



ESCUCHA TUS
EMOCIONES
CUIDA TU VIDA

Bilingual Mental
Health Campaign



CAMPAIGN OBJECTIVE

- Increase Awareness Regarding the Mental Health Crisis we are Facing in the Latino Community
- Increase Access to Culturally and Linguistically Appropriate Psychoeducational Digital Material
- Decrease Stigma
- Provide Mental and Emotional Support Through Virtual Group Sessions



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Campaign housed at Centro Hispano
of Dane County



FUNDRAISING
CAMPAIGN

\$100,000 🎉



We are  Advocate Aurora Health

**AB KORKOR
FOUNDATION** | FOR
MENTAL
HEALTH



THE
CHARLES E. KUBLY
FOUNDATION



WISCONSIN DEPARTMENT
of HEALTH SERVICES

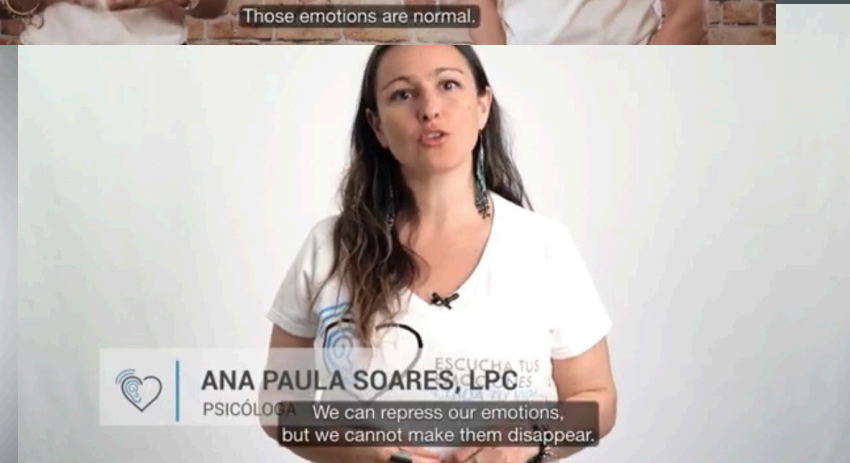
SPONSORSHIP/PATROCINIO

CAMPAIGN TEAM

- Ana Paula Soares, MS, LPC
Clinical Director and Coordinator
- Maria Salcido de Guerra, MS, LMFT
Mental Health Provider
- Angeles Rodrigues Soria
Community Health Promoter
- Sandra Dempsey (Source Ten)
Creative Director and Producer



4 PSYCHOEDUCATIONAL VIDEOS



30 MINUTE TV SHOW



SOCIAL MEDIA

TV INTERVIEWS

- PBS
- Telemundo





BILLBOAR

PRINTABLE CARDS

Tips de Salud Mental y Emocional

Mental & Emotional Health Tips



Spanish Audio
English Subtitles



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www.EscuchaTusEmociones.com

UN PROYECTO DE



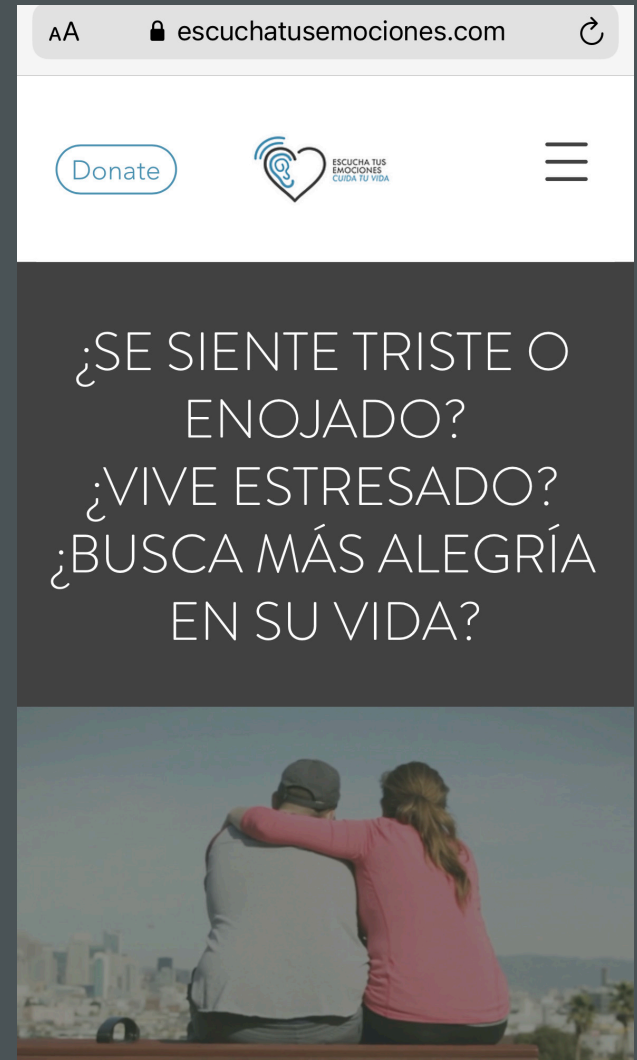
Aurora Health Care
We are  AdvocateAuroraHealth

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FOUNDATION FOR
MENTAL HEALTH



WEBSITE

www.escuchatusemociones.com



- CHWs WI Network
- UW School of Medicine and Public Health
- Wisconsin Technical College System Health Division
- Zilber School of Public Health
- Milwaukee Coalition for Children's Mental Health
- Wisconsin Institute for Public Policy and Service
- UW Center for Civic Engagement - Wausau
- Milwaukee Mental Health Task force
- Public Health Institute
- Centro for Population Health - Aurora
- Suicide Prevention Coalition Wisconsin
- WI Public Health Association
- I6 Street Clinic
- Core El Centro
- Aurora Health Care
- Children's Hospital
- Rogers Behavioral Health
- CHWs National Network

PROMOTION

The screenshot shows the WPHA (Wisconsin Public Health Association) website. The header includes the WPHA logo and a navigation bar with links: About WPHA, News & Resources, Advocacy, Member Center, Events, Career Center, and Sponsorship. The main content area is titled 'News & Press: WPHA News' and includes an 'Email to a Friend' link. A featured article is titled 'Sharing Resources: Mental Health Campaign - Escucha Tus Emociones Cuida Tu Vida' dated Monday, October 18, 2021, with 0 comments. The article text states: 'WPHA is pleased to share these resources as a partner on this campaign: Escucha Tus Emociones Cuida Tu Vida. Find more information on the website: <https://www.escuchatusemociones.com/videos>'. Below the text is a section titled 'Tips de Salud Mental y Emocional' (Mental & Emotional Health Tips) with a speaker icon indicating 'Spanish Audio' and 'English Subtitles'. A row of five small images shows diverse people. At the bottom, there is a 'PATROCINADORES' (Sponsors) section with logos for 'CENTRO HISPANO', 'Aurora Health Care', 'AD KOPPEL FOUNDATION', and 'BAYER'.

HOW YOU CAN GET INVOLVED

- Help us to raise another \$20,000
- Spread the word
- Post the videos on your website & social media
- Host virtual group sessions (\$350)
- Share our printable cards with your clients and providers



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***For therapeutic and informative
mental health group sessions in Spanish contact:***

Psychotherapist: Maria Salcido de Guerra, LMFT
mariadesalcido@gmail.com

Community Health Promoter: Angeles Soria
angelessoria33@gmail.com

www.EscuchaTusEmociones.com