

May Mental Health Awareness Month 2024



Digital Toolkit Contents

[How to Use This Toolkit](#)

[Zoom Backgrounds](#)

[Social Media Copy](#)

[Spanish Social Media Copy](#)

[Newsletter or Email Copy](#)

[Spanish Newsletter or Email Copy](#)

[Additional Resources](#)

How to Use This Toolkit

This document provides English- and Spanish-language social media copy, graphics, and newsletter and email language to enable you to promote messages and resources to help support the mental health of our young people.

Join us in posting the messages below on your social media platforms during the month of May using the hashtag #GoldStateOfMind. Simply copy and paste the messages into your platform. You can download the graphics using their respective links.

Together, we can support children and youth's mental health and well-being.

Zoom Backgrounds

You can download #GoldenStateOfMind Zoom backgrounds at this link [here](#).


May Mental Health Awareness Month 2024

Social Media Copy

Hashtag: #GoldenStateOfMind

Graphics: View and Download [Here](#)

Week 1: April 29- May 3


Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Mental Health Month Purpose and Introduction	<p><i>The Children and Youth Behavioral Health Initiative celebrates #MentalHealthAwarenessMonth!</i></p> <p><i>This month, find resources, tools and highlights from our partners' efforts to improve the well-being of CA residents. Stay tuned or visit our website to learn more: https://cybhi.chhs.ca.gov/</i></p>	<p><i>All month, The Children and Youth Behavioral Health Initiative will share mental health resources, tools and highlights from partner organizations' efforts to improve California residents' mental health and well-being.</i></p> <p><i>Celebrate #MentalHealthAwarenessMonth with CYBHI and learn more about how we aim to provide children and families the health support they need to thrive.</i></p> <p><i>Follow along here or visit our website to learn more: https://cybhi.chhs.ca.gov/</i></p>	
#GoldenStateofMind Videos post	<p><i>CYBHI Director Dr. Sohil Sud, manages stress and keeps a #GoldenStateofMind by monkeying around with his kiddos. 🐒 Discover resources for #MentalHealthAwarenessMonth at https://cybhi.chhs.ca.gov/</i></p>	<p><i>Some evidence-based strategies to manage stress include connecting with loved ones and spending time in nature. Why not do both?!</i></p> <p><i>CYBHI Director Dr. Sohil Sud manages stress and keeps a #GoldenStateofMind by monkeying around with his kiddos. 🐒 Discover resources for #MentalHealthAwarenessMonth and beyond at https://cybhi.chhs.ca.gov/</i></p>	<p>Reel Size Video - DOWNLOAD</p> <p>Square Size Video - DOWNLOAD</p>

May Mental Health Awareness Month 2024



Week 2: May 5-11

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Children's Mental Health Awareness Week Proclamation with CYBHI-focus	<p>🗣️ It's official: By proclamation of Governor @GavinNewsom, the first week of May is Children's Mental Health Awareness Week!</p> <p>This observance affirms our mission to transform youth mental health support through the Children and Youth Behavioral Health Initiative. Read more 📄</p> <p>https://www.gov.ca.gov/2024/05/04/governor-newsom-proclaims-childrens-mental-health-awareness-week-2024/</p>	<p>🗣️ It's official: By proclamation of Governor @GavinNewsom, the first week of May is Children's Mental Health Awareness Week!</p> <p>This week, we recognize the urgency to address today's mental health crisis that disproportionately impacts young people of color, LGBTQ+ youth, and youth in under-resourced communities. We also remain committed to investing and partnering to build a healthier California, where every child has access to the mental health support they need to thrive and succeed.</p> <p>This observance affirms our mission to reimagine behavioral health systems that center youth, families, and communities through the Children and Youth Behavioral Health Initiative.</p> <p>Join us in celebrating this awareness week by reading the full proclamation below.</p> <p>https://www.gov.ca.gov/2024/05/04/governor-newsom-proclaims-childrens-mental-health-awareness-week-2024/</p>	<p>Image will auto populate from the link</p>

