

# Media Advisory Template

**FOR IMMEDIATE RELEASE**  
[DATE]

**CONTACT:**  
[NAME]  
[PHONE NUMBER]

## **[YOUR PROGRAM'S NAME] To Host National Children's Mental Health Awareness Day May 8**

*[Name of Event] Part of Nationwide Effort To Showcase Children, Youth, and Families Thriving in the Community*

**[CITY, State]**—To kick off May is Mental Health Month, **[YOUR PROGRAM'S NAME]** will participate in National Children's Mental Health Awareness Day: Thriving in the Community, on May 8. **[NAME OF EVENT]** will **[DESCRIBE EVENT]**.

The Substance Abuse and Mental Health Services Administration (SAMHSA) reports that in 2006, 21 percent of youth aged 12 to 17 received treatment or counseling for emotional or behavioral problems in the previous year. It is likely that a similar percentage in **[TOWN, CITY, COUNTY, OR STATE]** also have serious mental health needs. Through innovative approaches, **[YOUR PROGRAM'S NAME]** helps meet the mental health needs of **[NUMBER]** children, youth, and families. National Children's Mental Health Awareness Day is an opportunity for the community to better understand the value of its investment in innovative approaches to meeting the mental health needs of children, youth, and families.

Underscoring how communities can help children, youth, and families thrive, **[EXPLAIN WHAT YOUR PROGRAM DOES]**

**WHO: [INSERT INFORMATION ABOUT ANY KEY SPEAKERS OR ORGANIZATIONS PLANNING TO PARTICIPATE IN YOUR AWARENESS DAY ACTIVITIES HERE]**

**WHAT: [INSERT DESCRIPTION OF AWARENESS DAY ACTIVITIES HERE]**

**WHEN: [INSERT DATE AND TIME OF YOUR AWARENESS DAY ACTIVITIES HERE]**

**WHERE: [INSERT LOCATION OF YOUR AWARENESS DAY ACTIVITIES HERE]**

**[NAME OF LOCAL PROGRAM]** is an initiative of the U.S. Department of Health and Human Services, SAMHSA. Since the initiative's establishment in **[YEAR]**, **[NAME OF PROGRAM]** has helped transform the way in which treatment and care are provided to children with mental health needs and their families. The work of **[NAME OF YOUR PROGRAM]**, is part of a national effort by SAMHSA to fulfill the action steps set forth in the Federal Action Agenda.

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