Mental Health America

Annual Report 2016

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Our Mission

Mental Health America (MHA) - founded in 1909 - is the nation's leading community-based nonprofit dedicated to addressing the needs of those living with mental illness and to promoting the overall mental health of all Americans. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need it; with recovery as the goal.

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Public Policy

National Mental Health Reform Legislation

On December 7, 2016, MHA and mental health advocates around the nation celebrated the passage of the most comprehensive mental health systems reform legislation in more than fifty years—***the 21st Century Cures Act*** **(H.R.6)**.

Paul Gionfriddo celebrating the passage of 21st Century Cures Act

The passage of this landmark legislation is a win for mental health, and demonstrates the hard work MHA does to promote the Before Stage 4 message across all areas. Highlights of *the 21st Century Cures Act* include:

- The role of SAMHSA will be enhanced, led by a new Assistant Secretary-level leader.
- Innovative and evidence-based programs for children and adults will be established and funded.
- A new Interagency Council will coordinate activities across federal agencies.
- More support will be given to integrating health and behavioral health care, and to the workforce development needed to make this real.
- Oversight of federal parity legislation will be strengthened.
- Privacy rules will be clarified.
- The legal rights of people with behavioral illnesses will be protected.
- Suicide prevention programs will be underscored.
- For those who need them, crisis intervention services will be enhanced and – on multiple levels – we will see new efforts to end the practice of sending people with behavioral health needs to jails and prisons for no good reason and to provide for the housing, education, and employment supports children and adults need to survive and thrive.

Legislative Offices Contacted/Visited

Sen. Bernie Sanders (VT)
Sen. Amy Klobuchar (MN)
Sen. Dick Durbin (IL)
Sen. Chuck Schumer (NY)
Sen. John Cornyn (TX)
Sen. Mitch McConnell (KY)
Sen. Gary Peters (MI)
Sen. Debbie Stabenow (MI)
Sen. Maria Cantwell (WA)
Sen. Kelly Ayotte (NH)
Sen. Richard Blumenthal (CT)
Sen. Sherrod Brown (OH)
Sen. Patricia Murray (WA)
Sen. Orrin Hatch (UT)
Sen. Bill Cassidy (LA)
Sen. Chris Murphy (CT)
Sen. Lamar Alexander (TN)
Sen. Elizabeth Warren (MA)
Sen. Ron Johnson (WI)
Sen. Al Franken (MN)
Sen. Richard Burr (NC)
Sen. Pat Roberts (KS)
Sen. Sheldon Whitehouse (RI)
Sen. Ron Wyden (OR)
Sen. Johnny Isakson (GA)
Sen. Bill Nelson (FL)
Sen. Ben Cardin (MD)
Rep. Tim Murphy (PA)
Rep. Jan Schakowsky (IL)
Rep. Derek Kilmer (WA)
Rep. Janet Napolitano (CA)
Rep. Joe Courtney (CT)
Rep. Speaker Paul Ryan (WI)
Rep. Cathy McMorris Rodgers (WA)
Rep. Frank Pallone (NJ)
Rep. G.K. Butterfield (NC)
Rep. Joseph Kennedy (MA)
Rep. Tony Cardenas (CA)
Rep. Diana DeGette (CO)
Rep. Fred Upton (MI)
Rep. Mike Coffman (MO)
Rep. Judy Chu (CA)
Rep. Michael Burgess (TX)
Rep. Paul Tonko (NY)
Rep. Kathy Castor (FL)
Rep. Morgan Griffith (VA)
Rep. John Larson (CT)
Rep. Doris Matsui (CA)
Rep. Dave Loebsack (IA)
Rep. Tony Cardenas (CA)
Rep. Todd Rokita (IN)
President Trump Transition Team

Aside from supporting and collaborating on the 21st Century Cures Act, the MHA Policy Team was busy promoting other aspects of the Before Stage 4 message:

Prevention

MHA, in collaboration with members of the Collaborative on Healthy Parenting in Primary Care, began an effort around quality measurement in value-based payment that incentivizes prevention, early intervention, integrated treatment, and recovery. MHA wrote comments to the Centers for Medicare and Medicaid Services (CMS), the U.S. Preventive Services Task Force, and the Health Care Payment and Learning Action Network to set the stage for this work. MHA representatives also participated in the Grand Challenges Conference in defining the Unleashing the Power of Prevention policies. MHA submitted comments to CMS, requesting that CMHS consider coverage of different parenting support interventions.