<p>Mental Health Month Post (Focus on youth and families)</p>	<p>Tweet 1/2</p> <p><i>The mental health of California youth and families is top of mind for CYBHI. That is why the Positive Parenting, Thriving Kids series helps provide parents and caregivers with the support they need to face today's parenting challenges.</i></p> <p>https://cybhi.chhs.ca.gov/resource/positive-parenting-thriving-kids/</p> <p>Tweet 2/2</p> <p><i>Positive Parenting, Thriving Kids offers guidance for conversations with children and young people on:</i></p> <ul style="list-style-type: none"> 💪 Self-esteem building 🥗 Wellness habits 💖 Healthy relationships 	<p><i>The Children Youth Behavioral Health Initiative puts the mental health of California youth and families first.</i></p> <p><i>To meet today's parenting challenges, the Positive Parenting, Thriving Kids series offers parents and caregivers resources and guidance for hard conversations. Use this resource to open mental health conversations with your children about:</i></p> <ul style="list-style-type: none"> 💪 Building self-esteem 🥗 Developing strong wellness habits 💖 Fostering healthy friendships and relationships <p><i>Access this information and more at:</i></p> <p>https://cybhi.chhs.ca.gov/resource/positive-parenting-thriving-kids/</p>	 <p>Month Graphics_2.mp4</p> <p>MENTAL HEALTH AWARENESS: MORE THAN A MONTH</p> <p>Learn about The Children and Youth Behavioral Health Initiative's resources and programs for children, youth, and families.</p> <p>The graphic features a blue header with the title, a photo of a smiling woman and child, and the CYBHI logo. A circular seal on the right reads 'GOLDEN STATE OF MIND'.</p>
--	--	---	--







May Mental Health Awareness Month 2024




Live Beyond Campaign Launch	<p><i>Just Launched! The Office of the California Surgeon General launched “Live Beyond,” a campaign to increase awareness and understanding of Adverse Childhood Experiences (ACEs), toxic stress and their potential impacts. Learn more at LiveBeyondCA.gov. #MentalHealthAwareness Month</i></p>	<p><i>Just Launched! The Office of the California Surgeon General recently launched “Live Beyond,” a campaign to increase awareness and understanding of Adverse Childhood Experiences (ACEs), toxic stress and their potential health impacts.</i></p> <p><i>As the first statewide ACEs campaign with a primary audience of youth and young adults, Live Beyond will also provide science-based, healing-centered resources for all Californians. Learn more and start your healing journey at LiveBeyondCA.gov. #MentalHealthAwareness Month</i></p>	<p>Link will populate a graphic (when live)</p>
#GoldenStateofMind Videos post	<p><i>CYBHI Youth Suicide Prevention Campaign Advisor Angela Soto Cerros shared their favorite ways for keeping stress at bay. Hint: 🥗🧘🚗 #GoldenStateofMind.</i></p> <p><i>Discover resources for #MentalHealthAwarenessMonth at https://cybhi.chhs.ca.gov/</i></p>	<p><i>CYBHI Youth Suicide Prevention Campaign Advisor Angela Soto Cerros shared their favorite ways for keeping stress at bay. Stretching, driving and eating healthy were just a few ways they keep a #GoldenStateofMind.</i></p> <p><i>Discover resources for #MentalHealthAwarenessMonth at https://cybhi.chhs.ca.gov/</i></p>	<p>Reel Size Video - DOWNLOAD Square Video - DOWNLOAD</p>

