

Messaging and Mental Health: A Call to Action B4Stage4

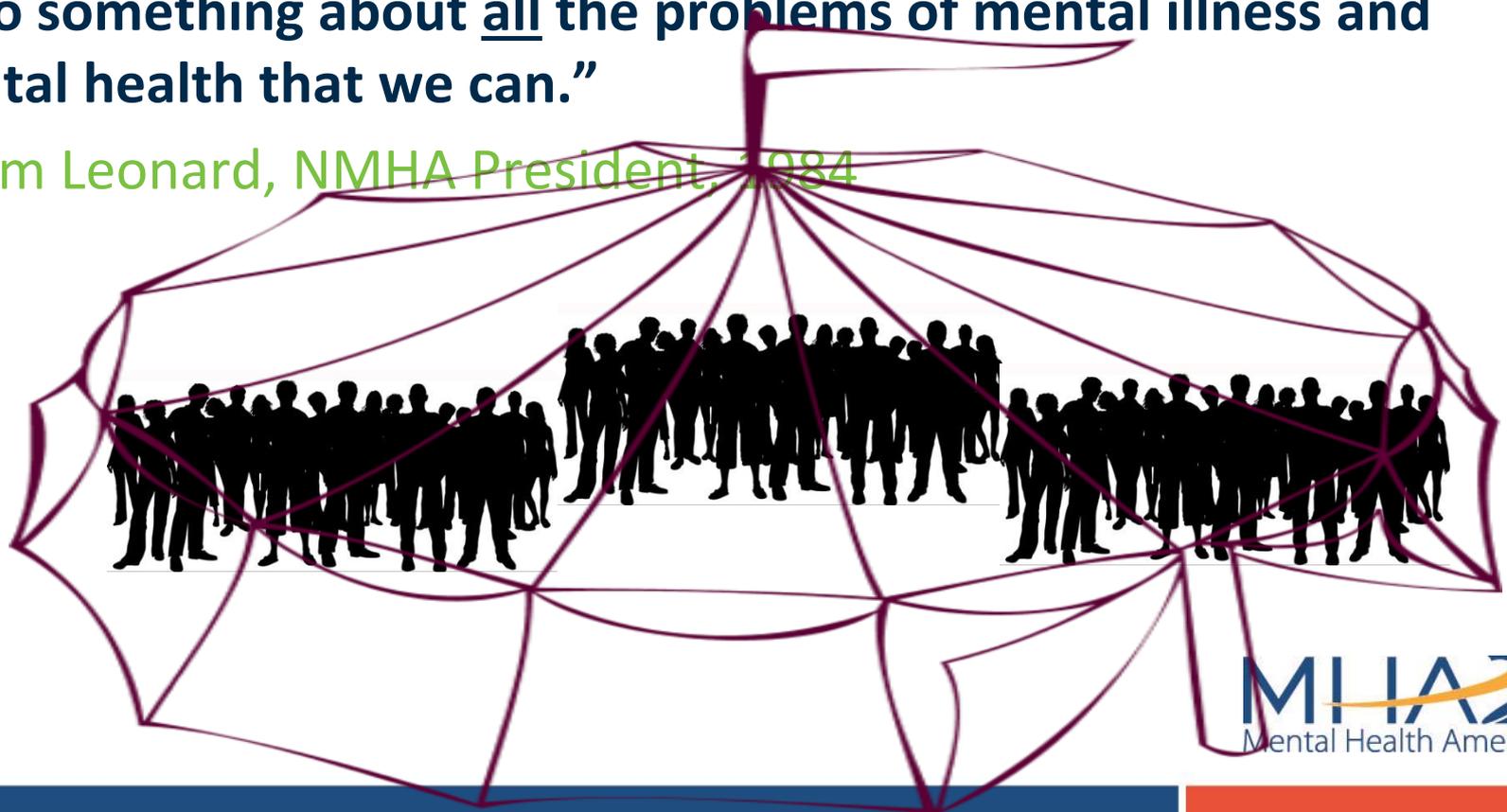


Paul Gionfriddo, President and CEO, MHA
Annual Conference: June 8, 2016

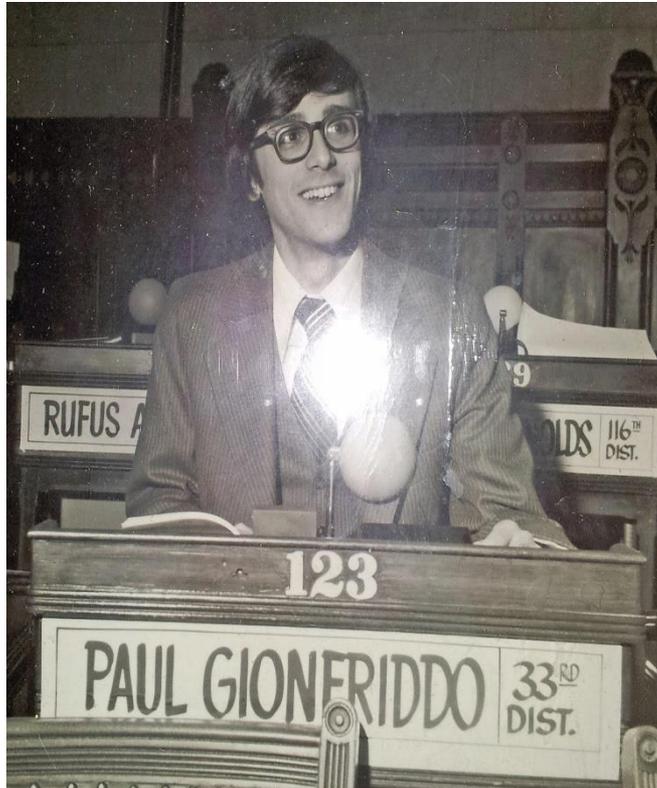


“Clifford Beers did not envision the creation of an organization of limited scope. He got what he wanted.... We draw into our organization human beings of extremely diverse backgrounds who are concerned about as many problems as there are in the mental health field.... We can rejoice in the fact that we are trying to do something about all the problems of mental illness and mental health that we can.”

- Tom Leonard, NMHA President, 1984



There's a Lot We Did Know a Century Ago...



“Bad press leads to bad policy.”

Number of Persons with Mental Disease

*Insane in Institutions in the
United States*

January 1, 1910 187,454

A. *Officers and Enlisted men, U.S. Army* 82,365

Officers and enlisted men, U.S. Navy 50,476

