



SHINE THE LIGHT

— on Mental Health —

Presented by  Trustmark

What is Shine the Light on Mental Health?

Shine the Light is a mental health awareness initiative presented by Canopy Children's Solutions in partnership with Trustmark.

Key Features include:

- A series of public services announcements illustrated by Mississippi Today's two-time Pulitzer Prize finalist and Mississippi editorial cartoonist, Marshall Ramsey.
- In-home experience "[Illuminate Hope – Hope Takes Flight on World Mental Health Day](#)" sponsored by Baptist Memorial Health Care, on October 10.
- Outdoor shopping and mental wellness experience "[Share Hope](#)" sponsored by the C Spire Foundation, that will take place at Highland Village Shopping Center in Jackson the weekend of November 13-15.
- Free virtual resources and activities at mycanopy.org/shinethelight
- [Public Service Announcement illustrated by Marshall Ramsey](#)

What is the purpose of Shine the Light?

- Canopy cares deeply about the children and families of Mississippi. The Shine the Light on Mental Health campaign is devoted to mental wellness and positive messaging. The campaign provides resources, activities and experiences to usher resilience, hope and healing for all Mississippians.

What is Illuminate Hope?

- Date: October 10, 2020 on World Mental Health Day
- Location: In the comfort and safety of your home
- Sponsored by Baptist Memorial Health Care
- Designed to promote mental well-being and encourage open communication about mental health.
- Canopy is offering specially-curated experience boxes to guide participants through an evening of activities, exercises and conversation starters focused on hope and mental wellness.
- The experience will culminate in a paper lantern release that symbolizes hope for the future, for ourselves and our communities.
- Register by September 25, to participate.

What is Share Hope?

- Dates: November 13 – 15
- Location: Highland Village, I-55 North, Jackson
- Sponsored by the C Spire Foundation
- Share Hope is a community event that offers participants a unique shopping experience set within an environment that highlights community mental wellness.
- Highland Village merchants will set up outdoor shopping spaces for patrons to enjoy.
- Canopy experts will join other wellness providers offering information and activities that promote ways to stay mentally healthy.
- Share Hope will kick-off with Highland Village's "Friendsgiving" annual outdoor fundraiser to benefit Canopy on Friday, November 13.

Why are these events focused on mental health?

- Before the pandemic, 1 in 5 children experienced a serious mental health challenge. That is 131,000 children in Mississippi alone.
- However, fewer than 20 percent were reaching out and getting the appropriate help they needed.
- Prolonged stress, such as what is being experienced as a result of COVID-19, is creating greater mental health concerns as children and adults alike are having to learn how to cope with something we've never experienced before.
- The prolonged stress creates increases in instances of depression, social isolation, anxiety and PTSD.
- Through our *Shine the Light* campaign, we strive to increase resiliency, decrease stigma, and share a message of hope.
- With such a greater need for mental health resources, Canopy and our transformational partners are working to provide individuals and families with tools to increase overall well-being and information on when to seek professional care.

How can the community to get involved?

- Participating in the 2 experiences, Illuminate Hope and Share Hope.
- Individuals can become a Shine the Light Campaign Ambassador. This provides volunteer opportunities as well as a way to highlight information about mental health among friends, family and the community. There is no cost associated with becoming an ambassador and it offers public services hours for students in need of volunteer opportunities.

Where can you learn more about how to get involved?

- The campaign website, mycanopy.org/shinethelight, has all the current information about our wellness experiences and becoming a campaign ambassador. We will continue to update information and resources on this page.