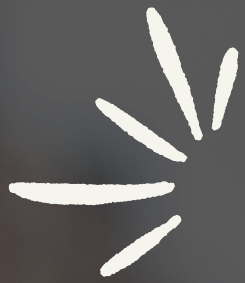


Despite the history and good intentions of Children's Mental Health Awareness Month, *it was largely built by systems and adults.*



When we asked youth from all across the nation, here is what they said





Over 50%
had never
heard of the
month before

Over 50% had
no idea what
the green ribbon
symbolized



Those who responded that they had heard of Children's Mental Health Awareness Month

didn't define it the same way



there was no clear, shared understanding of what this month actually is

While the intention of this month is clear - **if something is built for youth, they should be able to define it.**





Those who responded that they had **never** heard of Children's Mental Health Awareness Month

still understood the need

*noted that the intention is clear,
but the execution is not*

It is clear that youth understand the need,
but systems are not delivering it well.



When prompted to go deeper, responses from youth shifted from awareness to connection, support, and real change

Youth want systems that are tailored for them, by them, that center their voice and choice beyond symbolic gestures.

That is exactly why Youth MOVE National exists.



Our work is rooted in
shifting the narrative.

*Youth aren't here to be an
afterthought or a checkbox.*

**Which is why this May, we are
focusing on the BS* (Built by Systems)
and reclaiming the month to be truly
for youth, by youth, the way it always
should've been**

