



SDBP is joining with the Child Mind Institute as they embark upon a powerful anti-stigma campaign, "What I Would Tell My Younger Self," as part of their signature public education campaign, "Speak Up for Kids," this May. **May 4th is also Children's Mental Health Awareness Day.**

The goal of "What I Would Tell My Younger Self" is to decrease the stigma and fear surrounding mental health and learning disorders in children by having prominent influencers share their personal experiences and talk openly about coping with a mental health or learning disorder in childhood, and all the good things that happened to them after they got treatment and as adults.

Check out speakupforkids.org! Each day in May, a new video will be revealed. You can sign up for daily or weekly alerts and also find terrific resources, including guides and articles, to help you provide the best support for children struggling with common and treatable, but too often misunderstood, mental health or learning disorders. Also, listed on the following pages is a toolkit from the Child Mind Institute that includes suggested social media posts and more background on the campaign.

There are 17,000,000 families across the U.S. that are affected by childhood mental health and learning disorders. This is a mass issue. Sadly, millions of young people across America do not receive help because of the fear, misunderstanding, and shame associated with these disorders.

Join us in putting an end to this stigma once and for all!

#myyoungerself

#speakupforkids

#ChildrensMentalHealthAwarenessDay



The 2017 Speak Up For Kids Campaign launches April 28.

Overview

The Child Mind Institute is proud to partner with you to raise public awareness of mental health and learning disorders in children. Each day in May, a prominent individual will give advice to his or her younger self on our Facebook, Instagram and Twitter channels about growing up with a mental health or learning disorder as a child. 31 brave disclosures told day after day. Through powerful, personal videos, these influencers will offer advice that they would have given to their younger selves as inspiration to those currently struggling. The campaign is called #MyYoungerSelf. Together, we will show what any child can achieve with the right care.

Influencers

The #MyYoungerSelf campaign features Grammy®, Oscar®, Emmy®, Tony® and Olympic® winners. Participants include actors such as Jesse Eisenberg, athletes such as Michael Phelps, designers such as Tommy Hilfiger, producers such as Brian Grazer, comedians such as Jay Leno, and elected officials such as Governor Dan Molloy of Connecticut. The complete list of participants is included here.

Mental Health & Learning Disorders

1 in 5 children in America suffer from a mental health or learning disorder – more than the number of children with peanut allergies, diabetes, cancer and asthma combined. More than 17,000,000 families across the country are affected every day. This is an issue that affects every community. Sadly, millions of young people across America do not receive help because of the fear, misunderstanding, and shame associated with these conditions. It is time to end this stigma once and for all.

Partners

The campaign will be amplified through a partnership with Facebook, a campaign microsite, Instagram and Twitter, as well as numerous media and peer partners and the celebrities' own individual social media networks. The Child Mind Institute is grateful to the truly amazing organizations at the front-line of mental health, learning and attention issues and children's health who are joining with us. Partners are rallying around the hash tags **#myyoungerself** and **#speakupforkids**, but we will also highlight different hash tags throughout the month as well as different partners. We are grateful for our partners' commitments to share these videos through channels such as email, social and newsletters. For more information or to explore further partnership opportunities, contact [Laurie Giddins](#) at the Child Mind Institute.

About the Child Mind Institute

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain, and empower parents, professionals and policymakers to support children when and where they need it most. Together with our supporters, we're helping children reach their full potential in school and in life. We share all of our resources freely and do not accept any funding from the pharmaceutical industry. Learn more at childmind.org.

- 16+ million visitors from 232 countries and territories have visited childmind.org.
- 60+ guides on childmind.org provide step-by-step instructions for parents and educators.
- Since September 2010, Child Mind Institute clinicians have treated more than 6,600 patients from 37 nations and 45 states
- Thousands of scientists from around the world have utilized and published nearly 1,000 articles using open data shared by the Child Mind Institute.



#MY YOUNGER SELF

Child Mind Institute 2017 Speak Up For Kids Campaign

GET INVOLVED

Simple Ways to Encourage Involvement

Share

Use #MyYoungerSelf and #SpeakUpforKids when sharing.

Sign up

Campaign followers are invited to sign up for alerts to be the *first to know* which celebrity or influencer is sharing his or her story with their #MyYoungerSelf each day at speakupforkids.org.

Learn

To learn about mental health and learning disorders and treatment, campaign followers can download the Child Mind Institute's Parent's Guide to Getting Good Care or try the Child Mind Institute Symptom Checker at speakupforkids.org.

Tell

Campaign followers are encouraged to tell their own stories using the hashtag #MyYoungerSelf.

