

**MAKE A  
BEAT**

FOR CHILDREN'S MENTAL HEALTH



# PROMOTIONAL TOOLKIT



Thank you for supporting Children's Mental Health Acceptance Day 2023! This toolkit includes information about the annual celebration and sample messages you can use to promote children's mental health acceptance. If you have any questions or need additional information, please contact Kendall Jones at [kendall.jones@austin.utexas.edu](mailto:kendall.jones@austin.utexas.edu) or Grace Cruse at [grace.cruse@austin.utexas.edu](mailto:grace.cruse@austin.utexas.edu).

## PURPOSE AND DESCRIPTION

Children's Mental Health Acceptance Day is organized by Texas System of Care (TxSOC), a state organization dedicated to improving children's mental health, in collaboration with members of local mental health agencies. It will feature a variety of activities and performances that highlight the importance of promoting children's mental health, including musical performances, guest speakers, and interactive exhibits. The event will take place on Saturday, May 6th from 9:00-11:00 AM at the Texas State Capitol, 1100 Congress Ave., Austin, TX 78701.

The theme for this year's Children's Mental Health Acceptance Day is "Make A Beat for Children's Mental Health" and aims to use the power of music to promote awareness and understanding of mental health issues among young people.

Mental health is important across the lifespan and it is essential to highlight how supporting children's mental health can improve lifelong wellbeing. Celebrating children's mental health allows us to recognize the impact of positive mental health in healthy childhood development and creates an opportunity to challenge stigma against negative perceptions of mental health. Children's mental health acceptance day is a call to challenge harmful attitudes that prevent people from seeking help and creates an opportunity to speak openly about mental health.

## HASHTAGS

#CMHAD2023  
#MakeABeat  
#Acceptance

## WEBSITE

<https://cmhaustin.weebly.com>

## TXSOC SOCIAL MEDIA



[@txsystemofcare](https://www.instagram.com/txsystemofcare)



[@txsystemofcare](https://www.facebook.com/txsystemofcare)



[@txsystemofcare](https://www.linkedin.com/company/txsystemofcare)



[@txsystemofcare](https://www.youtube.com/txsystemofcare)

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## SAMPLE SOCIAL MEDIA POSTS

- Don't miss Children's Mental Health Acceptance Day on May 6th at the Texas State Capitol! We'll be there from 9-11AM working to draw attention to children's mental health. Visit <https://cmhaustin.weebly.com> for more information. #CMHAD2023
- Help us #MakeABeat for children's mental health on May 6th at 9AM at the Texas State Capitol. Join us to experience the power of music in raising awareness of children's mental health! Visit <https://cmhaustin.weebly.com> for more information. #CMHAD2023
- It's time to move beyond awareness and into #acceptance! Mental health is something that everyone has--even the youngest members of our community. #CMHAD2023 is a chance for us to embrace and reflect on what we can do to support children's mental health. How can you uplift a young person in your life? Visit <https://cmhaustin.weebly.com> for more information.
- Supporting mental health in childhood can set a positive foundation for lifelong well-being. Dedicate this Children's Mental Health Acceptance Day to fighting negative perceptions of mental health and speaking openly about experiences with mental health. Visit <https://cmhaustin.weebly.com> for more information. #CMHAD2023
- What song do you have stuck in your head today? C'mon... we know you've got one! Help us #MakeABeat for children's mental health by sharing a song that has helped you to express your emotions, boost your mood, or raise awareness of mental health! #CMHAD2023
- According to the CDC, nearly 1 in 5 children have a mental, emotional, or behavioral disorder. Among those, only 20% receive care from a specialized mental health provider. Children's Mental Health Acceptance Day is an opportunity to raise awareness of children's mental health, challenge mental health stigma, and encourage individuals to support young people's mental health. Visit <https://cmhaustin.weebly.com> for more information. #CMHAD2023

**DON'T FORGET TO TAG @TXSYSTEMOFCARE!**



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## DOWNLOADABLE GRAPHICS

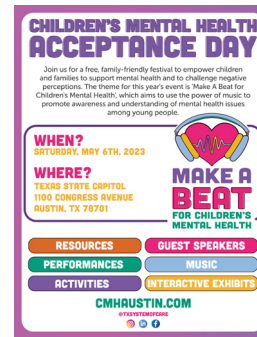
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