

May Mental Health Awareness Month 2023


Digital Toolkit

Social Media Copy


Hashtag: #GoldenStateOfMind

Youth Mental Health Resources Hub: bit.ly/YouthResourcesCA | **Toolkit Graphics:** [CalHHS Graphics](#) or [Customize and add your logo.](#)




Subject	Long-form Post (FB, IG)	Short-Form Post (Twitter)	Suggested Graphic
Mental Health Resource Hub Evergreen Call to Action	<p>Supporting the mental health of our young people is more important than ever.</p> <p>That's why, during this May #MentalHealth Awareness Month, we encourage you to use the CalHHS Youth Mental Health Resource Hub to promote a #GoldenStateOfMind.</p> <p>From resources on coping with stress to toolkits that support well-being, this resource hub is a valuable tool for parents, educators, youth & everyone who cares about improving the mental health of our young people.</p> <p>Check it out now: https://bit.ly/YouthResourcesCA</p>	<p>Tweet 1/2 As part of May #MentalHealth Awareness Month, together, let's prioritize the well-being of California's young people.</p> <p>You can help us promote a #GoldenStateOfMind with the @Cal_HHS Youth Mental Health Resource Hub.</p> <p>https://bit.ly/YouthResourcesCA</p> <p>Tweet 2/2 From stress coping strategies to toolkits that support well-being, it's a resource for parents, youth, educators, & just about anyone: https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>


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California's Taking Action	<p>Our kids are struggling and California is taking action to address this crisis head-on with a series of transformative investments and a comprehensive approach.</p> <p>California's Master Plan for Kids' Mental Health—with the \$4.7 billion Children and Youth Behavioral Health Initiative at its core—is a comprehensive, integrated, collaborative, and coordinated approach designed to ensure that there is no wrong door for help. California is committed to building a future where every young person has access to the care they need to thrive and a #GoldenStateOfMind.</p> <p>If you or someone you know is looking to learn more about available mental health resources, visit @California Health & Human Services Agency's resource hub: https://bit.ly/YouthResourcesCA</p>	<p>Our kids are struggling and California is taking action.</p> <p>CA is tackling this crisis by making historic investments that will make mental health care more accessible to youth.</p> <p>View resources for kids, youth & caregivers: https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>


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Resources for 0-5 Early Childhood Toxic Stress	<p>Did you know that 1 in 3 children in California are at risk of #ToxicStress?</p> <p>This condition can have lasting impacts on their physical & mental health and can follow them throughout their lives.</p> <p>@First5CA's #StrongerStarts campaign is focused on supporting our youngest children and helping families navigate toxic stress. The campaign provides resources & tools to help identify and manage stress in children's lives.</p> <p>Learn more to support the well-being of our youngest children: https://bit.ly/YouthResourcesCA </p>	<p>Tweet 1/2 During May #MentalHealth Awareness Month, let's prioritize the well-being of our youngest children and help them achieve a #GoldenStateOfMind.</p> <p>#ToxicStress can have lasting impacts on their physical & mental health.</p> <p>https://bit.ly/YouthResourcesCA</p> <p>Tweet 2/2 Learn more about @First5CA's #StrongerStarts campaign and access other resources for children & youth: https://bit.ly/YouthResourcesCA </p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>


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Peer-to-Peer Support	<p>Mental health is just as important as physical health, but talking about mental health can be tough, especially for our youth.</p> <p>That's why, during this #MentalHealth Awareness Month, we want to remind everyone that it's okay to ask for help.</p> <p>Let's show our youth that asking for help is a sign of strength, not weakness.</p> <p>If you or someone you know needs support, visit the CalHHS Youth Mental Health Resource Hub for articles, videos & tools to help manage stress, anxiety & more: https://bit.ly/YouthResourcesCA</p>	<p>Tweet</p> <p>Mental health is as important as physical health. During #MentalHealth Awareness Month, let's remind everyone that it's okay to ask for help, especially our youth.</p> <p>Show that asking for help is a sign of strength, not weakness.</p> <p>Visit https://bit.ly/YouthResourcesCA for resources.</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>
Educators: Resources for Educators to Help Youth	<p>The CalHHS Youth Mental Health Resources Hub offers valuable tools and resources from partners like the California Department of Education to help you support your students' mental health.</p>	<p>The @Cal_HHS' Youth Mental Health Resource Hub has valuable tools & resources from @CADeptEd that educators & school staff can use to support student mental health.</p> <p>Find articles on coping with stress</p>	



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	<p>This hub includes articles on coping with stress, videos on mindfulness exercises, and other resources that can be used in the classroom & beyond:</p> <p>https://bit.ly/YouthResourcesCA</p>	<p>to videos on mindfulness exercises:</p> <p>https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>