Officers and enlisted men, U.S. Marine Corps 9,854

Total 142,695

B. *Students in Colleges and
Universities in the United States* 184,712

C. *Population of Columbus, Ohio,
the twenty-ninth city in popu-
lation in the United States* 181,548

Source: NCMH (MHA), 1913

**Out of
fear... We
enthralled
far too
many.**

Cost of Caring for the Insane *and* Cost of Panama Canal.

<i>Number of insane in institutions January 1, 1910</i>	187,454
<i>Annual cost of maintenance (\$175.00 per capita)</i>	\$ 32,804,450
<i>Estimated cost of completing the Panama Canal</i>	\$ 325,201,000
<i>Time for completion (1904-1914)</i>	Ten years
<i>Annual cost of construction</i>	\$ 32,520,100



Source: NCMH (MHA), 1913

**On
misplaced
priorities...
We were
spending far
too much.**

Our Messages Were Often Lost in the Noise



This Set the Trap of Stage 4 Thinking

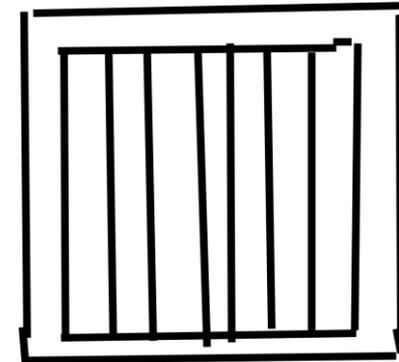
Mental Health
Conditions...



