

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



# 2024 Wrap-Up Report

# A Maryland Tradition

The Children’s Mental Health Matters Campaign has been a Maryland tradition for more than a quarter of a century—supporting children’s mental health by increasing public awareness, reducing stigma, and connecting children and families with resources, support, and community.

Each year, the Campaign brings together nonprofits, schools, local businesses, and community leaders from across the state and offers guidance, support, and resources to ensure success. This report illustrates the impact of our 2024 Campaign.



# Championing Children’s Mental Wellbeing Across the State

The Children’s Mental Health Matters Campaign unites a statewide network of schools and community organizations. In 2024, we proudly collaborated with **709 children’s mental health champions**, extending our reach and support to children and families in every Maryland county.

Raising awareness and support for children’s mental health requires collective effort. Each year, our Campaign invites Maryland schools and community organizations to join as champions. These champions form a vibrant network of passionate advocates dedicated to improving the well-being of Maryland’s children and families. Equipped with tools and ongoing guidance, our champions are empowered to make a significant impact through their community outreach efforts.

The Campaign reached every jurisdiction in Maryland!

COUNTY	TOTAL
Statewide	66
Allegany	10
Anne Arundel	22
Baltimore City	46
Baltimore Co	114
Calvert	22
Caroline	49
Carroll	26
Cecil	26
Charles	38
Dorchester	30
Frederick	76
Garrett	3
Harford	27
Howard	3
Kent	20
Montgomery	25
Prince George’s	67
Queen Anne’s	33
St. Mary’s	13
Somerset	10
Talbot	25
Washington	5
Wicomico	27
Worcester	12

# 2024 Children's Mental Health Matters Poster

Each year, student artwork is selected and featured in our annual Children's Mental Health Matters poster. The poster contest is hosted by the Maryland Coalition of Families, which identifies the winner and facilitates the delivery of posters to the community upon request. This year, over 100 students participated in the artwork competition. **The winner for this year is Brynn, an 11-year-old artist.**



## BRYNN SHARED THIS STATEMENT ABOUT HER INSPIRING WORK:

"Everyone should be kind to their mind. Take the time to nurture yourself the same way you would nurture your flowers."

# Leveraging Powerful Partnerships

Our campaign partners are aligned in mission and values—leveraging networks and resources to strengthen the Campaign.

The Children’s Mental Health Matters Campaign, an initiative of the Mental Health Association of Maryland (MHAMD), receives funding from the Maryland Department of Health – Behavioral Health Administration and Maryland Family Network. Together with our esteemed partners, the campaign goal is to raise public awareness and acceptance of the importance of children’s mental health to overall child and family wellbeing.

Thank you to our campaign partners for making our 2024 Children’s Mental Health Matters campaign another success!

## THANK YOU TO OUR CAMPAIGN PARTNERS!



# Honorary Chair First Lady Moore

First Lady Dawn Moore's appointment as Honorary Chair of the Children's Mental Health Matters Campaign highlights the administration's commitment to children's mental health. Governor Wes Moore's comprehensive state mental health plan and the First Lady's involvement promise a healthier future for Maryland's children.

Governor Wes Moore stated, "Our children's mental health is a top priority. We must ensure that every child in Maryland has the opportunity to grow up healthy, happy, and supported. This comprehensive plan is just the beginning of our efforts to address this critical issue. Together, we will build a brighter future for all of Maryland's children."

First Lady Dawn Moore has led several children's mental health events, including MHAMD's "ACEs & Parenting Through Modern Trauma" webinar, the Behavioral Health Administration's Child & Adolescent Annual Conference, and a Global Day of Unplugging hike and yoga session at Patapsco Valley State Park with state officials and local students.

"Improving the mental health of Maryland's children is one of my top priorities as First Lady," said First Lady Dawn Moore. "I encourage parents to help their children take time to unplug from the digital world and explore the world around them, including Maryland's natural beauty. I am proud to be working in partnership with our state agencies, community organizations, and our young students to help improve the mental health of all Maryland children"

Thank you, First Lady Moore, for your dedication and leadership as the Honorary Chair of the Children's Mental Health Matters Campaign.



# Thank You to Our Super Hero Sponsor Backpack Healthcare

Our mission is driven forward by our invaluable partners, who help us reach wider audiences and create lasting change. We are grateful for the support of our Super Hero sponsor Backpack Healthcare. Backpack Healthcare aims to provide personalized, accessible, and inclusive mental health care to the most vulnerable and underserved children nationwide. [Go here to read more about our exciting partnership.](#)



backpack

“We are excited to have Backpack join us in this vital initiative that will shape the future of how our communities view children’s mental wellbeing. We are extremely grateful to be included as a member of Hafeezah’s tribe, using lived experiences to make change in how families are served.”