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Educators: Thank You and Resources	<p>We want to recognize the incredible work that educators and school staff do every day to support the well-being and #GoldenStateOfMind of California's students.</p> <p>During #MentalHealth Awareness Month, we want to strengthen your ongoing efforts by sharing additional resources.</p> <p>Check out the Youth Mental Health Resources Hub for an array of resources for students, families & staff: https://bit.ly/YouthResourcesCA</p>	<p>Recognizing the importance of mental health for students, we want to celebrate the hard work of educators & school staff who create safe spaces for learning.</p> <p>This #MentalHealth Awareness Month, we're sharing additional resources to care for kid's & youth: https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>
Behavioral Health Providers: Thank You and Resources	<p>Let's honor and express our gratitude towards the dedicated behavioral health providers who work tirelessly to ensure the mental wellness of California's kids & youth.</p> <p>In observance of #MentalHealth Awareness Month, we extend our heartfelt</p>	<p>Recognizing the importance of mental health, we want to celebrate the hard work of behavioral health providers for tackling the challenges our kids & youth face.</p> <p>This #MentalHealth Awareness Month, access additional resources:</p>	


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	<p>appreciation and want to bolster your ongoing efforts by sharing additional resources for California's communities.</p> <p>Visit https://bit.ly/YouthResourcesCA to access a comprehensive range of resources for kids, youth, families, and caregivers.</p> <p>Together, let's continue to uphold the #GoldenStateOfMind for our future generations.</p>	<p>https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>
Resiliency Tools: OSG Stress Busters	<p>Feeling stressed? You're not alone.</p> <p>Stress can affect anyone, at any time, especially our youth, but there are things you can do to manage your stress and help a young person with their mental health.</p> <p>The @CASurgeonGeneral has a few stress busters to help you and your young person cope during difficult times, including:</p>	<p>Tweet 1/2 Feeling stressed? You're not alone. Stress can affect anyone, especially youth, but you can do something about it.</p> <p>Tweet 2/2 @CA_OSG has a few stress busters to help you & a young person in your life cope during hard times like:</p> <ul style="list-style-type: none"> 🍲 A healthy meal 😴 A good night's sleep 💚 Connecting with loved ones 	


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	<p>🍲 Cooking a healthy meal 😴 A good night's sleep ❤️ Connecting with loved ones</p> <p>Remember, it's okay to ask for help when you need it. Check out these resources & more for a #GoldenStateOfMind: https://bit.ly/YouthResourcesCA</p>	<p>Find more tools & resources that you can use to cope with stress & anxiety: https://bit.ly/YouthResourcesCA</p>	<p>Use the CalHHS Graphics or Customize and add your logo.</p>
Resiliency and Wellness Tools: Parks	<p>Discover a stress-busting resource right in your backyard: parks and outdoor spaces!</p> <p>Spending time in nature has shown to improve physical well-being, academic outcomes, and reduce stress in children. Talk about a #GoldenStateOfMind.</p> <p>@CaliforniaStateParks offer a range of programs for families like the Junior Ranger program for kids aged 7-12 and the Agents of Discovery app with augmented reality challenges.</p> <p>Explore the great outdoors and promote positive mental health for yourself and the young people in your life.</p>	<p>Discover a stress-busting tool right in your backyard: nature!</p> <p>Time outdoors: 🧑🏻‍🦘 Improves physical well-being 📚 Academic outcomes 🧠 Reduces stress in kids</p> <p>Explore the outdoors while improving mental health with these @castateparks programs: https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>



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	<p>Check out the Youth Mental Health Resource Hub for a few of these programs: https://bit.ly/YouthResourcesCA</p>		
<p>Resiliency Tools, for Caregivers/Parents: Supporting Children and Youth</p>	<p>Parents, your support is crucial for your kids' mental health and well-being.</p> <p>As we focus on children and youth #MentalHealth this month, check out the CalHHS Youth Mental Health Resource Hub for a #GoldenStateOfMind.</p> <p>From coping strategies to mindfulness exercises, this hub has resources to help you support your kids' mental health: https://bit.ly/YouthResourcesCA</p>	<p>Get connected to valuable resources that can help you support you and your kids' well-being.</p> <p>Visit the @Cal_HHS Youth Mental Health Resource Hub now: https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>