...are the only
chronic
conditions...

... that as a matter
of public policy...

... we wait until **Stage
4** to treat, and then
often only through
incarceration.



Until We Spoke Up...



“I must fight in the open.” – Clifford Beers



For Prevention



“The volunteer movement is the mental health conscience of the nation.

In the past, the big problem facing the volunteer was to educate the public to recognize mental illness as an illness and to understand the extent to which it exists.... This freed us to work more extensively on programs designed to cure or alleviate mental illness.

Now we are moving into a third area – prevention of mental illness – and have ahead of us the even vaster field of promotion of mental health in general.”

- Earl Warren Jr, 1968

For Health and Behavioral Health Integration



“I want to convey to you what by far in my view is the most basic and fundamental barrier standing in the way of attaining our mental health goals. **The barrier is the lack of recognition that mental health is a major part of health... [and] the degree of effort devoted to the prevention of mental disabilities.**”

Beverly Benson Long, **1979**

For Myth-Busting and Recovery

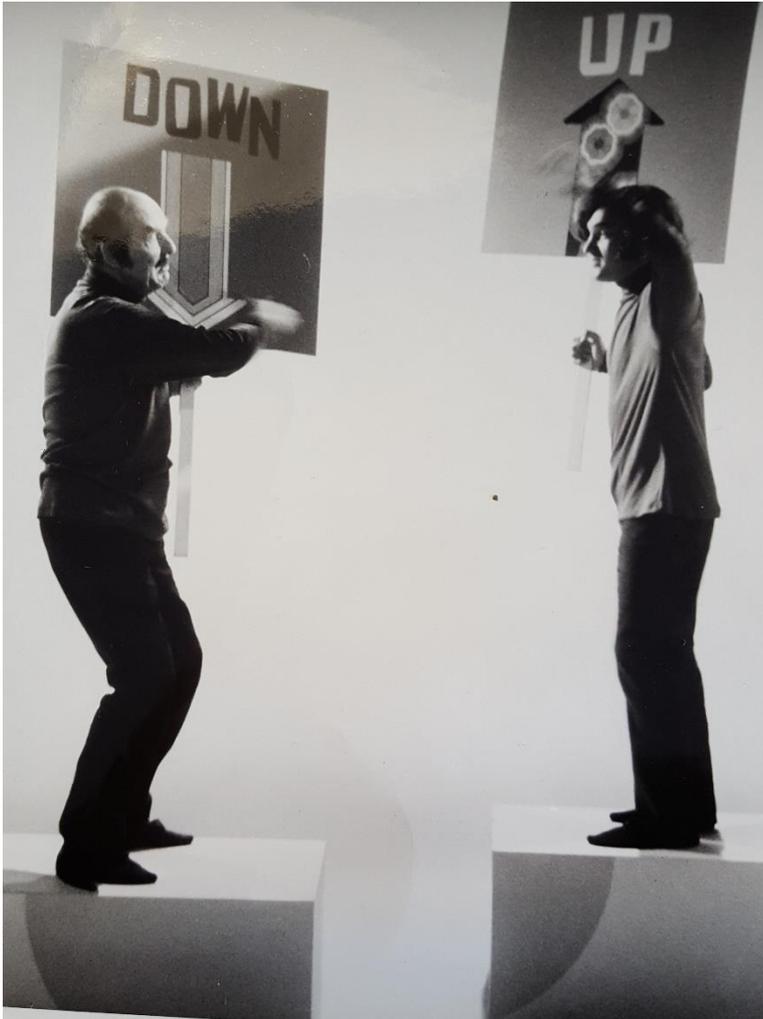
The world out there. It's filled with myths.... People out there think it takes uncounted years to get over mental illness. This is a myth which is damning to family and employment relationships. Its existence adds stress to the experience of mental illness.... Overcoming it is the essence of our work.

