

Contact

MAY 2023

A child's mental health is just as important as their physical health and deserves the same quality of support.

-Kate Middleton

**COMMUNICATING ABOUT
MENTAL HEALTH**



**What does PTA have to say about
Mental Health?
How do we know what we can share?**

*By: Kristina Wilmoth,
VP of Communications*

PTA has a long-standing and frequently updated resolution on Children's Mental Health and Wellness (since 1969) proving the commitment to advocacy and focus on this prevailing need.

In addition to mental health and wellness being a priority for advocacy and awareness, PTA also has an entire program built by prioritizing mental health called Healthy Minds. "National PTA developed the PTA Healthy Minds Program to help families make mental health an everyday priority." - pta.org/HealthyMinds

So now, we've established, PTA has vested interest and supports mental health advocacy and resources in our communities, but how do we share the news? My simple advice is- use the resources available to you! Use your own pictures or stories and then add statistics, quotes, or other info from these sources to show your validity and consistency.

1. PTA has Branding Guides and Visual Identity Standards that will give you all you need to make sure you are staying consistent with the PTA voice.
2. Healthy Minds has more than just grants, there are examples of social media posts, usable quotes, and sharable statistics to use.
3. Tap into PTA's partners and other reputable resources. Childmind.org cdc.gov 988helpline are some good examples.

**MOST IMPORTANTLY,
EXPRESS YOURSELF AND ADVOCATE!**

A graphic for Mental Health Awareness Month. It features a dark blue background with a glowing red brain illustration on the right. On the left, there are stylized red neurons. A purple circular badge contains the text "#WELLNESS WEDNESDAY". The main title "MENTAL HEALTH AWARENESS MONTH" is in large white letters, with "May 2022" below it in yellow. A large purple speech bubble contains the following statistics: "1 IN 6 U.S. youth experience a mental health condition each year, and only half of them receive treatment", "50% of all lifetime mental illness begins by age 14 and", and "75% by age 24". The Missouri PTA logo is in the bottom left, and "mopta.org" is in the bottom right.

#WELLNESS WEDNESDAY

MENTAL HEALTH AWARENESS MONTH
May 2022

1 IN 6 U.S. youth experience a mental health condition each year, and only half of them receive treatment

50% of all lifetime mental illness begins by age 14 and

75% by age 24

Missouri **PTA**[®]
everychild. onevoice.

mopta.org

How Do You Prioritize Mental Health?

It's important to support the mental health of all children—before, during and after challenges arise — and to support parents' and caregivers' mental health too!

National PTA has developed the PTA Healthy Minds Program to empower families to **make mental health an everyday priority**. Check out the resources on this webpage, including informational and activity resources directly for families and resources to help PTAs run PTA Healthy Minds programming.

Family Toolkit

1. **Build a Framework for Strong Mental Health Support** - *These resources will help guide your family in building healthy minds.*
2. **Tools to Take Action: Positive Mental Health Practices** - *This discussion guide can help your family navigate having conversations about mental health, and the action plan gives you some tangible actions your family can take to start making building healthy minds a regular part of your lives.*
3. **Get Help Now: Support Resources** - *School counselors, nurses, psychologists and psychiatrists can connect your family to mental health services and providers in your community, and reaching out to them should be your first step.*

[HTTPS://WWW.PTA.ORG/HOME/PROGRAMS/HEALTHY-LIFESTYLES/MENTAL-HEALTH](https://www.pta.org/home/programs/healthy-lifestyles/mental-health)

Parenting Through Depression

How to take care of yourself and your family

Feeling sad, lacking energy and struggling to enjoy time with your kids can make parenting feel overwhelming. Some parents begin experiencing depression around the birth of a child, but some develop it later or find that parenting intensifies existing mental health challenges. And it's not just moms – parents of any gender can experience depression. If you're a parent dealing with depression, you're not alone, and treatment can help.



Parenting Through Depression

Depression can make parenting feel overwhelming. But if you're a parent dealing with depression, you're not alone, and treatment can help.