Early Identification and Intervention for Those At Risk

With generous support from the W.K. Kellogg Foundation and in partnership with the National Collaborative on Education and Health, MHA hosted two working groups on *Mental Health Promotion in Schools and Early Care and Education to Advance the Conditions for Learning*. These meeting marked the beginning of a larger advocacy effort around better integrating mental health promotion in schools throughout Every Student Succeeds Act implementation. MHA also sent a letter to CMS asking that collaborative care be covered with screening as per USPSTF recommendation and signed on to the American Academy of Pediatrics (AAP) letter to Congress on bolstering pediatric quality measurement. MHA led the Collaborative for Healthy Parenting in Primary Care in pushing for policies in Congress and HHS to promote parenting support interventions, along with AAP and ZERO TO THREE.

Integrated Treatment for Those Who Need It

MHA national staff collaborated with affiliates to develop a nationwide plan to rigorously study and evaluate network access in light of recent policy levers. While both parity and the Affordable Care Act (ACA) addressed some of the long-standing barriers to affordable mental health care, network access remains a critical concern. MHA championed for continued parity enforcement by supporting the Behavioral Health Transparency Act and by working with the Kennedy Forum on model state parity legislation. MHA worked with Parity Track, NAMI, and Community Catalyst on model state parity legislation, ensuring that it most effectively addressed gaps throughout the continuum of care.

Recovery as the Goal

MHA submitted a comment to CMS on measurement-based care and collaborative care models. MHA commented to the Social Security Administration to urge the agency not to finalize a rule that would place individuals with designated payees on the National Instant Criminal Background Check System, and infringe on the rights of individuals with mental health conditions. MHA commented to CMS on how to measure network adequacy to ensure that Medicaid payments are sufficient for behavioral health.

Position Statements Updated and Approved

The Federal Government's Responsibilities for Mental Health Services (14)

Early Identification of Mental Health Issues in Young People (41)

The Federal Role in Services that Address the Health and Wellness of Children, Youth, and Families (43)

Prevention of Mental Health and Substance Use Disorders in Young People (48)

Death Penalty and People with Mental Illnesses (54)

Health Care Reform (71)

Evidence-Based Healthcare (12)

Cultural and Linguistic Competency in Mental Health Systems (18)

Aging Well: Wellness and Psychosocial Treatment for the Emotional and Cognitive Challenges of Aging (35)

School Discipline (45)

Key Coalitions and Stakeholders

Behavioral Health IT Coalition

Children's Health Group

Collaborative on Healthy Parenting in Primary Care

Consortium of Citizens with Disabilities

Mental Health Liaison Group

Parity Track Legislative Working Group

Programs & Services

MHA Screening

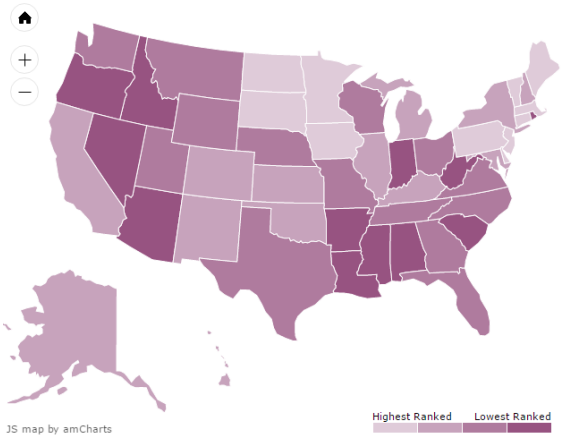
In 2016, MHA reached an unprecedented number of completed screens through its online screening program, MHAScreening.org, since its launch in 2014—**2 million**. MHA owns the largest available data set of mental health help-seeking individuals. Another benchmark— **1 million depression screens**—was reached within the year as well.