- Linden Wheeler, **1973**

Through Sports – Mental Health Day at Shea, 1969



Through Video, 1971



Mental Health America produced and distributed the film *Only Human*, which aired on more than 150 television stations, to improve public understanding of mental illness and public acceptance of persons with mental illnesses.

Through Live Entertainment – Bell Ringer Ball, December 31, 1963



The Ball was held in the main concourse in Grand Central Station, in celebration of the new Community Mental Health Centers Act and as a fundraiser for the National Association for Mental Health (MHA).

“All scheduled trains were shunted to the lower level of Grand Central Station. The Information Booth in the center of the concourse dance floor served as the dispenser of scrip, four for \$5.00, which was used to order drinks, served by attractive waitresses at the tables. The event was photographed for LIFE Magazine by Gordon Tenney.”



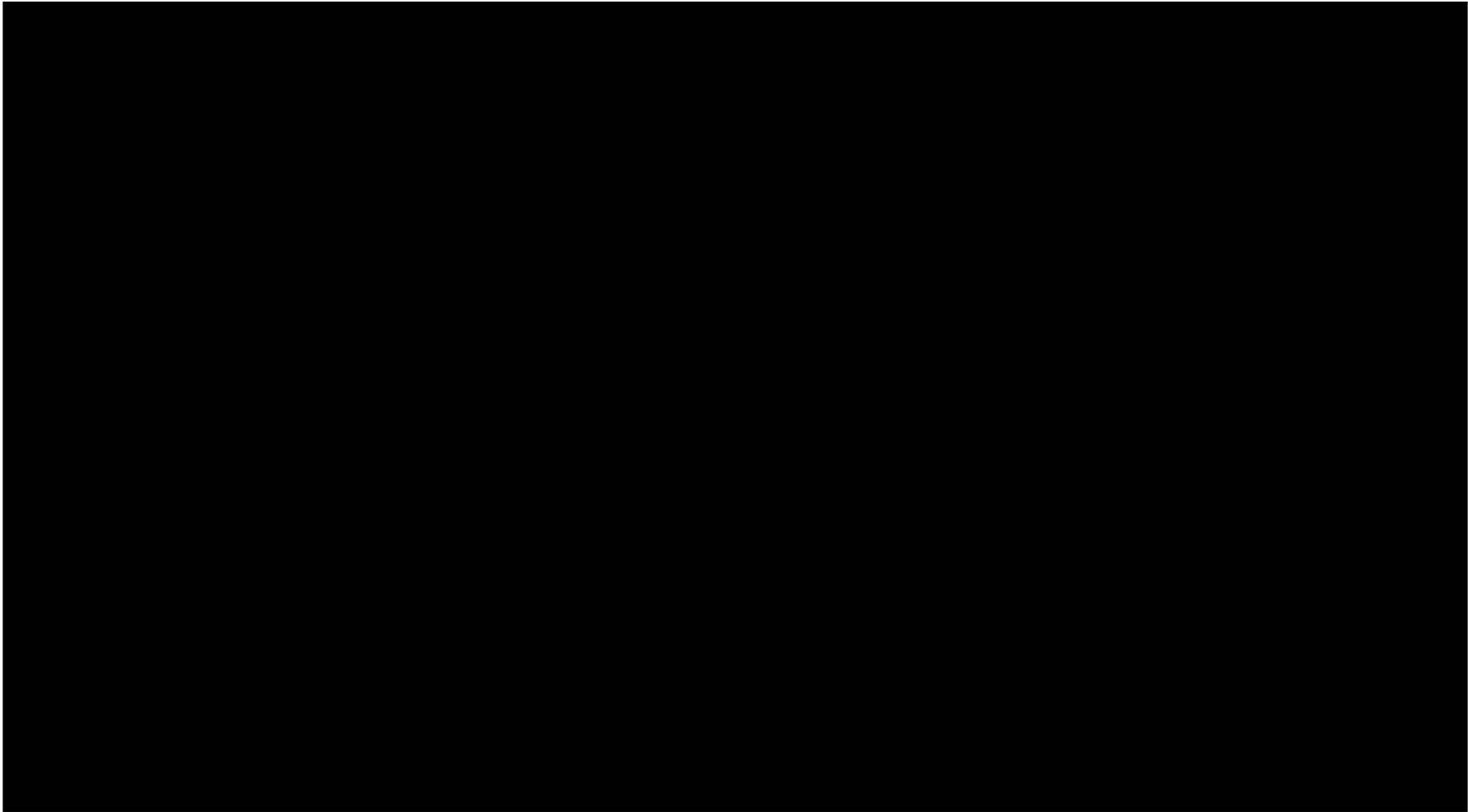
Guy Lombardo & His Orchestra



(2 a.m.) After the Ball was over...

With Friends in High Places To Help Carry Our Message...