May Mental Health Awareness Month 2024

Week 3: May 12-18

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
ACEs proclamation	<p>By proclamation of Governor @GavinNewsom, May 11 marked the first ever ACEs Awareness Day! Read it </p> <p>https://www.gov.ca.gov/2024/05/11/governor-newsom-proclaims-adverse-childhood-experiences-awareness-day-5-11-24/</p>	<p>By proclamation of Governor @GavinNewsom, May 11 was named the first ever ACEs Awareness Day!</p> <p>This observance affirms California's leadership in lessening the negative health impacts of Adverse Childhood Experiences and toxic stress. Read it </p> <p>https://www.gov.ca.gov/2024/05/11/governor-newsom-proclaims-adverse-childhood-experiences-awareness-day-5-11-24/</p>	Image will auto populate from the link
Stories: Health Care and Behavioral Health Professionals-focused post	<p> Mental health workers are essential! We're celebrating therapists, social workers, counselors & others who connect communities to vital care & work to improve lives.</p> <p>This #MentalHealthAwarenessMonth, share your appreciation for mental health professionals, below </p>	<p> Mental health professionals are essential to communities everywhere!</p> <p>This #MentalHealthAwarenessMonth, we salute therapists, social workers, counselors and all mental health professionals for your efforts to support and improve mental health and provide a safe, healing space. We recognize that your work changes lives.</p> <p>Drop a comment below to share your appreciation for a mental health professional making a difference in your community!</p>	

<p>Wellness Coaches Healthcare Professionals</p>	<p>Tweet 1/2</p> <p>CA is committed to strengthening the behavioral health workforce to help meet the needs of our youth. 🧠</p> <p>This #MentalHealthAwarenessMonth, we recognize the urgency of bridging this gap through solutions like Certified Wellness Coaches 📌 https://cybhi.chhs.ca.gov/workstream/certified-wellness-coaches/</p> <p>Tweet 2/2</p> <p>🌟The new Wellness Coach Program from @CA_HCAI as part of the #CBHYI will help to expand & diversify our behavioral health workforce to address growing youth behavioral health needs.</p> <p>Read about a similar program's impact in Alameda County 📄 https://cybhi.chhs.ca.gov/stories-from-the-field-strengthening-the-behavioral-health-workforce-in-alameda-county/</p>	<p>California works to meet the demand for youth mental and behavioral health. 🧠</p> <p>This #MentalHealthAwarenessMonth, we recognize the urgency of bridging this gap through solutions like the Certified Wellness Coach Program. 📌</p> <p>🌟The Certified Wellness Coach Model was created as part of the Children and Youth Behavioral Health Initiative's efforts to develop a larger, more representative behavioral health workforce, capable of meeting growing youth behavioral health needs.</p> <p>Read about a similar program's impact in Alameda County & across the state 📄 https://cybhi.chhs.ca.gov/stories-from-the-field-strengthening-the-behavioral-health-workforce-in-alameda-county/</p>	
<p>#GoldenStateofMind Videos post</p>	<p>CYBHI Youth Advisor Setareh Harsamizadeh Tehrani makes time to play with her brother's dog to keep a #GoldenStateofMind.</p> <p>Find what works for you at https://cybhi.chhs.ca.gov/#MentalHealthAwarenessMonth</p>	<p>CYBHI Youth Advisor Setareh Harsamizadeh Tehrani has been supporting the Office of the California Surgeon General's ACEs & Toxic Stress Campaign, but she is no stranger to stress. She makes time to play with her brother's dog outside to keep a #GoldenStateofMind.</p> <p>Find what's best for you. Discover resources for #MentalHealthAwarenessMonth and beyond at https://cybhi.chhs.ca.gov/</p>	<p>Reel Size Video - DOWNLOAD Square Video - DOWNLOAD</p>


May Mental Health Awareness Month 2024

First 5 Tehama Safe Spaces Testimonial	<i>First 5 Tehama Executive Director Heidi Mendenhall has been promoting the Office of the California Surgeon General's Safe Spaces training throughout her community. Watch to learn more: #MentalHealthAwarenessMonth</i>	<i>Meet Heidi Mendenhall, Executive Director of First 5 Tehama. Heidi recently shared why the Office of the California Surgeon General's Safe Spaces training has been such a value-add to her community.</i> <i>Watch to meet Heidi and learn more about the impact of trauma-informed environments for children and youth in Red Bluff and beyond.</i>	Reel Size Video - DOWNLOAD Square Video - DOWNLOAD
---	---	---	---