Click the photo to read more from Child Mind Institute

Summer Break & Traveling Tips



[CLICK HERE](#)



Strategies for a Successful Summer Break

Tips for managing your kids' downtime to help make it relaxing for everyone. Here are some strategies for a successful summer break.

WHAT YOU'LL LEARN

- Why is structure important for kids during the summer break?
- What are some ways that families can provide structure for kids?
- How should families handle behavior issues over summer break?

WHAT YOU'LL LEARN

- How can you make traveling with an anxious or challenging child less stressful?
- What are the things to consider when planning your trip?
- What can you do when preparing for your trip to help make it successful?



[CLICK HERE](#)

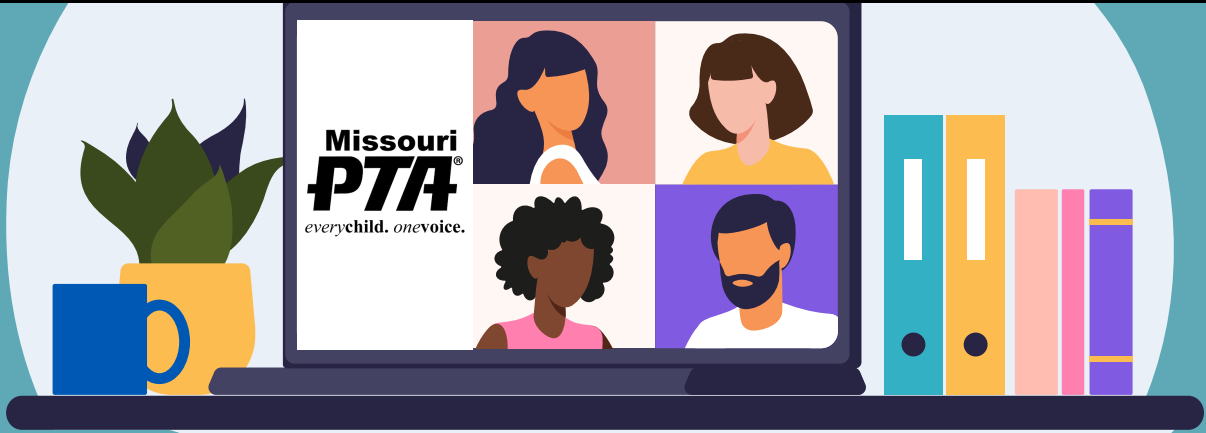
Tips for Traveling With Challenging Children

How to minimize stress and maximize fun for everyone. Tips for traveling with challenging children and ensuring an enjoyable vacation.

IT'S TIME

to submit 2023-24 officers!

CLICK HERE TO SUBMIT YOUR OFFICERS TO MOPTA



Awards

Check out Missouri PTA's website for newly updated awards forms.
For more info about awards click [here](#).

Deadline to submit award forms is August 31 to be recognized at the upcoming Missouri PTA Convention in October.

DOS AND DON'TS OF PARTNERING WITH ADMINISTRATORS

Do:

- **Plan together.** Learn administration goals and discuss how your PTA can engage families in supporting those goals.
- **Connect to resources.** Talk with the principal about how state and National PTA programs and resources support and enhance student learning.
- **Be respectful.** You don't always have to agree. Find a way to communicate in a professional and respectful manner with your school's leadership.
- **Differentiate.** Help school administration understand that your local unit is a separate and independent child advocacy group, part of and supported by a large and experienced association.
- **Meet regularly.** Consider a regular monthly coffee or lunch with the principal, or arrange a regular phone call. Invite the superintendent to board meetings. Stay in touch.
- **Make the connection visible.** Ask your principal to provide a report at PTA meetings, or to write an article for your PTA's newsletter or post for the PTA blog. Plan an open-to-all "chat with the principal" or "coffee with the superintendent."
- **Engage families.** Share the National PTA Standards for Family-School Partnerships materials. Collaborate on building better family engagement and improving student success. Consider registering in the National PTA Schools of Excellence program.
- **Engage community.** Invite community groups or youth-serving organizations to the school for PTA events. With the principal, identify community service opportunities for families.
- **Encourage participation in the budget process.** Give parents the info they need to effectively advocate during budget time. Help parents support the education budget.
- **Stay on the same page.** Follow up all phone calls and meetings with a summary of what was discussed and confirmation of any action steps to be taken by the PTA or administration.
- **Ask to speak at teachers meetings.** Ask to be treated as a partner in education, a vital part of the connection between home and school.

