California Mental Health Services Authority Launches *Take Action for Mental Health* Campaign

New Statewide Campaign Encourages All Californians to Check In, Learn More, and Get Support for Themselves and Others

Sacramento, Calif. – Dec. 8, 2021 – Today, the California Mental Health Services Authority (CalMHSA) launched *Take Action for Mental Health*, a new campaign focused on improving the mental health and wellness of all Californians. Created to extend the progress made by previous campaigns and developed with extensive community feedback, the campaign encourages Californians to take steps to check in, learn more, and get support for themselves and people they care about.

More than a decade ago, California's County Behavioral Health Directors partnered with the California Mental Health Services Authority (CalMHSA), mental health experts, and community-serving organizations to launch a first-of-its-kind, statewide mental health movement. The two campaigns—*Each Mind Matters* and *Know the Signs*—transformed the landscape of [mental health and suicide prevention across the state](#) and beyond. Research by the [RAND Corporation](#) indicates the campaigns had a significant positive impact on reducing stigma, educating Californians about the warning signs of suicide, and increasing their confidence to intervene.

There has been a lot of change in the past decade, particularly in the last two years as we have grappled with the impacts of a global pandemic, social and political unrest, racial inequity and violence, an economic recession, and natural disasters. These intersecting crises have deepened long-standing disparities and brought on unforeseen mental health challenges. Responding to the changing needs, CalMHSA and its member counties worked together to create a new overarching campaign that holistically and explicitly defines the next mental health movement.

Launching today, *Take Action for Mental Health* builds on established approaches and provides resources to equip more Californians to support their own mental health and the mental health of people they care about.

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"*Each Mind Matters* and *Know the Signs* did so much to educate, reduce stigma, and change the conversation about mental health," said Dr. Amie Miller, executive director of CalMHSA. "This new campaign builds on that work, encouraging Californians to take action to check in, learn more, and get the support needed for themselves or their loved ones."

Take Action for Mental Health is the result of many months of in-depth research, focus groups, and stakeholder input. It incorporates input from diverse populations and subject matter experts representing CalMHSA's member counties. The campaign focuses on three key actions—check in, learn more, and get support:

- **Check in:** Helps people recognize the signs and symptoms of mental health challenges and identify when to seek help or start a conversation with someone they care about.
- **Learn more:** Supports understanding of the issues or challenges associated with mental health concerns and identifies self-care and support options available.
- **Get support:** Connects people with tools and resources to help at any point along the mental health spectrum, from needing a mental health day off to securing professional help and everything in between.

While the campaign is designed to help all Californians, focused outreach and resources will be provided for priority populations including Latinx, Black, Indigenous, people of color, LGBTQ+, rural, and transition-age youth populations who can be at higher risk and may face more significant barriers to accessing care.

"The past two years have presented unprecedented challenges, bringing mental health to the forefront for all of us," said Dr. Miller. "This new campaign provides new resources and tools to those who need it most at a pivotal moment, with a goal of saving lives and increasing well-being for every Californian."

The new campaign website, resources, and updated social media channels are going live today with plans to continue adding additional resources, partnerships, events, and programs throughout 2022 and beyond. New or updated resources available at launch include a Take Action Pledge, and overview of signs and symptoms, mental health self-care tips, and mental health guides.

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About CalMHSA

The California Mental Health Services Authority (CalMHSA), in collaboration with its county members, is a leading voice for mental health services for California. Created to deliver on the promise of the California Mental Health Services Act, CalMHSA is an independent government agency created by California counties and cities, focused on the efficient delivery of mental health services and resources.

The Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) component was designed to increase awareness of and access to mental health services, reduce the negative impacts that mental illness can have on a person's wellbeing, reduce the stigma associated with mental illness and help-seeking, and prevent suicide.

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