



**FOR IMMEDIATE RELEASE**

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## Tri-City Mental Health Authority Launches “Be Kind to Your Mind” Campaign to Promote Student Wellness in the Region

**Pomona, CA — June 2026** — Tri-City Mental Health Authority (TCMHA, Tri-City) proudly announces the launch of *Be Kind to Your Mind*, a new student awareness campaign designed to encourage youth and young adults to take intentional pauses, check in with themselves, and build everyday habits that strengthen mental health and wellness.

Its launch reflects a timely response to the rising mental health challenges facing youth today. According to the Substance Abuse and Mental Health Services Administration, one in five youth and young adults lives with a diagnosable mental health condition, with half of all lifetime mental health needs emerging before age 14 and three-quarters before age 24. The Centers for Disease Control and Prevention identifies suicide as the second leading cause of death among youth ages 10–34. Locally, the [Los Angeles County Youth Commission’s 2025 Annual Report](#) found that mental health is the top concern among young people, surpassing education, employment, housing, and foster care. Youth also report a strong desire for safe, supportive spaces and better access to resources that meet their needs without stigma or judgment.

Through *Be Kind to Your Mind*, TCMHA aims to reduce stigma, increase help-seeking behaviors, and empower young people with tools to navigate stress, tough emotions, and life transitions. At the heart of the campaign is a commitment to normalizing conversations about mental health, strengthening protective factors, and ensuring youth know where and how to access support. Campaign activities are designed to reach youth where they are, including outreach events, school-based workshops, community engagement opportunities, and social media. TCMHA will also provide digital resources with mental health tips and information to help students, families, and educators promote positive mental health practices throughout the year.

“Talking openly about mental health, recognizing early signs of distress, and knowing when to seek professional help are essential steps in keeping young people healthy and safe,” said Carrie Filamor, LMFT, TCMHA Clinical Program Manager for the Children and Family Services Department. “These efforts encourage young people to pause during stressful moments, reflect on their emotional wellbeing, and reach out for support when needed.”

The campaign officially launched during Student Mental Health Awareness Week, May 11–15, 2026, at the Tri-City Directing Change Youth Film Screening and Awards Ceremony on Wednesday, May 13, 2026, at the Pomona Theater at the Village. The festive community event showcased short films created by young people from the Claremont Unified, Pomona Unified, and Bonita Unified School Districts, highlighting themes of mental health, substance use, and suicide prevention. Directing Change is part of a statewide effort to promote student mental wellness through youth storytelling, education, and creative expression.

“Stigma remains one of the biggest barriers preventing young people from seeking help or supporting a friend in crisis,” Filamor continued. “That’s why events like Directing Change are so powerful—they give young people a platform to speak openly about mental health, challenge misconceptions, and inspire their peers. *Be Kind to Your Mind* builds on that momentum by making mental health and substance use resources more visible, accessible, and youth-centered across our schools and communities.”

Schools play a pivotal role in delivering comprehensive mental and behavioral health services, fostering a sense of belonging, and strengthening support systems for students and families. *Be Kind to Your Mind* is funded through [California’s Behavioral Health Student Services Act \(BHSSA\)](#), which supports partnerships between county behavioral health departments and local education agencies to expand school-based behavioral health services. Locally, BHSSA grant funding is helping foster school-community partnerships in Claremont, La Verne and Pomona; train staff in schools and behavioral health clinics; and provide and increase access to behavioral health services for children, youth, young adults, and families in settings where they feel comfortable.

“Local schools can be the first line of defense in identifying and responding to young people’s behavioral health needs early before they become severe and disabling,” said Octavio Hernandez, LCSW, BHSSA Clinical Supervisor II. “Comprehensive school behavioral health services that include a range of prevention, early intervention and intensive services and supports can improve children’s and youth’s mental health outcomes and increase their academic success.”

TCMHA’s [Student Support Services](#), funded in part through the BHSSA, expands access to school-based behavioral health services for youth and young adults ages 25 and under who live or attend school in Claremont, La Verne and Pomona. The program strengthens partnerships with local school districts including Pomona Unified, Claremont Unified, Bonita Unified, and the School of Arts and Enterprise, as well as higher education institutions, law enforcement, health providers, and community youth-serving agencies—all committed to working collectively and collaboratively to promote student wellness.

“Every young person deserves access to compassionate mental health and substance use care when they need it most,” Hernandez said. “This campaign, and the community partnerships behind it, demonstrate what is possible when schools, youth, families, and health systems work together to promote student wellbeing.”

Student Support Services offers rapid access to behavioral health support regardless of insurance status, behavioral health screenings, short-term individual and group therapy, case management, and family support. For students with longer-term needs, the program provides referrals and linkage to ongoing care.

To learn more about Student Support Services and the Be Kind to Your Mind campaign, visit the [Student Support Services](#) page. For service referrals, email [spt@tricitymhs.org](mailto:spt@tricitymhs.org).

### **About Tri-City Mental Health Authority**

Tri-City Mental Health Authority (TCMHA) is a local government agency serving the residents and communities of Claremont, La Verne, and Pomona since 1960. Formed through a Joint Powers Authority, Tri-City provides a comprehensive continuum of behavioral health care, including treatment, prevention, early intervention, and recovery services for individuals of all ages and their families. As a steadfast community partner, TCMHA supports a comprehensive system of care that strengthens our community's capacity for healing, wellbeing, and recovery.