

MENTAL HEALTH AMERICA
ANNUAL CONFERENCE



AWARDS NOMINATION GUIDE

DEADLINE: MARCH 31, 2018

MENTALHEALTHAMERICA.NET/ANNUALCONFERENCE



NOMINATION INSTRUCTIONS

ABOUT MHA'S AWARDS

Each year, Mental Health America (MHA) recognizes outstanding work by the media, its affiliates, young people and adult mental health consumers. All award recipients will be honored during events held at MHA's 2018 Annual Conference, June 14-16, in Washington, DC.

WHO IS ELIGIBLE?

- Each award has different eligibility criteria, which are outlined in this brochure.
- Self-nominations will be accepted.
- Previous nominees who did not receive an award may be nominated again.

HOW CAN I NOMINATE A PERSON OR PROGRAM?

Complete a nomination form (included in this brochure) for each nomination. Nominators can photocopy the forms to submit multiple nominations. Please note that nominations for the mPower award should be made on a separate form (also included in this brochure).

Attach a statement of no more than three pages to your application. The statement should include relevant biographical information about the nominee and describe how the nominee meets award criteria.

Electronic submissions are strongly preferred and should be sent to Erin Wallace at ewallace@mentalhealthamerica.net with the subject title: Submission: 2018 Awards Program.

If you cannot submit electronically, package the nomination form, statement and relevant supplemental materials in one notebook, binder or folder. The entire packet must not exceed seven pages in length. Do not send videos, books or CDs. Packets will not be returned.

Applications must be submitted by March 31, 2018. Winners will be announced by April 30, 2018.

Hard copies should be sent to:

2018 Awards Program
c/o Erin Wallace
Mental Health America
500 Montgomery Street, Suite 820
Alexandria, VA 22314

(Please note: emailed submissions must have signature of consent)

A hi-resolution photo (for promotional purposes) will be requested of each award recipient once selections have been made.



Right to Left: MHA President & CEO Paul Gionfriddo; mPower Award winner Nadia Ghaffari; George Goodman and Ruth P. Brudney Social Work Award winner Kate Mahoney; MHA Board Chair Reggie Williams; Clifford W. Beers Award winner Brandon Staglin; MHA Chair-Elect Tom Starling; and Past Chair Richard Van Horn.

CLIFFORD W. BEERS AWARD

MHA's highest award is given in honor of Clifford W. Beers, the founder of MHA and the country's volunteer mental health advocacy movement. Created in 1976, the Clifford W. Beers Award has been presented annually to a consumer of mental health and/or substance abuse services who best reflects the example set by Beers in his efforts to improve conditions for, and attitudes toward, people with mental illnesses.

Criteria—Nominees must:

- Be, or have been, consumers of mental health services;
- Have made or are making major contributions to improve the lives of people who have mental illnesses, substance use or co-occurring disorders;
- Demonstrate a strong ability to effectively educate the public about mental health, mental illnesses, substance use or co-occurring disorders;
- Effectively promote the concept of recovery to local, statewide and/or national audiences; and
- Illustrate his or her commitment to consumer advocacy despite risks to career, finances and public acceptance (strongly encouraged).

The award winner will receive an expense paid trip to MHA's 2018 conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's Clifford Beers Awards Dinner on Thursday, June 14, 2018. The award winner will be asked to offer brief remarks at the dinner.



Clifford W. Beers Award winner Brandon Staglin and MHA President & CEO Paul Gionfriddo.

MENTAL HEALTH CORPORATE EXCELLENCE AWARD

The Mental Health Corporate Excellence Award will be given to an exemplary corporation that promotes the mental health of its employees, stakeholders, and community.

Criteria—Nominees must:

- Demonstrate its commitment to the mental health of its employees. It may demonstrate this commitment through a variety of mechanisms that may include:
 - Programs offered that promote the health and mental health of its employees;
 - Screening programs that encourage employees to monitor their mental health;
 - Support for employees who use sick leave time to maintain their mental health as well as their physical health;
 - Accommodations made for people in recovery from serious mental illnesses;
 - Training programs at multiple levels for all employees to ensure support and respect.
- Demonstrate its commitment to promoting mentally healthy living among its external stakeholders, including, where appropriate, customers, contractors, investors, the public, etc.
- Demonstrate its commitment to promoting policies and practices that can be transported to other corporate settings and inform better behavioral health policy.