Week 4: May 19-24



Subject	Short-Form Post	Long-Form Post	Suggested Graphic
General CYBHI Mental Health in Schools TK-12	<p><i>The #CYBHI is making it easier for students and educators to get mental health support when, where and how they need it by:</i></p> <ul style="list-style-type: none"> Bringing wellness into the classroom Nurturing a supportive campus culture Expanding access to care <p>Learn more: https://cybhi.chhs.ca.gov/</p>	<p><i>Building a bright future for our youth means meeting them, and those who care for them, with the mental health resources they need. </i></p> <p><i>The Children and Youth Behavioral Health Initiative works to build a school-wide approach to mental health and well-being by:</i></p> <ul style="list-style-type: none"> Bringing wellness into the classroom through social and emotional learning programs Nurturing a supportive campus culture Expanding access to school-linked care; and Catalyzing action through partnerships and collaboration to help our students thrive <p>Learn more: https://cybhi.chhs.ca.gov/</p>	

May Mental Health Awareness Month 2024

<p>Resources for Educators (Safe Spaces Amplification)</p>	<p>Tweet 1/2</p> <p>💖 It only takes one safe, caring adult to change a young person's life. This #MentalHealthAwarenessMonth, CYBHI is proud to uplift Safe Spaces: Foundations of Trauma-Informed Practice for Educational and Care Settings. ⬇️</p> <p>Tweet 2/2</p> <p>🏠 Safe Spaces is a FREE online trauma-informed training designed to help people who work with children and youth understand how to recognize and respond to signs of trauma and stress.</p> <p>👏 Make a commitment to creating safe spaces for our youth to thrive: www.osg.ca.gov/safespaces</p>	<p>💖 It only takes one safe, caring adult to change a young person's life. This Mental Health Awareness Month, CYBHI is proud to uplift Safe Spaces: Foundations of Trauma-Informed Practice for Educational and Care Settings.</p> <p>🏠 Safe Spaces is a FREE online trauma-informed training designed to help people who work with children and youth understand how to recognize and respond to signs of trauma and stress.</p> <p>👏 Make a commitment to creating safe spaces for our youth to thrive this #MentalHealthAwarenessMonth. Take the training: www.osg.ca.gov/safespaces</p>	
<p>#GoldenStateofMind Videos</p>	<p>California Surgeon General Dr. Diana Ramos has a special message for all Californians for #MentalHealthAwarenessMonth.</p> <p>Watch now and discover resources to maintain a #GoldenStateofMind at https://cybhi.chhs.ca.gov/TB</p>	<p>California Surgeon General Dr. Diana Ramos has a special message for all Californians for #MentalHealthAwarenessMonth.</p> <p>Watch now and discover resources to maintain a #GoldenStateofMind at https://cybhi.chhs.ca.gov/TB</p>	<p>Square Video - DOWNLOAD</p>