#MY YOUNGER SELF

Child Mind Institute 2017 Speak Up For Kids Campaign

SOCIAL MEDIA MESSAGING

April 28 – 30 Campaign Teaser Video

This sizzle reel will be used to promote the campaign and build anticipation and buzz on social media. It will consist of younger self photos of participants and voiceovers from their videos.

UNDER EMBARGO UNTIL FRIDAY, APRIL 28, 11AM EST

60 second: <https://youtu.be/jh1RdowWvgc>

30 second: <https://youtu.be/Hm8ceiPSxwQ>

Facebook

- *Every Day in May, @ChildMindInstitute is unveiling a video from a celebrity or prominent individual who tells a powerful story of hope to his or her younger self about growing up with a mental health or learning disorder. Go to <http://speakupforkids.org> and watch the #MyYoungerSelf videos, beginning May 1.*

Twitter

[speakupforkids.org contains a twitter card so the teaser video will be embedded in the tweet].

- *Visit speakupforkids.org every day in May to see prominent individuals talking about their mental health or learning disorders.*
- *This May, 31 celebrities talk to their younger selves about their mental health & learning disorders. #MyYoungerSelf, <http://speakupforkids.org>*

May 4: National Children's Mental Health Awareness Day

This National Children's Mental Health Awareness Day, we are creating a moment in time to talk about the importance of speaking up for kids and destigmatizing mental health and learning disorders. We have asked the individuals taking part in our campaign to post on their networks on May 4 and ask that you do the same. See sample posts below.



Facebook

- *To mark #ChildrensMentalHealthAwarenessDay, we are highlighting #SpeakUpForKids, a powerful anti-stigma campaign which features a video every day in May from 31 prominent individuals who are talking to their younger selves about growing up with a mental health or learning disorder. Go to SpeakUpForKids.org now to see @Jesse Eisenberg, Emma Stone and @GavinNewsom talk talking about coping and overcoming childhood challenges.*

Twitter

- *Its #ChildrensMentalHealthAwarenessDay. Watch celebs talk to their younger selves about mental health: speakupforkids.org #MyYoungerSelf*

May 5 – 30 - Interstitial Posts

Facebook

- *Every Day in May, @ChildMindInstitute is unveiling a video from a celebrity or prominent individual who tells a powerful story of hope to his or her younger self about growing up with a mental health or learning disorder. Check out the latest video from **XXXXX**: <http://speakupforkids.org/story/FirstName-LastName>.*

Twitter

- *31 celebs talk to their younger selves about growing up with mental health & learning disorders: speakupforkids.org #MyYoungerSelf*

Repost Child Mind

- *Child Mind will post each celebrity video at 11.30am ET every day across Facebook, Twitter and Instagram.*
- *We will also post quote tiles and childhood photos of the individuals throughout the day, on all platforms.*

May 31 - End of campaign

Facebook

- *Today marks the end of Mental Health Awareness Month, but the fight for greater awareness and treatment, particularly for children, doesn't end here. Continue to #SpeakUpForKids who have mental health and learning disorders, just as 31 prominent individuals did all month long in the historic #MyYoungerSelf anti-stigma campaign. Head over and watch their inspiring messages to their younger selves and to other kids struggling with mental health or learning disorders. #MyYoungerSelf*

Twitter

- *31 celebs talk to their younger selves about growing up with mental health & learning disorders: speakupforkids.org #MyYoungerSelf*

#MY YOUNGER SELF

Child Mind Institute 2017 Speak Up For Kids Campaign

SAMPLE EMAIL

Dear Friend,

Please join us in supporting our partner, the Child Mind Institute, as they embark upon a powerful anti-stigma campaign, "What I Would Tell My Younger Self," as part of their signature public education campaign, "Speak Up for Kids," this May.

The goal of "What I Would Tell My Younger Self" is to decrease the stigma and fear surrounding mental health and learning disorders in children by having prominent influencers share their personal experiences and talk openly about coping with a mental health or learning disorder in childhood, and all the good things that happened to them after they got treatment and as adults.

Check out speakupforkids.org! **(Note to Partners: the site will go live on April 24)** Each day in May, a new video will be revealed. You can sign up for daily or weekly alerts and also find terrific resources, including guides and articles, to help you provide the best support for children struggling with common and treatable, but too often misunderstood, mental health or learning disorders.

Or share your own story on your social media channels about coping as a child using the #MyYoungerSelf hashtag to join the conversation.

There are 17,000,000 families across the U.S. that are affected by childhood mental health and learning disorders. This is a mass issue. Sadly, millions of young people across America do not receive help because of the fear, misunderstanding, and shame associated with these disorders. Join us in putting an end to this stigma once and for all!