Don't:

- **Be adversarial.** Developing a working relationship is well worth the effort. Find common ground. Model civil discourse, even if it is difficult to deal with administration.
- **Comingle funds.** Mixing private and public funds is forbidden. No PTA funds should ever be deposited in a school account and no school funds should find their way into a PTA account.
- **Give up control of the checkbook.** PTA is a separate entity from the school. PTA funds are controlled by PTA members and board. The checkbook resides with the treasurer.
- **Cede control of PTA meetings.** All members—even administrators—have the same rights at meetings. The PTA meeting is run by the PTA President or the president's delegate, in compliance with PTA bylaws and using Robert's Rules.
- **Get in trouble with the IRS.** Know the rules and file the proper forms with the IRS. PTA's funds are not school funds; do not use the school's EIN. Consult your state PTA if you have questions.
- **Open your PTA to theft.** No administrator wants to deal with the negative publicity surrounding a PTA's poor money management. Use good business judgment, ensure financial reports and audits happen, and follow your state PTA's rules about money-handling.
- **Entangle administration in personality issues.** Sometimes personal issues interfere with PTA function. To maintain a professional, credible relationship with administration, work through your personal problems without involving administration. Seek help, if necessary, from your state PTA.
- **Become an ATM.** PTA funds are raised to further PTA's mission and goals, not to supplement school budgets. Collaborate with administration, but do not allow your PTA to be viewed as a bottomless source of funding available for all administration requests. Raise awareness rather than raise funds.

[Click here for a printable version](#)

MEMBERSHIP MATTERS



WRAPPING UP THE YEAR AND LOOKING FORWARD

As you wind down this school year now is the time to look ahead and plan for growing your PTA membership for next year. Here's a checklist to help you make that plan.

- 1) Gather data:** look at your total membership numbers for last year by month; look at individual numbers for adults/parents, staff, students (if PTSA), and businesses.
- 2) What worked and what didn't?:** evaluate your membership campaigns to see which were the most successful. Celebrate your successes! Look at launching/extending membership campaigns throughout the year, not just at the beginning.
- 3) Expand your resources:** look at making your membership easier to navigate - is your [form online and readily available?](#) Use membership resources available to you from [National PTA](#).
- 4) Set goals for next year:** create realistic and focused goals for next year. Try honing in on a segment you haven't before (i.e. business memberships, or student memberships).

**Good luck creating your game plan for next year!
Please reach out to us on the MOPTA Membership team if you have questions or need help.**

[Email: gayler@mopta.org](mailto:gayler@mopta.org)

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Congrats!

Adalyn Goodwin
Lucy Franklin Elementary
"Speak Kindness"



Award of Merit
National PTA
Reflections Program



NATIONAL PTA REFLECTIONS

2023-2024
CALL FOR ENTRIES!

I am Hopeful Because...
Explore the arts and express yourself!

Learn more and get involved!
[PTA.org/Reflections](https://pta.org/Reflections)

CLICK HERE

FOR MORE INFORMATION

SAVE THE DATE

2023 Missouri PTA Convention

October 19-22, 2023

Hilton St. Louis Airport

Missouri
PTA[®]
everychild. onevoice.

GPTA
Gateway
to every child. one voice.



PTA 2023
CONLIVE

JUNE 15–24

For more info
visit [PTA.org/Convention](https://pta.org/Convention)

2023 NATIONAL PTA VIRTUAL CONVENTION

REGISTRATION ENDS MAY 31, 2023

[Click here for more information about National PTA's 2023 Convention](#)