May Mental Health Awareness Month 2024

Week 5: May 26-June 1

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
General Community Organizations-focused	<p><i>The #CYBHI & @DHCS_CA are scaling early intervention and mental health programs for CA families and communities.</i></p> <p><i>We encourage you to learn how this effort is supporting organizations across CA to build their capacity. 🙌</i></p> <p>🔍 Learn more: https://cybhi.chhs.ca.gov/scaling-evidence-based-and-community-defined-evidence-practices/</p>	<p><i>The Children and Youth Behavioral Health Initiative aims to enhance community resilience by investing in mental health resources that meet the community's needs.</i></p> <p><i>The @Department of Health Care Services (DHCS) and CYBHI are helping organizations build their capacity to provide evidence-based mental health supports and services.</i></p> <p><i>This #MentalHealthAwarenessMonth, learn more about CYBHI's programs and more: https://cybhi.chhs.ca.gov/scaling-evidence-based-and-community-defined-evidence-practices/</i></p>	
Data-Centered Post (Mathematica Amplification)	<p>Tweet 1/2</p> <p><i>The #CYBHI is following through on a key pillar of its mission: supporting organizations so they can better support youth.</i></p> <p><i>The CYBHI has centered the needs of CA communities, creating a brighter future for our youth. ⬇️</i></p> <p>Tweet 2/2</p> <p><i>The CYBHI:</i></p> <p>✅ Provided 900+ grant awards to organizations across the state to meet the community's behavioral health needs.</p>	<p><i>The CYBHI knows the importance and impact of creating opportunities for self-determination, as asked for by youth. That's why CYBHI is working with community partners to uplift local organizations, schools and many others in their efforts to serve children, youth, and families.</i></p> <p><i>The CYBHI has:</i></p> <p>✅ Provided 900+ grant awards to organizations across the state to meet the community's behavioral health needs.</p> <p><i>The CYBHI will continue creating opportunities to uplift organizations that serve children and families.</i></p> <p>#GoldenStateOfMind</p>	

May Mental Health Awareness Month 2024



	<i>The CYBHI will continue creating opportunities to uplift organizations that serve children and families. #GoldenStateOfMind</i>		
#GoldenStateofMind Videos	<i>CYBHI Youth Suicide Prevention Campaign Advisor Shailen Dawkins shared his simple method for keeping stress at bay. Going outside! ☀️ It helps him maintain a #GoldenStateofMind. Discover resources for #MentalHealthAwarenessMonth at https://cybhi.chhs.ca.gov/</i>	<i>CYBHI Youth Suicide Prevention Campaign Advisor Shailen Dawkins shared his simple method for keeping stress at bay. Going outside! ☀️ Even if only for 2 minutes, it helps him maintain a #GoldenStateofMind. What works best for you? Find resources for #MentalHealthAwarenessMonth and beyond at https://cybhi.chhs.ca.gov/</i>	Square Video - DOWNLOAD

May Mental Health Awareness Month 2024

Spanish Social Media Copy


Week 1: April 29- May 3

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Mental Health Month Purpose and Preview of What's to Come	<p>El bienestar mental, emocional y social de nuestros niños y jóvenes es una prioridad todo el año.</p> <p>Este mes de concientización sobre la salud mental, aprende cómo puedes ayudar a tus seres queridos, especialmente a los más pequeños. ❤️</p> <p>Síguenos para más consejos y recursos.</p>	<p>Nuestros niños y jóvenes siguen luchando por su salud mental y necesitan nuestro apoyo. Su bienestar mental, emocional y social es una prioridad todo el año.</p> <p>El estado de California ha invertido históricamente en un plan extensivo, integrado, colaborativo y coordinado para asegurar que siempre haya ayuda disponible para los niños y jóvenes.</p> <p>Este mes de concientización sobre la salud mental, aprende cómo puedes ayudar a tus seres queridos, especialmente a los más pequeños. ❤️</p> <p>Síguenos para más consejos y recursos todo este mes, y comprométete a apoyar la salud mental de los jóvenes todo el año.</p>	

Week 2: May 5-11

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Resource Spotlight: OSG Playbook for Stress	<p>Tweet 1 El estrés puede manifestarse de muchas maneras. Nos afecta a todos, especialmente a los jóvenes - pero no estás solo.</p> <p>Puedes aprender estrategias para ayudar a manejarlo. 📌</p> <p>Tweet 2 A través de su Guía para el Alivio del Estrés @CA_OSG tiene maneras de combatir el estrés y ayudarte a navegar los tiempos difíciles:</p> <ul style="list-style-type: none"> 🏃 Haz actividad física diaria 😴 Duerme bien cada noche 💖 Disfruta tiempo con tus seres queridos <p>Accede la guía: bit.ly/guiaOSG</p>	<p>¿Estás estresado?</p> <p>El estrés puede manifestarse de muchas maneras - desde físicamente a emocionalmente. Nos afecta a todos, especialmente a los jóvenes - pero no estás solo.</p> <p>La buena noticia es que hay cosas simples que puedes hacer todos los días para proteger tu salud. A través de su Guía para el Alivio del Estrés la Oficina de @CASurgeonGeneral tiene maneras de combatir el estrés para ayudarte a navegar los tiempos difíciles.</p> <p>Por ejemplo:</p> <ul style="list-style-type: none"> 🏃 Haz actividad física diaria 😴 Duerme bien cada noche 💖 Disfruta tiempo con tus seres queridos <p>¡No dudes en pedir ayuda cuando la necesites! y accede la guía en: bit.ly/guiaOSG</p>	

