

PARTNERSHIP OPPORTUNITY

Wellness for Boys and Men of Color

An innovative mental health education and awareness campaign

Partnerships

Alliance for Boys and Men of Color
HAWK Institute
Improve Your Tomorrow
Sacramento Job Corps
Samuel Merritt University
Sierra Health Foundation
Trade Crafted, San Francisco
Wellness Together

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Mental Health
California



Reaching out across California to educate boys and men of color on mental illness, trauma, healing, self-care, resilience, and hope.

Considering the social determinants of health, boys and men of color experience disproportionate levels of trauma, misdiagnosed or undiagnosed mental illness, over-medication, and high levels of stress, anxiety, depression, and substance abuse. This innovative campaign delivers (clinical and holistic) prevention and early intervention strategies while increasing awareness opportunities for treatment and linkages to care. The integration of technology including digital publishing, a web portal, an iOS/Android mobile app, mobile therapy, video talks, and virtual reality, broadens reach, allowing for "on demand" flexibility to meet participants where they are. The project also includes ideation events and audience-specific hackathons, plus curriculum and tools for schools and colleges to support the wellness of the audience. We also partner with media organizations to drive storytelling aspects of wellness for boys and men of color, reducing stigma, and creating greater pathways to care.

About Mental Health California™

Mental Health California™ is a 501(c)3 non-profit charitable organization educating Californians on mental health through publishing, training, awareness, new media, and special programs. We also produce an innovative digital magazine that educates and inspires. Our experience in multi-cultural outreach and communications allows us to offer multi-layered awareness programs tied to specific communities such as schools or ethnic and cultural groups.

**Virtual Reality Project Concept Winner of "Best Overall",
"Most Creative" and "Most Socially Responsible" Awards at the 2019
NewPathVR Virtual Reality Hackathon, San Francisco, California.**