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Caregivers/Parents: Healthy Kids, Need Healthy Adults	<p>As caregivers, we want to prioritize the mental health and well-being of our children, but it's equally important to take care of ourselves, too.</p> <p>When we are stressed or overwhelmed, it can impact our children's emotional well-being. That's why it's important to take care of yourself so you can better support your children.</p> <p>The CalHHS Youth Mental Health Resource Hub offers a variety of resources, including stress-busting strategies for parents helping their kids plus articles, videos and tools to help manage stress, anxiety & more: https://bit.ly/YouthResourcesCA</p> <p>Together, we can create a #GoldenStateOfMind for our children and ourselves.</p>	<p>Caregivers while taking care of your kid's mental health, remember to take care of yourself too!</p> <p>Visit the Youth Mental Health Resource Hub for stress-busting tips & other resources: https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>

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Stigma Focus: Being an Ally for Youth	<p>Stigma around mental health can be a barrier for youth to get the support they need. This #MentalHealth Awareness Month commit to reducing stigma by talking openly about mental health.</p> <p>Find resources to help you and youth around you navigate tough challenges at https://bit.ly/YouthResourcesCA</p> <p>Together, we can create a #GoldenStateOfMind where all youth feel safe, supported and valued.</p>	<p>Mental health stigma can be a barrier to getting support. This #MentalHealth Awareness Month commit to reducing stigma by talking openly about mental health.</p> <p>Find resources at https://bit.ly/YouthResourcesCA</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>
Suicide Prevention: Difficult Conversations Know the Signs	<p>Have you ever avoided a conversation about depression, anxiety, or suicide with a young person because it felt uncomfortable?</p> <p>It's understandable, but it's important to remember that having these conversations could potentially save a life.</p> <p>As we work toward creating a #GoldenStateOfMind, it's</p>	<p>Having difficult conversations about depression, anxiety & suicide with our children & youth may be uncomfortable, but it could save a life.</p> <p>Discover resources to help create a #GoldenStateOfMind and navigate these tough conversations: https://bit.ly/YouthResourcesCA</p>	

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	<p>crucial to prioritize open communication and mental health support for our youth. Suicide rates among young people are increasing; we can't afford to stay silent.</p> <p>If you need resources or guidance on how to navigate these challenging conversations, visit https://bit.ly/YouthResourcesCA.</p> <p>Together, we can create a safe and supportive environment for young people to share their struggles and get the help they need.</p>		<p>Use the CalHHS Graphics or Customize and add your logo.</p>
<p>Suicide Prevention: Know the signs</p>	<p>It's important to be aware of suicide warning signs and to act if you notice them in someone you know.</p> <p>Signs may include:</p> <ul style="list-style-type: none"> • Expressing hopelessness • Talking about death or dying • Isolating from friends or families • Saying goodbye or 	<p>Knowing suicide warning signs, you can help protect our children & youth.</p> <p>Look for changes in behavior like isolation or hopelessness.</p> <p>If you or someone you know needs help, call or text 988 or visit https://988lifeline.org/.</p> <p>You are not alone. #GoldenStateOfMind</p>	


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	<p>giving away belongings</p> <p>If you or someone you know is experiencing suicidal thoughts or behavior, seek help right away: call or text 988 for support.</p> <p>Remember, you are not alone and there is help available.</p> <p>Visit https://988lifeline.org/ for more information & resources. #GoldenStateOfMind</p>		



Social Media Copy - Spanish

Subject	Long-form Post (FB, IG)	Short-Form Post (Twitter)	Graphic Copy and Design
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<p>California's Taking Action (SPANISH)</p>	<p>Nuestros niños están luchando con su salud mental. California está tomando medidas para resolver esta crisis con una serie de inversiones transformativas y estrategias extensas.</p> <p>California's Master Plan for Kids' Mental Health — que cuenta con la iniciativa Children and Youth Behavioral Health Initiative de \$4.7 mil millones — es un plan extensivo, integrado, colaborativo y coordinado diseñado para asegurar que siempre haya ayuda disponible para niños y jóvenes. California está comprometida a construir un futuro en el que cada joven tenga acceso al cuidado que necesita para triunfar.</p> <p>Si tu o alguien que conoces está buscando más información sobre recursos de salud mental, visita la página de recursos de @CalHOPE: calhope.org/pages/recursos.aspx</p>	<p>Nuestros niños están luchando con su salud mental.</p> <p>California está tomando medidas para resolver esta crisis con inversiones históricas que harán el apoyo para salud mental más accesible para los jóvenes.</p> <p>Encuentra recursos para la salud mental aquí: calhope.org/pages/recursos.aspx</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>
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<p>Resources for 0-5 Early Childhood Toxic Stress (SPANISH)</p>	<p>¿Sabías que 1 de cada 3 niños en California están expuestos al estrés tóxico? Esta condición puede tener impactos a largo plazo en su salud física y mental, y puede afectarlos toda su vida.</p> <p>La campaña #StrongerStarts de @First5CA se enfoca en apoyar a los niños más pequeños y ayuda a las familias a navegar el estrés tóxico. La campaña ofrece recursos y herramientas para poder identificar y manejar el estrés en las vidas de los niños.</p> <p>Apoya el bienestar de nuestros niños más pequeños y aprende más: first5california.strongerstarts.com/es-mx</p>	<p>Tweet 1/2 Esta Semana de Concientización sobre la Salud Mental de Niños, demos prioridad al bienestar de nuestros niños más pequeños y ayudémoslos a triunfar.</p> <p>Tweet 2/2 El estrés tóxico puede tener impactos a largo plazo en la salud mental y física de niños.</p> <p>Para aprender más sobre la campaña #StrongerStarts de @First5CA visita: first5california.strongerstarts.com/es-mx</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>
<p>Resiliency Tools: OSG Stress Busters (SPANISH)</p>	<p>¿Estás estresado? No estás solo.</p> <p>El estrés nos puede afectar a todos en cualquier momento, especialmente a los jóvenes. Pero hay cosas que puedes hacer para manejar tu estrés y ayudar a los jóvenes con su salud mental.</p> <p>La Oficina de</p>	<p>Tweet 1 ¿Estás estresado? No estás solo.</p> <p>El estrés nos afecta a todos, especialmente a los jóvenes, pero puedes hacer algo al respecto.</p> <p>Tweet 2 .@CA_OSG tiene maneras de</p>	