Corporations with a national, international, or regional footprint are eligible for the award.

No corporations that are in the "health" sector for purposes of inclusion in investment vehicles are eligible to apply for the award. The purpose of the award is to honor and recognize corporations that are outside of the traditional health space for their efforts to improve the health and well-being of their employees and society as a whole. No more than two corporations will be given the Mental Health Corporate Excellence Award in any year.

A representative for the award winner will receive an all-expense paid trip to MHA's 2018 conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's Clifford Beers Awards Dinner on Thursday, June 14, 2018. The award winner will be asked to offer brief remarks at the dinner.

GEORGE GOODMAN AND RUTH P. BRUDNEY SOCIAL WORK AWARD

The George Goodman and Ruth P. Brudney Social Work Award was established by the Board of Directors of MHA in November 1986. The award's establishment was made possible through a gift by George Brudney, a member of the MHA Board of Directors, in memory of his wife Ruth, a psychiatric social worker.

Criteria—Nominees must:

- Hold a master's degree (or higher) in social work from an accredited college or university;
- Hold a professional position in a public or private organization or agency and be primarily engaged in the provision of social work services to clients or patients who have a mental illness, the direct supervision or management of such services, or the development or implementation of innovative programs serving people with mental illnesses;
- Have demonstrated interest in and commitment to the profession of social work; and
- Have demonstrated dedication to improving the care and treatment of people who have mental illnesses.

The award winner will receive an expense paid trip to MHA's 2018 conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's General Reception on June 15, 2018.

INNOVATION IN PROGRAMMING AWARD

This award recognizes the continuing innovation and creativity of the MHA affiliate network in program development and implementation.

Criteria—an eligible **MHA affiliate program** must:

- Reflect the vision, mission and values of MHA;
- Show measurable outcomes;
- Represent state-of-the-art thinking and research in the mental health field;
- Incorporate consumer or family involvement and empowerment as a central component; and
- Be replicable in other settings or agencies.

One representative from the winning affiliate will receive an expense paid trip to MHA's 2018 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's General Reception on June 15, 2018.

MPOWER AWARD

The mPower Award celebrates the life and work of a teen or young adult who has spoken out about mental health issues to educate his or her peers and fight stigma.

Criteria—Nominees must:

- Be between the ages of 13-23;
- Have personal experience in dealing with a disorder that has affected them, a friend or a family member; and
- Have addressed mental health issues in their communities, such as forming a peer support group or club; advocating for mental health policy or system change; speaking to classmates or a youth group; writing a song, article or essay; or talking with the media.

The award winner (and a guardian if recipient is under the age of 18) will receive an expense paid trip to MHA's 2018 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's General Reception on June 15, 2018.

Nominators of youth under the age of 18 must submit parental permission.

MEDIA AWARD

Each year, MHA recognizes journalists, media outlets, television and film programs who excel in their coverage and portrayal of mental health issues in news and entertainment media.

The media is vital in educating Americans about mental health and mental illnesses. Accurate and responsible coverage is critical in breaking down stereotypes and stigma surrounding mental illness and substance use. Original, thought-provoking journalism and entertainment not only work to raise general awareness and shape public opinion, but help all people live mentally healthier lives and teach the country to address mental illness before Stage 4.

Last year's awards luncheon was hosted by NBC4 - Washington's Doreen Gentzler. Past awardees include documentary filmmaker Ben Selkow, journalist Jaclyn Cosgrove from *The Oklahoman*, ESPN's *Outside the Lines*, Netflix's *One Day at a Time*, CBS' *Mom*, NBC4-Washington, author and former Congressman Patrick Kennedy, and Illustrator Gemma Correll.

Criteria—submissions must reflect the following:

- Shows clear, factual data about mental illness and substance use disorders;
- Illustrates a creative and innovative approach to the topic and/or story;
- Provides fresh, non-conventional, in-depth, or unique perspective;
- Shows those with lived experience in real, multi-dimensional ways; and
- Works to reduce or address stigma around mental illness and substance use.

