

# OUR BUSINESS OF MENTAL HEALTH

## *Symposium*

Wednesday, March 8, 2017 • 5:30pm - 7:30pm  
Annenberg Center for Health Sciences at Eisenhower Medical Center  
39000 Bob Hope Drive • Rancho Mirage, CA 92270

### OUR BUSINESS OF MENTAL HEALTH

is a media event symposium. Our goal is to reduce the stigma of mental illness and provide resources to parents and caregivers.

### HOSTED BY

Coachella Valley High School  
Health Academy

Coachella Valley High School  
Health Occupations Students of America (HOSA)

### SPONSORED BY

Regional Access Project  
Coachella Valley Economic Partnership  
Trilogy La Quinta  
Agua Caliente Band of Mission Indians  
Sunline Bus

### PROGRAM

Keynote Speaker

Top 10 media submissions from 2017 Community Contest  
Resources on Mental Health Services

For additional information visit

[WWW.CVHSHEALTHACADEMY.US](http://WWW.CVHSHEALTHACADEMY.US)

### COMMUNITY CONTEST WIN \$250, \$500, \$1,000

Design a Billboard • Write a Radio Spot  
Produce a TV Commercial

Create media that best represents one or both of the topics below, and offers the following resource:

National Alliance on Mental Illness  
[800] 950-NAMI • [www.NAMI.org](http://www.NAMI.org)

- Decrease stereotype associated with obtaining mental health services.
- Educate parents and caregivers of children / youth of signs of mental health issues and provide resource options

Send Submissions to: [nicole.aguirre@cvusd.us](mailto:nicole.aguirre@cvusd.us)  
DEADLINE: FRIDAY, MARCH 3, 2017

**Billboards and Bus Shelters** - Submit via email a print design in a high resolution format (.pdf).

**Radio** - Submit via email a written 60 second commercial (include voice or music preferences).

**Television** - Submit a 30 second produced commercial. Upload the file to youtube.com (provide the youtube.com link with email submission).