

THE LIME-GREEN RIBBON CAMPAIGN

The Los Angeles County Department of Mental Health (LACDMH) has partnered with XCEL University and Limelight Mental Health <http://www.limelightmentalhealth.com/> in launching a lime-green ribbon campaign for mental health in Los Angeles. The lime-green ribbon provides a unifying color for mental health nationally.

The first such successful initiative was Susan G. Komen Foundation's pink ribbon campaign, launched in 1982, focused on breast cancer. The positive ripple-effect of the campaign highlighted early detection, effective research and treatment.

We are creating and trademarking a lime-green ribbon logo specific to LACDMH. We have proposed that other mental health and addiction agencies create and trademark their own lime-green ribbon with the hope that lime-green will unify all individuals involved in mental health from recipients of services, parents, family members, providers and organizations devoted to caring for individuals that struggle with mental health or addiction issues.

California Mental Health Services Authority (CalMHSA) has officially adopted the lime-green color!

As you may have seen recently around the department, we have created and distributed lime-green ribbons and plastic lime-green

wristbands with the words *HOPE WELLNESS RECOVERY* embossed in the silicone as a visual reminder of mental health awareness.

Over time, lime-green will be associated with good mental health care and may motivate individuals and families in our community to seek assistance for mental health, primary care and substance use issues with the goal of eliminating the concurrent stigma and discrimination that accompany individuals and family members seeking such help.

Metta World Peace of the LA Lakers recently helped promote the use of lime-green by wearing a ribbon and wristband while accepting the official county scroll endorsing May as Mental Health Awareness Month at the LA County Board of Supervisor's meeting last Tuesday, May 14th, 2013 from 2nd District Chairman Mark Ridley-Thomas <https://vimeo.com/66207474>. Stella March, NAMI pioneer, joined World Peace in receiving recognition for bringing mental health awareness to the forefront by receiving her own scroll from 3rd District Zev Yaroslavsky's office. World Peace is the spokesperson for LACDMH's lime-green themed *Talk it Out* campaign, now posted throughout the MTA, on metro trains, bus and transit stops. Stop by the lobby at 550 S. Vermont to pick-up a *Talk it Out* poster, available in English or Spanish.

LACDMH used the lime-green pantone color chart (PMS) number 375 to create this campaign. Please feel free to use that color number to order lime-green items. If you need help identifying the color, contact one of us as soon as possible.

Do you have lime-green ideas? LACDMH does not yet have the final ribbon trademarked and are looking for staff to become lime-lighters!! Please ask your supervisor how you can help.

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