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	<p>@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"> 🍲 Cocina un platillo saludable 😴 Duerme bien por la noche 💚 Pasa tiempo con tus seres queridos <p>Recuerda, está bien pedir ayuda cuando la necesites. Aprende más sobre estos recursos en: bit.ly/guiaOSG</p>	<p>combatir el estrés y ayudarte a navegar los tiempos difíciles:</p> <ul style="list-style-type: none"> 🍲 Cocina un platillo saludable 😴 Duerme bien por la noche 💚 Pasa tiempo con tus seres queridos <p>Accede a más recursos que te pueden ayudar con este guía: bit.ly/guiaOSG</p>	<p>Use the CalHHS Graphics or Customize and add your logo.</p>
<p>Suicide Prevention: Know the signs (SPANISH)</p>	<p>Es importante poder identificar las señales de advertencia del suicidio y tomar acción si las ves en algún conocido. Las señales pueden incluir lo siguiente:</p> <ul style="list-style-type: none"> • La desesperanza • Menciones de muerte o deseos de morir • Aislamiento de amistades o familiares • Despedidas o regalar objetos personales <p>Si tu o alguien que conoces tiene pensamientos o</p>	<p>Al saber identificar las señales del suicidio podemos proteger a nuestros niños y jóvenes.</p> <p>Pon atención a los cambios de actitud como el aislamiento y la desesperanza. Si necesitas ayuda, llama al 1-888-628-9454.</p> <p>No estás solo. Visita: bit.ly/988lifelineES</p>	 <p>Use the CalHHS Graphics or Customize and add your logo.</p>

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	<p>comportamiento suicida, es importante que busques ayuda inmediatamente. Llama al 1-888-628-9454 para recibir apoyo.</p> <p>Recuerda, no estás solo y hay ayuda disponible. Visita bit.ly/988lifelineES para más información.</p>		
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Additional Toolkits You Can Use

Looking for more content? The California Department of Public Health (CDPH) has prepared a [May Mental Health social toolkit](#) available online.

Newsletter Blurbs

External Blurb: *Meant to drive parents, caregivers, and educators to the resource hub for resources and tools.*

As we observe May Mental Health Awareness Month and focus on supporting our kids and youth, the California Health & Human Services Agency has added new resources to the Youth Mental Health Resource Hub.

From articles on coping with stress to videos on mindfulness exercises, this hub has many resources youth, families and teachers can use to support children and youth mental health and well-being. Throughout May and beyond, join us in prioritizing the well-being of our children and families.

Visit the Youth Mental Health Resource Hub at www.chhs.ca.gov/youthresources and share your support and wellness activities this month with #GoldenStateOfMind on social media.

Partner Blurb: *Meant to provide partners content and language to encourage their audiences to access tools and resources hub. This blurb is intended to share the digital toolkit.*

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May is Mental Health Awareness Month. During this important time, we want to remind you of the resources available to support the well-being of our youth as part of our efforts to uplift children's mental health this May. The California Health & Human Services Agency's Youth Mental Health Resource Hub is an excellent place to start, offering an array of curated tools and information for youth, families, and teachers.

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

Thank you for your partnership and for all you do to support children, youth, and families.