



## **FACT SHEET**

### **Each Mind Matters activated by St. Jude Medical Center**

St. Jude Medical Center is activating Each Mind Matters, California's Mental Health Movement, in north 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, St. Jude Medical Center is strengthening and amplifying the movement at the grassroots level.

St. Jude Medical Center's localized Each Mind Matters effort encourages community members to talk openly and honestly about mental health. Launched in January 2018, 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 St. Jude's Medical Center'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 north Orange County events, civic centers, community facilities, schools, shopping areas and more throughout the year.

Additional outreach efforts include in-neighborhood visits, community event participation, public facility displays, and more.

As part of the program, the campaign asks community members to "Promise to Talk." Individuals may make a promise at [PromiseToTalk.org/SJMC](http://PromiseToTalk.org/SJMC), through @PromiseToTalkSJMC via [Facebook](https://www.facebook.com/PromiseToTalkSJMC) or [Instagram](https://www.instagram.com/PromiseToTalkSJMC), or in person at events where St. Jude Medical Center is participating with Each Mind Matters. By the end of 2018, St. Jude Medical Center strives to achieve a minimum of 600 promises to talk from area residents.

The Each Mind Matters effort aligns with St. Jude Medical Center's 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 St. Jude Medical Center that identified mental health as a high priority need.

To learn more about Each Mind Matters activated by St. Jude Medical Center, visit [PromiseToTalk.org/SJMC](http://PromiseToTalk.org/SJMC).