



Public Relations & Marketing

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Westbound Wins 2018 Silver Anvil for Mental Health Stigma Reduction Campaign with Mission Hospital

Orange, CA (June 7, 2018) –Westbound Communications was honored with the prestigious Silver Anvil award from the Public Relations Society of America (PRSA) for its Mental Health Stigma Reduction Campaign with Mission Hospital. During the 2017-2018 campaign, the Each Mind Matters campaign touched more than 15 million lives, impacted more than 8,000 lives and achieved more than 4,800 promised from Orange County residents to talk about mental health.



“We are humbled and extremely proud to receive our profession’s highest honor,” said Scott Smith, managing director at Westbound Communications. “This award -- recognizing Each Mind Matters as the best in the nation -- is a true tribute to the exceptional legacy left by our great leader and friend, Rick Miltenberger, who led the campaign for years and passed away earlier in the year.”

Each Mind Matters is a campaign that recognizes the challenges each person faces on a daily basis and encourages people to support one another. The campaign promotes open and honest conversations with friends and family to improve community understanding, acceptance and support of mental health and wellness.

Each Mind Matters Orange County is a joint effort between Mission Hospital, St. Joseph Hospital, and St. Jude Medical Center. Through a multilingual (English, Spanish and Vietnamese) campaign, these hospitals serve all communities, especially those in need. They collaborate with community partners to increase awareness about the importance of people taking care of their minds and bodies. They also go into communities and share resources and tools to help people connect to needed support and services. For more information on the campaign, visit promisetotalk.org.



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For more information on the award entry, see the story about that appeared in PRSA Strategies and Tactics: <https://tinyurl.com/y2p6u3ta>.

About Westbound Communications: Westbound is a best-in-class team of branding strategists, social marketers, media and community relations specialists, content generators and behavioral scientists. With offices in Orange and Riverside, Westbound is proud to work with our valued clients to address any communication challenge. www.westboundcommunications.com