



Activated locally by



## **FACT SHEET**

### **Each Mind Matters activated by Mission Hospital**

Mission Hospital is activating Each Mind Matters, California's Mental Health Movement, in South Orange County. The statewide initiative was created to unite millions of individuals who share a vision of improved mental health and equality for all. In collaborating with the campaign, Mission Hospital is strengthening and amplifying the movement at the grassroots level.

Mission Hospital's localized Each Mind Matters effort encourages community members to talk openly and honestly about mental health. Launched in May 2015, the outreach provides information, resources and tools to help people start conversations in a safe way. Doing so leads to early support and help that reduces needless suffering and saves lives.

A signature program element for Mission Hospital's activation of Each Mind Matters is a park bench adorned in lime green, the national color for mental health awareness. The portable bench and display is a reminder about the importance of starting a caring conversation about mental health in a safe, comfortable and familiar space. The lime green bench will travel to and appear at local Orange County events, civic centers, community facilities, schools, shopping areas and more throughout the year.

Additional outreach efforts include in-neighborhood visits, community event displays and participation, sponsored bus advertising, local print and broadcast public service announcements, door-to-door flyering, public facility displays and so forth.

As part of the program, the campaign asks community members to "Promise to Talk." Individuals may make a promise at [PromiseToTalk.org](http://PromiseToTalk.org), through @PromiseToTalk via [Facebook](https://www.facebook.com/PromiseToTalk) or [Twitter](https://twitter.com/PromiseToTalk), or in person at events where Mission Hospital is participating with Each Mind Matters. By mid-2016, Mission Hospital is striving to achieve a minimum of 1,000 promises from Orange County residents.

The Each Mind Matters effort aligns with Mission Hospital's Community Benefit commitment to improving the health and quality of life within the communities it serves. The initiative focus stems from a comprehensive community needs assessment [study](#) conducted by Mission Hospital's Community Benefit division that identified mental health as a high priority need.

To learn more about Each Mind Matters activated by Mission Hospital, visit [www.PromiseToTalk.org](http://www.PromiseToTalk.org) or [www.mission4health.com](http://www.mission4health.com).