#MyYoungerSelf Participants

Rachel Bloom
Anxiety and Depression
Actress, Comedienne, Singer,
Writer, Producer and Songwriter

Wayne Brady
Depression
Actor, Singer, Comedian and TV
Personality

Nancy Brinker
Dyslexia
Founder and Chair of the Susan
G. Komen Foundation

Barbara Corcoran
Dyslexia
Businesswoman, Investor,
Author and TV Personality

David Cross
Depression
Comedian, Actor, Director and
Writer

Paul Dano
Bipolar Disorder
Writer, Director and Composer

Lena Dunham
OCD
Actress, Writer, Producer and
Director

Jesse Eisenberg
Anxiety, OCD
Actor, Author and Playwright

Todd Fisher
Tribute to Carrie Fisher
Actor, Director,
Cinematographer and Producer

David Flink
Dyslexia and ADHD
Author and Founder of Eye to
Eye

Stephen Fry
Bipolar Disorder
Comedian, Actor, Writer,
Presenter and Activist

Brian Grazer
Dyslexia and Anxiety
Film and TV Producer

Davis Guggenheim
Dyslexia
Film and TV Director and
Producer

Hannah Hart
Depression
Internet Personality,
Comedienne, Author and
Actress

Colton Haynes
Anxiety
Actor and Model

Tommy Hilfiger
Dyslexia
Fashion Designer

Kevin Hines
Bipolar Disorder
Author, Activist and Filmmaker

Jenny Jaffe
Depression, OCD and Anxiety
Writer, Comedienne, Mental
Health Advocate and Founder of
Project UROK

Naomi Judd
Depression
Singer, Songwriter and Activist

Patrick Kennedy
Bipolar Disorder
Former Congressman,
Bestselling Author and Mental
Health Advocate

Jay Leno
Dyslexia
Comedian, Actor, Philanthropist
and TV Host

Dannel Malloy
Dyslexia
Governor of Connecticut

Howie Mandel
OCD
Comedian, Actor and TV Host

Brandon Marshall
Borderline Personality Disorder
NFL Athlete and Founder of
Project 375

Daphne Merkin
Depression
Literary Critic, Essayist and
Novelist

Gavin Newsom
Dyslexia
Lieutenant Governor of
California

Keke Palmer
Anxiety and Depression
Actress, Singer, Songwriter,
Presenter and TV Personality

Ty Pennington
ADHD
Artist, Carpenter and TV Host

Michael Phelps
ADHD
Olympic Gold Medalist

Jane Rosenthal
Dyslexia
Film Producer

Emma Stone
Anxiety/Panic Disorder
Actress

Trudie Styler
Dyslexia and ADHD
Actress, Film Producer and
Director

Elizabeth Vargas
Anxiety
Television Anchor and Journalist

Henry Winkler
Dyslexia
Actor, Director, Comedian,
Producer and Author

#MyYoungerSelf Social Media Schedule

MAY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
	Emma Stone: Anxiety/Panic Disorder	Jesse Eisenberg: Anxiety	Gavin Newsom: Dyslexia	Nat'l Children's Mental Health Day* Todd Fisher (for Carrie Fisher): Bipolar Disorder	Brandon Marshall: Borderline Personality Disorder	Colton Haynes: Anxiety
7	8	9	10	11	12	13
Keke Palmer: Anxiety, Depression	Rachel Bloom: Anxiety, Depression	Michael Phelps: ADHD	Patrick Kennedy: Bipolar Disorder	Lena Dunham: OCD	Wayne Brady: Depression	Dan Harris: Anxiety/Panic Disorder, Depression
14	15	16	17	18	19	20
Elizabeth Vargas: Anxiety	Howie Mandel: OCD	Henry Winkler: Dyslexia	Ty Pennington: ADHD	Stephen Fry: Bipolar Disorder	Tommy Hilfiger: Dyslexia	Barbara Corcoran Dyslexia David Flink Dyslexia
21	22	23	24	25	26	27
David Cross: Depression	Hannah Hart: Depression	Jenny Jaffe: Anxiety, Depression, OCD	Brian Grazer: Anxiety, Dyslexia	Nancy Brinker Dyslexia Jane Rosenthal: Dyslexia	Paul Dalio: Bipolar Disorder	Trudie Styler: ADHD, Dyslexia
28	29	30	31	1	2	3
Naomi Judd: Depression	Dan Malloy: Dyslexia	Davis Guggenheim: Dyslexia	Jay Leno: Dyslexia			
4	5					