

Proclamation



Bob Buckhorn, Mayor

WHEREAS, mental health is an essential part of overall health, and it is vital that each individual has equal opportunity for early access to screening, assessment and referral to treatment, and individuals with mental illness and their families need to stay informed so that they can exercise choice over their care decisions; and

WHEREAS, effective methods for reducing the stigma and isolation associated with mental illness are accomplished by building awareness and understanding of mental illness, increasing access to treatment and ensuring families who are struggling know that they are not alone in their journeys; and

WHEREAS, the Campaign to Change Direction initiative is a collection of concerned citizens, and nonprofit and private sector leaders who have joined together to change the culture in America about mental health, mental illness, and wellness, and it strives to remind individuals that emotional well-being is just as important as physical well-being; and

WHEREAS, the Campaign to Change Direction encourages others to join the initiative by recognizing signs that someone may be experiencing emotional pain and might need help, and the most common are *Personality Change, Agitation, Withdrawal, Poor Self-Care* and *Hopelessness*; and

WHEREAS, the University of South Florida (USF) KnoBull Chapter of Public Relations Student Society of America (PRSSA) is joining the Campaign to Change Direction on Saturday, February 25, 2017 at the USF Marshall Student Center Atrium, and the event will focus on advocating for the mental health of older adults by challenging people of all ages to become involved by volunteering at local nursing homes and assisted living communities to promote physical and mental health through enjoyable activities.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby proclaim Saturday, February 25, 2017 as

“CAMPAIGN TO CHANGE DIRECTION DAY”

in the city of Tampa, Florida, and encourage all citizens to join me in thanking the organizations, dedicated mental health professionals, advocates and support groups for their commitment to building better lives for those affected with mental illness.

Dated in Tampa, Florida, this 10th day of February, 2017.



Bob Buckhorn

Mayor

