



**Parent/Professional
Advocacy League**

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Greetings from the PPAL office!

We've been celebrating Children's Mental Health Week with you since 1996 and none of us have seen a year like this one. We have been in the midst of an overwhelming public health crisis which has upended many of our lives in ways we never expected. Our state, our communities, our neighbors and our families are focusing their attention and resources on how we can defeat the coronavirus and come out on the other side. That's as it should be.

This, however, has remained unchanged: **children's mental health matters**. A child's mental health is key to their well-being and grows with strong family relationships – including extended family – as well as learning to adapt and do things differently in difficult times. These are things we have all learned to value even more.

This year our theme is one we can all get behind: **Painting a Picture of Hope for the Future**. Children's Mental Health Week is almost here and we invite you to celebrate with us! This year it's May 2-8, 2021.

We are very excited to share the new and updated materials for the 2021 Children Mental Health Week toolkit:

- New 2021 poster for Children's Mental Health Week
- Green ribbons
- Calendar of facts (updated for 2021)
- Timeline
- Coloring sheets

We need your help to let everyone know that Children's Mental Health matters, this year more than ever. Wear a green ribbon or something else green and send us a picture at cmhw@ppal.net to add to our gallery on social media. Attend a virtual event or hang the posters wherever you can. Go to <https://ppal.net/childrens-mental-health-week/> to find out why this week is so important.

Thank you for making Children's Mental Health Week a successful event for all our children, youth, and families throughout the state. Our heartfelt thanks goes to the Department of Mental Health, the Massachusetts Behavioral Health Partnership/Beacon Health Strategies, and all the families and professionals who make this week a success each year.

Be safe and be well,

Lisa Lambert, Executive Director