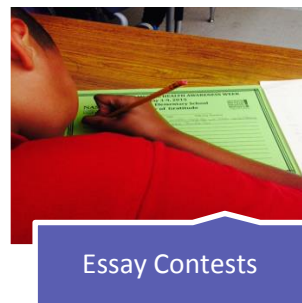
- Daily staff email blasts with facts
  - Student discussions
  - Parent Robo Calls
  - Daily announcements regarding mental health wellness and resources
- 
- Feature on School Website
  - School Assemblies
  - Coping Skill of the Day announcements
- 
- 84 Schools participated; 46,103 students and families reached



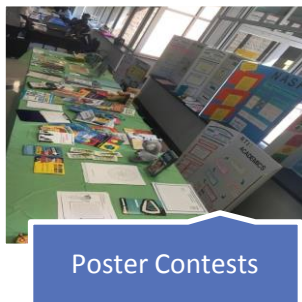
Distribution of CMHM wristbands and "Mood Pencils" distributed



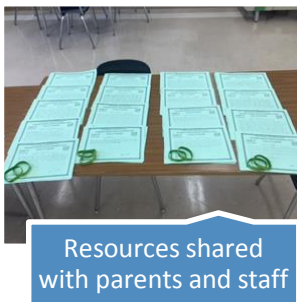
Poster Awareness Displays



Essay Contests



Poster Contests



Resources shared with parents and staff



May 7 GREEN Day

## Proclamations were received by:

County Executive

County Council

Board of Education

City of Hyattsville

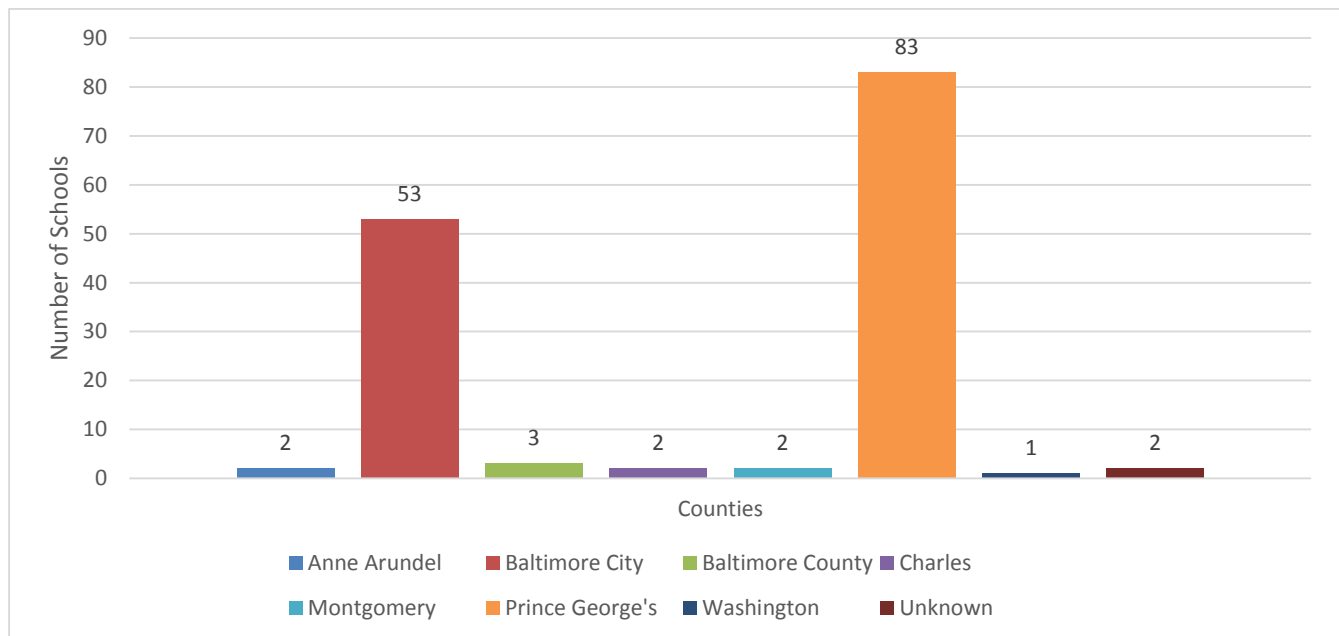
City of College Park



Children's Mental Health Matters Banners displayed in the City of College Park



## 2016 Children's Mental Health Matters Statewide Totals



The Prince George's County Mental Health Matters Workgroup is committed to raising awareness regarding the importance of children's mental health among students, faculty, parents, family members, and the community. We strive to promote positive initiatives aimed towards the overall health of all children and are pleased with the progress and accomplishments made by the collaborative efforts of all members. The Workgroup has grown each year, as has its outreach to both School Champions and Community Partners and is proud to be an important contributor in this State-wide effort.