*Heidi Rochon, Chief Program Officer, Mental Health Association of Maryland*

# Children's Mental Health Awareness Week May 5th-11th, 2024

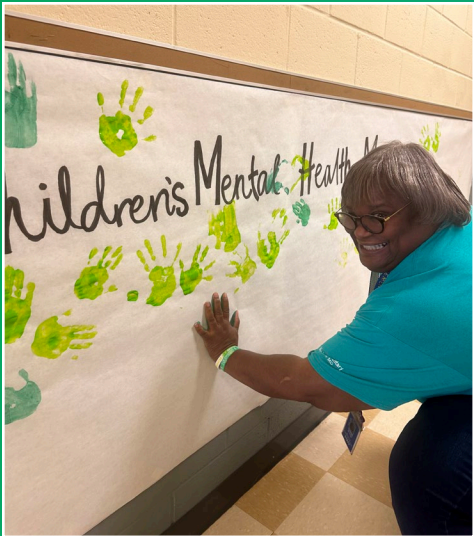
Champions engaged thousands of Maryland children and families throughout the year, culminating in a series of local events during Awareness Week, from May 5th to 11th, 2024. Each Champion brings unique energy and creativity, inspiring awareness within their communities.

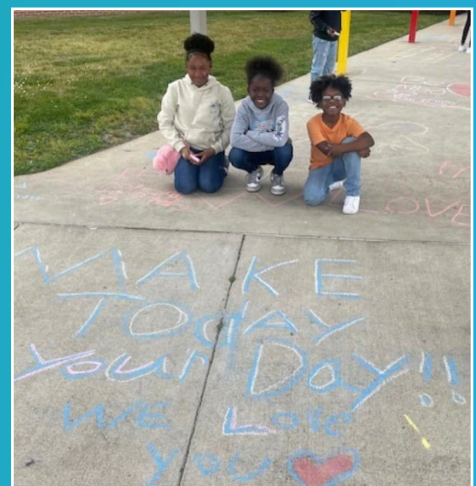
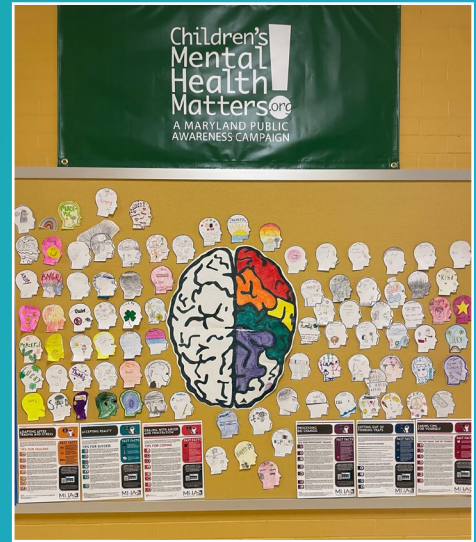


Governor Moore issued a proclamation in support of the Campaign and the many awareness activities occurring in communities across the state.









# 2024 Campaign Highlights

The 2024 Children’s Mental Health Matters Campaign made an incredible impact, with **709 Champions** leading efforts in their local communities.



**709**  
Champions



**258**  
Schools Reached



**24**  
Counties

## YTD Website & Social Media Data



### WEBSITE

**45,279**  
Pageviews  
**15,898**  
Resource  
Downloads



### INSTAGRAM

**4,607**  
Reach



### X

**18,257**  
Impressions



### FACEBOOK

**5,024,568**  
Reach



### LINKEDIN

**13,879**  
Impressions

*Website data unavailable for July 1-August 6.*

# Listening to Our Champions

Following Children’s Mental Health Awareness Week, Champions were asked to complete an online survey to share their experience and feedback about the 2024 Campaign.

## RESULTS FROM THE 2024 CHAMPION SURVEY

### Survey Highlights!



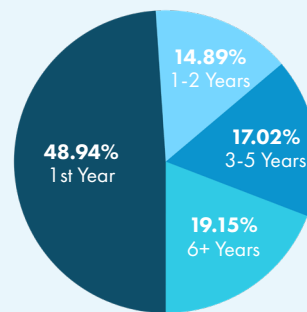
### Top 5 Benefits of 2024 Campaign Activities

- 1 Strengthened protective factors & reduced child abuse risks
- 2 Parents learned about resources
- 3 Community strength building
- 4 Reduced stigma in community
- 5 Students learned about resources

### Top 3 Champion Activities

- 1 Wore green to help raise awareness
- 2 Distributed resources/materials
- 3 Used social media to share information

### Experience Level of 2024 Champions



### Top 5 Resources from the 2024 Campaign Toolkit

- 1 Ideas & Tips for Champions
- 2 Social Media: Handles, Sample Posts & Graphics
- 3 Important Dates & Champion Checklist
- 4 Campaign Resources/Activity List
- 5 May Self-Care Calendar

# Looking Ahead

During next year's campaign, we plan to:

- Seek improved partnerships with stakeholders to expand the CMHM message
- Introduce new resources and tools to be shared throughout the year
- Expand access opportunities for CMHM promotional items and resources
- Increase education and training to families and community partners on children's mental health content
- Recognize and celebrate Champions who excelled in outreach and activities
- Continued efforts to garner business partnerships



## Children's Mental Health Matters!

May 5 - 11 • Children's Mental Health Awareness Week

[www.ChildrensMentalHealthMatters.org](http://www.ChildrensMentalHealthMatters.org)



The artwork for this poster was created by Brynn, a student in Maryland. Poster design copyright © 2024 by the Maryland Coalition of Families and the Mental Health Association of Maryland, all rights reserved.  
[www.mdcoalition.org](http://www.mdcoalition.org) • [www.mhamd.org](http://www.mhamd.org)

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For more information, please visit [ChildrensMentalHealthMatters.org](http://ChildrensMentalHealthMatters.org).

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