Week 3: May 12-18


Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Resource Spotlight: Never a Bother Campaign	<p>Si tienes pensamientos suicidas, es importante que sepas que nunca eres una molestia y que no estás solo.</p> <p>Aprende como obtener ayuda en NeverABother.org/es/</p>	<p>Si tienes pensamientos suicidas, es importante que sepas que nunca eres una molestia y que no estás solo.</p> <p>Aprende sobre las señales de advertencia del suicidio y cómo puedes apoyar a tus seres queridos y amigos que pueden estar en crisis. Visita NeverABother.org/es/</p> <p>Si tu o alguien que conoces tiene una crisis mental, es importante que busques ayuda inmediatamente. Llama al 1-888-628-9454 o visita 988lifeline.org/es/home/ para más información.</p>	

May Mental Health Awareness Month 2024

Week 4: May 19-24

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Resource Spotlight: Positive Parenting, Thriving Kids	<p>🔊 ¡Atención padres! El ser padre o madre no es fácil. No hay un manual o instrucciones.</p> <p>Hay una serie nueva de videos que te ofrecen información práctica para ayudarte a enfrentar los desafíos más comunes.</p> <p>Visita childmind.org/es/crianzapositiva/ para aprender más.</p>	<p>🔊 El ser padre o madre no es fácil. No hay un manual o instrucciones.</p> <p>Hay una serie nueva de videos que te ofrecen información práctica para ayudarte a enfrentar los desafíos más comunes.</p> <p>Desde videos sobre cómo cuidarte a ti mismo y tu relación con tu hijo hasta cómo ayudar a los jóvenes a navegar la adolescencia. Estos videos están basados en evidencia.</p> <p>No te pierdas estos recursos nuevos. Visita childmind.org/es/crianzapositiva/ para aprender más.</p>	<p>View graphic with video here.</p>

Week 5: May 26-June 1

Subject	Short-Form Post	Long-Form Post	Suggested Graphic
Resource Spotlight: Dear Stress Toolkit Spanish	<p>El estrés puede cambiar nuestro estado de ánimo, pulso, presión arterial, hábitos de comer y hasta cómo dormimos.</p> <p>Este mes de concientización de salud mental aprende estrategias para decirle al estrés “lo nuestro se terminó,” con recursos de @CA_OSG, osg.ca.gov/dearstress toolkit/</p>	<p>El estrés puede cambiar nuestro estado de ánimo, pulso, presión arterial, hábitos de comer y hasta cómo dormimos.</p> <p>Este mes de concientización de salud mental es importante tomar el tiempo para enfocarnos en nuestro bienestar.</p> <p>@CASurgeonGeneral tiene estrategias para ayudarte a decirle al estrés “lo nuestro se terminó” tales como:</p> <ul style="list-style-type: none"> 📅 Mantener un diario 🧘 Ejercicios de respiración 🎵 Meditar con música <p>Visita osg.ca.gov/dearstress toolkit/</p>	

May Mental Health Awareness Month 2024



Newsletter or Email Copy

External Option: *This is meant to be shared with broad audiences, highlighting a selection of direct resources and tools.*

May is Mental Health Awareness Month and May 1-7 is Children's Mental Health Awareness week. This time is a reminder about how important it is to connect, be there for one another, and reach out for help if you or someone you love is struggling. The Children and Youth Behavioral Health Initiative (CYBHI) focuses on these issues all year round, working with partners in health, education and other sectors to ensure that all California children, youth, and families can access high-quality, culturally responsive mental health care.