As we look back on the strategies identified at the end of our 2016 effort, we are pleased with the progress and commit to further addressing any outstanding areas of focus. Some of the accomplishments of 2016 include the following:

- An increase in the area of social marketing and media with the development and utilization of a *PSA* developed specifically for our use in the County; the availability of a press release for use by members to announce specific activities; beginning the use of Facebook & Twitter to expand our outreach during the campaign; and a spot highlighting our efforts on Prince George's Cable TV.
- The sponsorship of a flash mob to highlight our message during the month of May, with the involvement of a number of youth leading this effort under the auspices of Joe's Movement Emporium.
- Expanded endorsements and support with an increase in Community Partners.
- Member participation in an educational Mental Health and Wellness Expo.
- Our outreach to the community touched many more teachers, families, children and community providers, making available educational and informational material, including having material available in all branches of the Prince George's Memorial Library.

- Receiving four proclamations highlighting the importance of children’s mental health and the need for increased awareness of this important issue as well as the need for increasing resources to meet the needs of families and children.

As we look forward to the 2017 campaign, we will continue our commitment to expand our outreach to more of Prince George’s County and further build upon the accomplishments we have made to date. Our areas of focus for 2017 include:

- Engaging more youth to determine their perspective as well as their involvement
- Involving local Universities and Community Colleges in this effort
- Considering the sponsorship of a more formal educational forum
- Reaching out to the faith community as well as some of the other community agencies which have been involved with the issue but not aligned with the workgroup

**FEEL LIKE DANCING?**

Come join us at the Children's Mental Health Matters

**FLASH MOB**

LEARN THE DANCE HERE:  
<https://youtu.be/NtfOdZJIW88>

THE SHOPPES @ THE ARTS DISTRICT  
 HYATTSVILLE - ON JEFFERSON ST. BETWEEN  
 BUSBOYS AND POETS & YOGI CASTLE

Parking for Participants Located on the City's  
 Jefferson St. Parking Lot Next to Renaissance  
 Square Artists' Housing Across From Route 1

**DON'T FORGET TO: WEAR A GREEN SHIRT TO SHOW  
 YOUR SUPPORT FOR MENTAL HEALTH AWARENESS**

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

**TOGETHER  
 LETS GIVE  
 THEM  
 SOMETHING TO  
 TALK ABOUT!**

**nonprofit**  
 Prince George's County

**DEPARTMENT OF  
 FAMILY SERVICES**  
 Prince George's County  
 Maryland

**PGCSPA**  
 Prince George's County  
 School Psychologists' Association

SPONSORED BY: PRINCE GEORGE'S COUNTY  
 CHILDREN'S MENTAL HEALTH AWARENESS  
 COALITION

>>>Rain Date: May 18TH @ 7 PM<<<

## 2016 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, Department of Family Services, Children, Youth & Families Division

### Community Partner Participants

- Hillary Lindeman, 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., Project LAUNCH Local Young Child Coordinator, Prince George's County Health Department, Behavioral Health Services
- Kelli Kunert, LCSW-C, Director of Communications & Development, The Foundations Schools
- Elizabeth Magrogan, Nationally Certified School Psychologist, Prince George's County Public Schools
- Donna Mason, Formerly with Prince George's County Department of Family Services
- Jodi Regner, Director of Community Programs, Prince George's Child Resource Center
- Precious George, Maryland Family Resource
- Wendy Wilcox, Director, Bowie Youth and Family Services
- Toni Smith, Executive Director, In Reach, Inc.
- Deondra Smith, Community Counseling & Mentoring Services
- Sharon Hunt, Principal Project Specialist, Prince George's County Health Department System of Care
- Linda Aldoory, University of Maryland
- Paula Anderson, PACE Consulting
- Curtrina Hoston, Contemporary Family Services
- Kenneth & Karen Thompson, Family Restoration & Healing Center