



# Children's Mental Health Awareness

## Awareness Day

Traditionally, Children's Mental Health Awareness Day is nationally celebrated on the first Thursday in May. However, we like to celebrate any day in May.

Awareness Day is a key strategy of the Caring for Every Child's Mental Health Campaign, which is part of the Public Awareness and Support Strategic Initiative by the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. Awareness Day builds on long-standing "May Is Mental Health Month" and "Children's Mental Health Week" traditions of mental health and family organizations. The effort seeks to raise awareness about the importance of children's mental health and that positive mental health is essential to a child's healthy development from birth.

We all play a role in supporting positive mental health for all children in our community: from families to schools, from child care providers to businesses, all parts of our community can support positive mental health development for our children.

## Awareness Day Goals

- Promote tips for supporting children's positive mental health and provide helpful links for more information
- Energize your community and show how children with mental health needs thrive in your community
- Demonstrate how children's mental health initiatives promote positive youth development, recovery, and resilience
- Maximize your impact and raise awareness of effective programs for children's mental health needs

## The Significance of Green

Children's Mental Health Awareness is represented by the color green. Many people wear a green ribbon on the first Thursday in May to raise awareness about children's mental health.

### Why green?

Green signifies new life, new growth and new beginnings.

According to the Family Run Organizations of Nebraska, in the 1800s the color green was used to brand people who were labeled "insane." The children's mental health community decided to continue using the color green, but with a completely different focus.

Wear a green ribbon to raise public awareness to better the lives of children and youth with serious emotional disorders and to show our support for these children and their families.

## Helpful Links

**Youth MOVE:** <https://namivirginia.org/programs/youth-young-adults-youth-move-virginia/>

**NAMI Virginia:** <https://namivirginia.org/>

**Statewide Family Network:**

<https://namivirginia.org/programs/for-parents-of-children-and-youth-virginia-family-network/>

**Mental Health America Virginia:** <https://mhav.org>

**Voices for Virginia's Children:** <https://vakids.org/>



You can make  
a difference.  
Celebrate  
Children's  
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Awareness  
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May!

