**Send Date**: Monday, May 4th, 2020  
**Email Subject**: “Each Mind Matters: Express Your Support”

[Half of us](https://www.samhsa.gov/data/sites/default/files/cbhsq-reports/NSDUHNationalFindingsReport2018/NSDUHNationalFindingsReport2018.pdf) will experience a mental health challenge over the course of our lives. Yet every day, millions of people continue to face stigma related to mental health because they or their loved ones are facing a challenge. According to RAND, [nearly 9 out of 10](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5158291/) Californians with a mental health challenge report having experienced discrimination.

The very real prospect of facing stigma and discrimination prevents many from reaching out for support. In fact, before people reach our for help it takes an average of [11 years](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1361014/) from the onset of symptoms of a mental health challenge. The goal of Each Mind Matters is to amplify the voices of all people who want to put an end to this stigma, creating a community where everyone feels safe reaching out for the support they deserve.

This week, tap your creativity to express your support for mental health awareness and speak out against stigma:

* Show your support and solidarity with Each Mind Matters, California’s Mental Health Movement, by using the Social Media Guide and posting on your Facebook or Instagram page.
  + Get Social Media Images to post and share.
  + Use an Each Mind Matters Instagram Story Templates and Stickers.
* Print out and color in one of the Each Mind Matters Coloring Pages as a way to relax and involve kids in the movement. (Available in English and Spanish.)
* Set up the lime green ribbon Sticky Note Wall at home, in your window, or on the sidewalk as a fun and meaningful way to create awareness and share messages of support with your family or neighbors. (Instruction poster available in English and Spanish, and ribbon templates.)

Find all these materials more in Each Mind Matters’ [May Activation Kit here](http://www.eachmindmatters.org/may2020).

Here’s a bonus: expressing care and support towards others increases production of the hormone oxytocin (which is associated with feelings of attachment and love) and the neurotransmitter serotonin (which is involved in good sleep and feelings of happiness) and can even give some people more energy and feelings of happiness!

Connect with Each Mind Matters online throughout the month! Tag @EachMindMatters and use the hashtags #EachMindMatters and #SanaMente.