Thank you for working to raise awareness about mental health and end the stigma associated with mental illness. This toolkit will help you incorporate into your work the groundbreaking new documentary:

# **A New State of Mind: Ending the Stigma of Mental Illness**

##### **Created by KVIE-TV, Sacramento’s public television station**

##### **Funded by the voter-approved Mental Health Services Act (Prop. 63)**

##### **Narrated by award-winning actress and mental health advocate Glenn Close**

One in four American adults live with a diagnosable mental illness in a given year, but many of them are afraid to reach out for the help they need. “A New State of Mind: Ending the Stigma of Mental Illness” features just a few of the millions of Californians who are refusing to stay silent while untreated mental illness takes an unnecessary toll on our families and communities. Through their stories, viewers can see that mental health challenges are more common than they think, that they can be managed and that recovery is possible.

“A New State of Mind” is one example of the many efforts currently underway that focus on prevention and early intervention strategies for improving mental health outcomes in California. These efforts – statewide and local, on the ground, on the air and online – make up Each Mind Matters: California’s Mental Health Movement. By hosting a screening, sharing “A New State of Mind” with your friends, family, colleagues and community, you are now a part of Each Mind Matters. Learn more at EachMindMatters.org.

The promotional toolkit for “A New State of Mind: Ending the Stigma of Mental Illness” includes:

**Messaging Packet**

* Frequently Asked Questions for “A New State of Mind”
* Key messages for Each Mind Matters: California’s Mental Health Movement
* Stigma and discrimination reduction messages, targeted specifically for various audiences

**Promotion Tools**

* DVD: “A New State of Mind: Ending the Stigma of Mental Illness” hourlong documentary
* CD: Documentary promotional images, Each Mind Matters logos and other digital tools
  + *NOTE: All promotional materials must feature the CalMHSA and Prop. 63 logos as well as a funding statement. These are included on the CD and on the page below.*
* Each Mind Matters/ “A New State of Mind” take-one flyer, formatted for printing
* Each Mind Matters logo style guide
* Media alert and press release templates for a screening event

**Event Planning Guide**

* How to Host a Screening – Overview
* Suggested 60-Day Planning Timeline
* Screening Discussion Guide with suggested questions for panelists and audience
* Resource Guide

**Copyright and Attribution**

“A New State of Mind: Ending the Stigma of Mental Illness” was created by Californians, about Californians and for Californians (although we welcome viewers from all over the world). As such, it is available for public use without licensing fees or explicit permission, so long as users adhere to the following guidelines:

* The documentary “A New State of Mind: Ending the Stigma of Mental Illness” is intended to serve as a public education tool to promote awareness and understanding. Any public or private use of this program must be in accordance with these goals.
* “A New State of Mind” is a journalistic endeavor of KVIE-TV, Sacramento’s public television station. All viewings of the program must give credit to KVIE for the powerful telling of these stories.
* Please also recognize award-winning actress and mental health advocate Glenn Close, who donated her time and talent to provide the narration for this documentary.

“A New State of Mind” is a copyrighted work of the California Mental Health Services Authority (CalMHSA), using funds from the voter-approved Mental Health Services Act (Prop. 63).

* The program may not be modified without the permission of CalMHSA., and any screening must include the funding attribution from the beginning and/or end of the program to acknowledge the role California voters and taxpayers have played in bringing this program to life.
* Permission is granted to display the program for educational purposes, and to reproduce and distribute it for those purposes. Sale or any use for commercial purposes is strictly prohibited. A full statement of the license granted may be found at [www.calmhsa.org](http://calmhsa.org/).
* All promotional materials for “A New State of Mind” must include both the CalMHSA and Prop. 63 logos (included in the Promotional Toolkit CD) as well as one of the following funding statements:

**Long Version (space permitting)**

Funded by the voter approved Mental Health Services Act (Prop. 63). The California Mental Health Services Authority (CalMHSA) is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded through the voter-approved Mental Health Services Act (Prop 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California’s diverse communities.

**Short Version (when space is limited)**

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).

Use of the Each Mind Matters logo is not mandatory, but recommended for public materials. It will identify your event as part of California’s Mental Health Movement. It can be presented separately from the funder logos and funding statement. Permission or approval on promotional materials is not required, but we ask that you share your materials with us so we can help promote your work via EachMindMatters.org and other channels.

If you have any further questions regarding the content or use of this toolkit, please contact:

**eachmindmatters.reply@gmail.com**