Follow the California Health & Human Services Agency on [X](#), [Instagram](#), [Facebook](#) and [LinkedIn](#) to learn more about how the CYBHI is supporting the mental health of California Kids. In addition, we encourage you to check out the following resources and tools to support the well-being of young people and those who care for them.

- [BrightLife Kids](#): App that provides free behavioral health coaching, tools and resources for parents, caregivers and children 0-12.
- [Soluna](#): Online platform offering no-cost, confidential mental health support, multimedia resources and peer communities for 13 to 25 year old Californians.
- [Positive Parenting, Thriving Kids](#): A free video series to help parents and caregivers address parenting challenges.
- [Safe Spaces: Trauma-Informed Training for Education and Early Care Settings](#): A free online training designed to help anyone working with kids recognize and respond to trauma in kids.
- [Never A Bother](#): New campaign dedicated to youth suicide prevention. Created with youth, this campaign offers support, resources, and awareness for youth, young adults, parents and caregivers.

Together, we can build a healthier California, where every child can achieve a Golden State of Mind.

Partner Option: *Meant to provide partners with content and language, encouraging them to use the social media toolkit.*

May is Mental Health Awareness Month and May 1-7 is Children's Mental Health Awareness week. It is a time to shine a spotlight on mental health challenges, reduce stigma, raise awareness of how to support our loved ones. The Children and Youth Behavioral Health Initiative (CYBHI) focuses on these issues all year round, working with partners in health, education and other sectors to make sure that all California children, youth, and families can access high-quality, culturally responsive mental health care.

To help spread awareness we have created a [digital toolkit](#) that you can use. This [toolkit](#) includes social media graphics and sample posts in English and Spanish to help promote the Youth Mental Health Resources and information about the CYBHI. Throughout May, join us in spreading the word and sharing your support and wellness activities this month with #GoldenStateOfMind on social media.

May Mental Health Awareness Month 2024



Together, we can build a healthier California, where every child can achieve a Golden State of Mind.

Spanish Newsletter or Email Copy

External Option: *This is meant to be shared with broad audiences, highlighting direct resources and tools*

Mayo es el Mes de Concientización Sobre la Salud Mental y del 1 al 7 de mayo es la Semana de Concientización Sobre la Salud Mental de los Niños. Este mes nos recuerda lo importante que es conectarse, apoyarse el uno al otro y pedir ayuda si usted o un ser querido está luchando con su salud mental. El Children and Youth Behavioral Health Initiative (CYBHI, por sus siglas en inglés), es una iniciativa estatal que se enfoca en estos temas durante todo el año – trabajando con socios en la salud, la educación y otros sectores para garantizar que todos los niños, jóvenes y familias de California puedan acceder a servicios de salud mental de alta calidad en su lenguaje.

Aquí te compartimos unos recursos de CYBHI que esperamos te sean útiles.

- Lee esta [guía de Estrategias del Asesor General de Salud Pública](#)
- Aprende [estrategias para decirle al estrés “lo nuestro se terminó”](#).
- Aprende sobre las señales de advertencia del suicidio y cómo puedes apoyar a tus seres queridos y amigos en crisis. Visita NeverABother.org/es/.
- Ve [Crianza Positiva, Niños Exitosos](#), una nueva serie de videos para padres que te ofrecen información práctica para ayudarte a enfrentar los desafíos más comunes.

Haz tu salud mental una prioridad y recuerda que cuidar de tu salud mental es esencial para el bienestar general.

Additional Resources

Looking for more content you can use?

Directing Change has prepared a May Mental Health social toolkit available at this [link](#).

Download NAMI developed stickers for use during May Mental Health Awareness Month at this [link](#).

Get Mental Health GIFs from #MentalHealthAction at this [link](#).