

LISTEN Don't Label ASK Don't Fear

CHILDREN'S MENTAL HEALTH AWARENESS WEEK

The State Leadership & Management Team for the PA System of Care Partnership in collaboration with Office of Mental Health & Substance Abuse Services (OMHSAS) invites you and your organization to join the 2014 "Listen Don't Label, Ask Don't Fear" statewide campaign to celebrate Children's Mental Health Awareness. We need and value cross-system partnerships to promote this life impacting message about the importance of positive mental health for children and young adults. Pennsylvania will join more than 1,000 Awareness Day celebrations across our nation this May.

As a first step, your organization can show support for this year's campaign by sharing this announcement with colleagues, community partners, family and friends. Second, take action to engage your organization to participate in *one, some or all* of the following campaign activities:

- Post the "Listen Don't Label, Ask Don't Fear" web badge on your organization's website
- Like the PA System of Care Partnership Facebook page
- Follow us on Twitter
- Wear green on May 8th
- Encourage people you know to take Youth Mental Health 1st Aid training
Contact: Pat cambrif@upmc.edu or Doreen barkowitzdh@upmc.edu
- Promote the Public Service Announcement (PSA) in your community
Download at www.pasocpartnership.org
- Display the campaign poster around your organization
Download at www.pasocpartnership.org
- Donate or purchase "Listen Don't Label, Ask Don't Fear" cinch sacks for a local youth group, school or planned Awareness Day event

Thank you for helping to build the awareness that fosters acceptance and recovery
for our children and young people!

May 8, 2014 is designated Children's Mental Health Awareness Day by
the Substance Abuse & Mental Health Services Administration (SAMHSA)