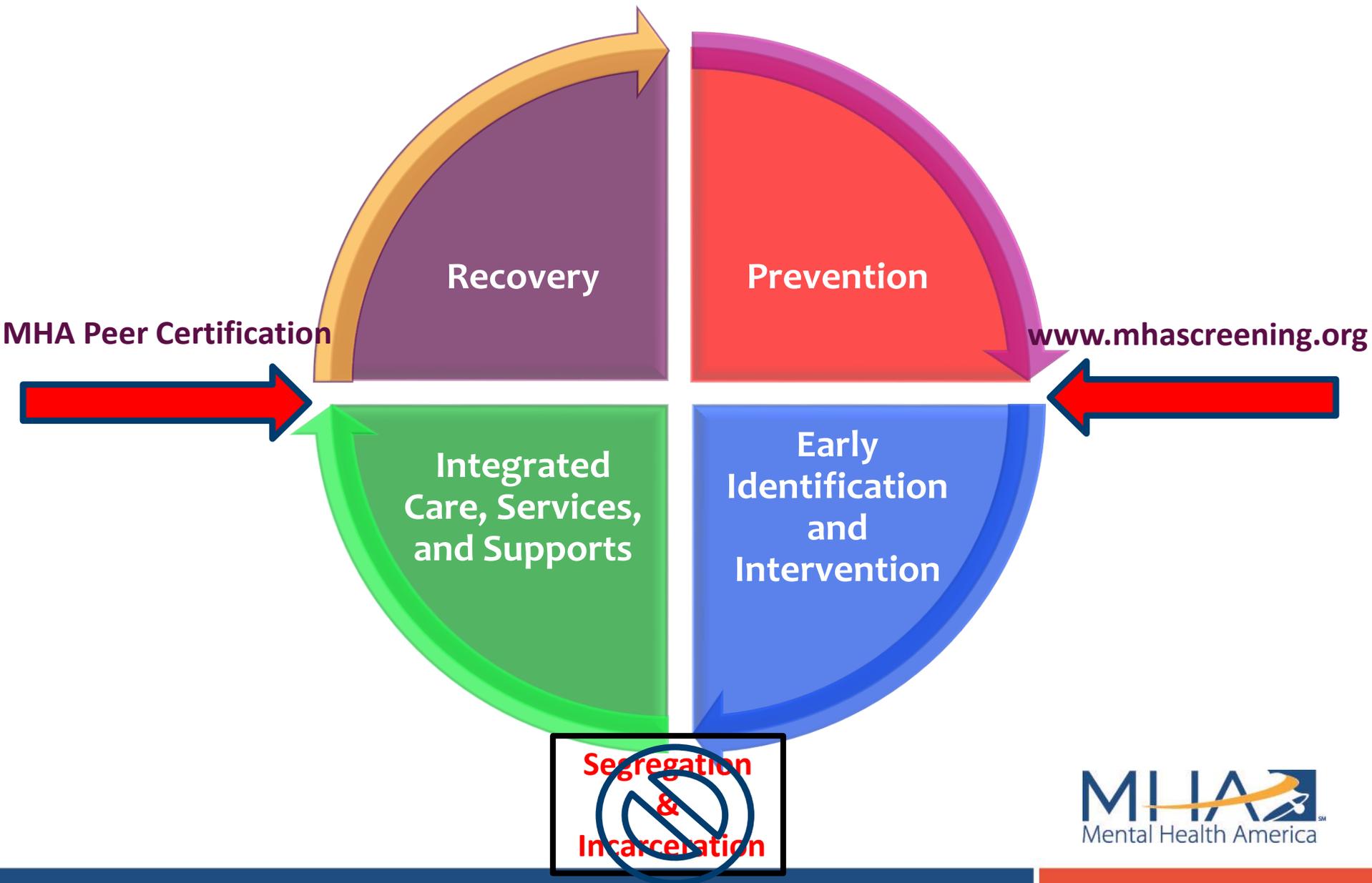




M I I A  SM
Mental Health America

#B4Stage4

There's More B4Stage4 Than Just Messaging



Make No Mistake; It's Still About Policy

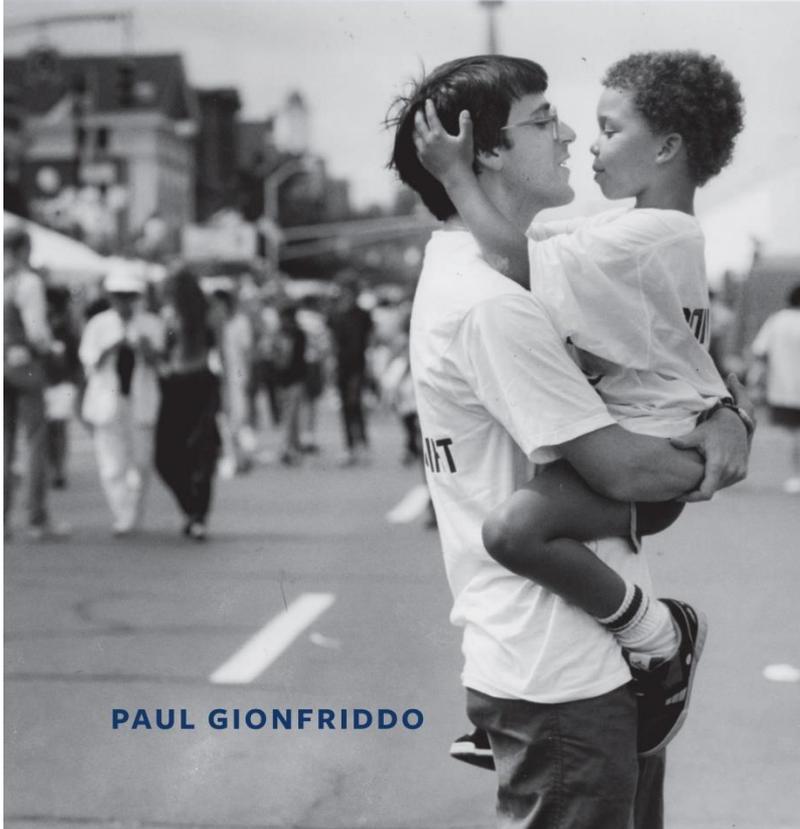
“Politicians express concern for mental health but at the same time butcher mental health programs in a hundred different ways. Nothing is more insidious, and such people are far more dangerous and reprehensible than those who frankly attack mental health problems in the open.”

Earl Warren, Jr. National Association for Mental Health, 1968

From 2009 to 2014, States Cut \$4.6 Billion from Mental Health Budgets. (NASMHPD)

LOSING TIM

HOW OUR HEALTH &
EDUCATION SYSTEMS
FAILED MY SON WITH
SCHIZOPHRENIA



PAUL GIONFRIDDO

“It has always seemed curious to me that in a nation which purports to be child-centered, there are so many problems in getting legislation passed which benefits children.... Surely the prevention of mental illness is consistent with our ultimate aims.”