Awards will be considered in the following categories:

- Print (newspapers, national or local magazines, columns, books)
- Broadcast (national or local television, national or local radio)
- Entertainment (documentary, nationally-released film, television show or episode)
- Online (blogger, gamer, graphic artist, online platform)

The award winner(s) will receive an expense paid trip to MHA's 2018 conference, including full registration fees, travel expenses and lodging for up to two nights.

Recipients will be honored at the 2018 MHA Media Awards Luncheon on Friday, June 15, 2018.



Right to Left: MHA Board Chair Reggie Williams; Media Award winners Ben Selkow and Brent Miller; Emcee Doreen Gentzler; Media Award winners David Solomon and Jacklyn Cosgrove; and MHA President & CEO Paul Gionfriddo.

QUESTIONS?

Contact Erin Wallace at (703) 797-2588 or ewallace@mentalhealthamerica.net.

NOMINATION FORM

Please use this nomination form for all awards, except the mPower Award which uses a separate nomination form on next page. If necessary, please download additional copies of this form at www.mentalhealthamerica.net/annualconference.

AWARD FOR WHICH YOU ARE SUBMITTING A NOMINATION:

- Clifford W. Beers Award
 Innovation in Programming Award
 George Goodman and Ruth P. Brudney Social Work Award
- Mental Health Corporate Excellence Award
 Media Award

NOMINEE

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____

NOMINATING ORGANIZATION OR INDIVIDUAL

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Connection to Nominee: _____

CONSENT (FULL CONSENT OF NOMINEES FOR ALL AWARDS IS REQUIRED FOR CONSIDERATION)

I, (print name) _____, hereby consent to be nominated to receive the award indicated on this form and authorize the use of my name, brief bio and photograph in any publicity of the award.

Signature of Nominee: _____ Date: _____

IN ADDITION TO THIS FORM:

- Attach a statement of no more than three pages to your application. The statement should include relevant biographical information about the nominee, describe how the nominee meets the award criteria and include any additional support material.
- Your entire submission must not exceed seven pages in length. Do not send videos, audiotapes or CDs.
- Submit your application by **March 31, 2018** using the information to the right.

QUESTIONS?

Contact Erin Wallace at ewallace@mentalhealthamerica.net

SUBMIT MATERIALS:

Email: ewallace@mentalhealthamerica.net
Subject Line: Submission: 2018 Awards Program
Please note: *Emailed submissions must have signature of consent*

Hard copy: 2018 Awards Program
c/o Erin Wallace
Mental Health America
500 Montgomery Street, Suite 820
Alexandria, VA 22314

DEADLINE: MARCH 31, 2018



MPOWER AWARD NOMINATION FORM

If necessary, please download additional copies of this form at www.mentalhealthamerica.net/annualconference.

NOMINEE

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Guardian's name and number (if under the age of 18): _____

NOMINATING ORGANIZATION OR INDIVIDUAL

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Connection to Youth Nominee: _____

CONSENT (FULL CONSENT OF NOMINEE AND GUARDIAN IS REQUIRED FOR CONSIDERATION)

I, (print name) _____, hereby consent to be nominated to receive the mpower award and authorize the use of my name, brief bio and photograph in any publicity of the award.

Signature of Nominee: _____ Date: _____
Signature of Nominee Guardian (if under 18): _____ Date: _____

IN ADDITION TO THIS FORM:

Attach a statement of no more than three pages to the application. This statement should include relevant biographical information about the nominee and describe how the nominee meets the award criteria along with any additional support material (e.g., essay, poem, song or newspaper article). Specifically, the statement should address which mental health issues the youth nominee has addressed, and whether and how they affect the nominee or someone in his or her life.

- Your entire submission must not exceed seven pages in length. Do not send videos, audiotapes or CDs.
- Submit your application by **March 31, 2018** using the information below.

SUBMIT MATERIALS:

Email: ewallace@mentalhealthamerica.net
Subject Line: Submission: 2018 Awards Program
Please note: *Emailed submissions must have signature of consent*

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