

**MAY IS.....MENTAL HEALTH &
MATERNAL MENTAL HEALTH
MONTH!**

JOAN BEASLY AND ANNA SUTTON, HHSA
MENTAL HEALTH WORK GROUP

5/15/2017

MAY IS...MENTAL HEALTH MONTH & MATERNAL MENTAL HEALTH MONTH!



MENTAL HEALTH MONTH

WHO SPONSORS THESE CAMPAIGNS?

Sponsored in Yolo County in collaboration with National Alliance for Mental Illness (NAMI Yolo), Each Mind Matters, and Yolo County Mental Health.

WHAT IS THE PURPOSE/HISTORY?

- Observed in May since 1949
- First recognized by Mental Health America.
- The purpose is to raise awareness about mental illness and draw attention to suicide
 - Educating our community
 - Reducing the stigma
- The campaign uses a Green Ribbon to attract attention and prompt dialogue among community members to increase awareness of mental health issues.

IS THERE A COUNTY CHAMPION (LEAD AGENCY)?

MATERNAL MENTAL HEALTH

WHO SPONSORS THESE CAMPAIGNS?

- Yolo County Maternal, Child & Adolescent Health (MCAH) Programs and the Yolo County Maternal Mental Health Collaborative sponsors the Travelling Blue Dot Stakeholder Engagement Campaign:

WHAT IS THE purpose/history?

- Originated as a team building exercise between non-traditional stakeholders
- Turned into a county-wide engagement activity building awareness about
 - Maternal mental health disorders
 - The stigma associated with mental illness and motherhood,
 - The system level impacts of untreated maternal mental health.

IS THERE A COUNTY CHAMPION (LEAD AGENCY)?

- Yolo County HHS – Community Health Branch – Maternal, Child & Adolescent Health Programs (MCAH)



5/15/2017

CAMPAIGN EFFORTS



MENTAL HEALTH

- Yolo County Health and Human Services via the Mental Health Services Act promotes May is Mental Health Month through the creation of an annual May is Mental Health Month calendar and promotion of the events and activities included on the calendar, [Click here for the 2017 May is Mental Health Month Calendar.](#)

MATERNAL MENTAL HEALTH

- Travelling **Blue Dot** Campaign: Collaborative membership promotes participation in the annual month-long campaign and social media enables us to advertise and scale this across Yolo County. A network of MMH Advocacy organizations, other MMH collaboratives and the network of MCAH Programs also help to spread the word.



5/15/2017

GET INVOLVED



MENTAL HEALTH

- Join Us! Participate in any of the events or activities listed in the [2017 May is Mental Health Month Calendar](#).
- Activities include:
 - Ribbon Wall
 - Lime Green Ribbon Campaign
 - SNAP A Stigma Busting Selfie
 - Mental Health First Aid Trainings
 - Youth Mental Health First Aid Trainings
 - Children's Mental Health Spring Advocacy Day (May 1st)
 - Stop Stigma Salsa Bar
 - May the 4th be with You meet and greet
 - Screening of "Resilience"
 - MHSA Woodland Wellness Center Grand Re-opening
 - Conference calls on a variety of topics
 - Mental Health Matters Day
 - Annual MHSA Wellness Center Consumer Art Show "Express Yourself"

MATERNAL MENTAL HEALTH

- Download the [Traveling Blue Dot Campaign Toolkit](#) from the UCSF MCAH Marketplace if you want your own campaign
- Schedule a Blue Dot Photo to be a part of the Yolo County Blue Dot campaign! Email anna.Sutton@yolocounty.org OR schedule a Blue Dot photo through [Sign Up Genius](#)
- Like the [HHSA Community Health Facebook](#) page and share our Blue Dot posts!



5/15/2017

COLLECTIVE IMPACT



MENTAL HEALTH

May is Mental Health Month raises awareness about mental health, draws attention to suicide, educates the community, and reduces stigma.

The travelling Blue Dot engages stakeholders by literally “putting the issue into their hands” and inviting them to participate in activities that build a system of care that destigmatizes and addresses mental health for mothers and other caregivers. Addressing the mental health and wellbeing of mothers is an upstream approach to optimizing the health and quality of life for mom, infants, a community and the economy.



AGING

May is Mental Health Month increases the awareness of the prevalence of suicide among older adults (particularly males) and connects those serving or caring for older adults to community education and supports.

The travelling Blue Dot campaign promotes the importance of addressing maternal mental health issues. Addressing maternal mental health increases the likelihood that mom and infant will have better birth outcomes, which lead to decreased rates of premature death and illness.

CHRONIC DISEASE

May is Mental Health Month promotes awareness of mental illnesses and linkage to treatment. Connecting clients to mental health services is critical to the diagnosis and treatment of mental illnesses and other underlying chronic health issues.

The travelling Blue Dot campaign engages stakeholders to participate in activities that prevent or address maternal mental health issues early on in a mother’s lifecourse. This type of prevention optimizes positive birth outcomes for mothers and their infants, thus decreasing lifetime risk for the development of chronic disease and illness.