- Helen Wright, 1972

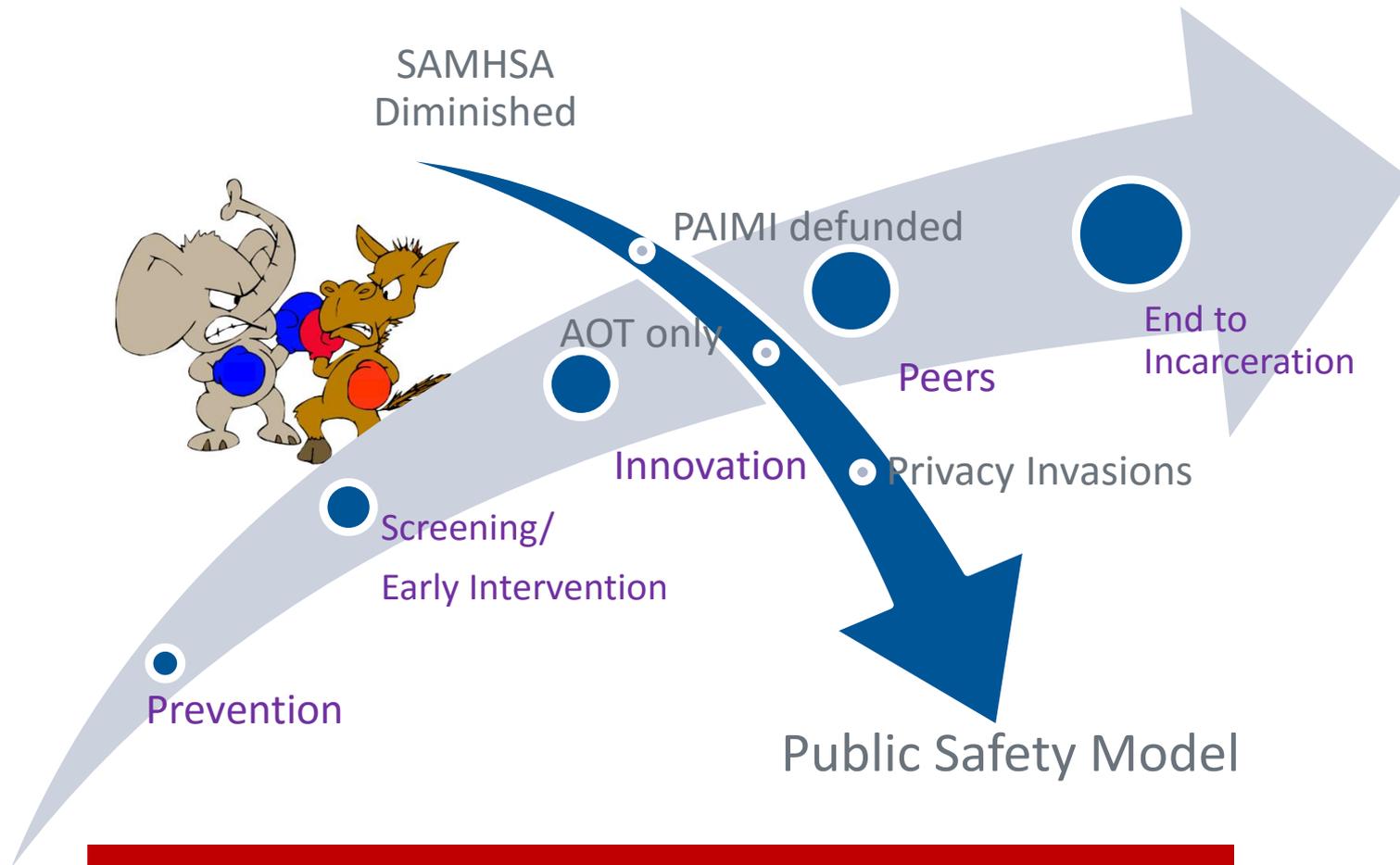


MHA
Mental Health America

“It isn’t the mountains ahead to climb that wear you out, it’s the pebble in your shoe.”



Mental Health Reform: Time to Choose



Let's raise our voices again. It's time to tell Congress: We want action. Let's get to YES.



THANK YOU!