MHA's screening program continues to grow to nearly 3,500 unique screens completed every day and the launch of two Spanish-language screens for depression and anxiety will help MHA reach a more diverse audience to better provide for the mental health of all Americans.

IBM

In the summer of 2016, MHA collaborated with IBM to dive deeper into the screening results. What emerged were brand new insights about the earliest stages of mental illnesses that can lead to earlier and better targeted interventions. For example, through cross-tab analysis and clustering, IBM and MHA could determine that people who screen for depression typically show difficulty in functioning, sadness, and cognition. This will help MHA determine how to efficiently devote resources and create the most appropriate programs for our help-seeking population.

The State of Mental Health in America 2017



In late September, MHA released the State of Mental Health in America 2017 report. This third annual report ranked all 50 states and the District of Columbia on a variety of measures, including access to services, prevalence rates, youth mental health, and adult mental health. This year's Issue Spotlight focused on incarceration and the 2016 Presidential Election.

1,036,543

Screens conducted in 2016, a 47% increase from 2015

Depression

Most popular screen taken—making up over 50% of all screenings

72%

Participants who screened as "positive" (moderate to severe)

40,302

Youth screens conducted in 2016 (76% resulted in an "at risk" result)

255%

Increase in the number of psychosis screens completed in 2016 alone.

Connecticut, Massachusetts, and Vermont

Top 3 overall states in State of Mental Health in America 2017

Oregon, Arizona, and Nevada

Bottom 3 overall states in State of Mental Health in America 2017

Mental Health and Systems Advocacy

Regional Policy Council 2016 Activities

The Regional Policy Council (RPC) concluded its 2016 meeting season with 120 affiliate and community partner attendees at four day-long policy meetings. Speakers included policy experts, industry leaders, and experts in national, state, and local policy.

Each meeting coincided with a national meeting of state legislators or elected officials, including the National Governors Association (NGA), the National Conference of State Legislatures (NCSL), the Council of State Governments (CSG), and the American Legislative Exchange Council (ALEC).

More than **200 legislators and guests** attended each meeting or accompanying legislative receptions where three governors and eight state legislative champions were honored.

Other RPC activities included monthly regional calls, monthly national calls with RPC representatives, participation in developing a white paper about managed care options in Nevada, legislative advocacy, and speaking at legislative conferences (CSG, NCSL, and WIG).

Three RPC webinars were broadcasted for those interested in this year's activities and policy priorities:

- *The Power of Zero: A Systems Approach to Suicide Prevention*
- *Six Unused Medicaid Rules and How to Implement Them*
- *This Year's Gains, Next Year's Challenges*

The final product for 2016, a year-end report, provides details about each RPC meeting and a preview of 2017 activities.

As we move into 2017--a year that will see a new administration in Washington and increased focus on the states and local governments--the RPC is planning an exciting new advocacy campaign. 2017 will be the inaugural year for the RPC ***Back Home Campaign***, which will connect MHA affiliates with their respective, local, state, and federal legislative delegations.

260

Organizations assisted in 2016

268

Individuals assisted in 2016

Key Advocacy Issues

Caregivers

Peer Support

Stigma

Mental health legislation

Suicide Prevention

Mental Health Promotion

Disability Employment

Parity

21st Century Cures Act

Criminal Justice System

Whole Health Model

Key Coalitions & Partners

Women in Government

Council of State Governments

B-StigmaFree

Destination Dignity Coalition

Scattergood/Kennedy Forum

White House Task Force on Parity

Coalition for Whole Health

National Alliance on Caregivers

Consortium for Citizens with Disabilities

Mental Health Liaison Group

RPC Meeting Details

The RPC held three regional meetings over the summer.

Indianapolis Meeting

MHA affiliates, RPC, and staff met on July 28 in Indianapolis for a meeting on *Economics of State-Funded Mental Health: Penny Wise or Pound Foolish?* The meeting coincided with the ALEC National Convention, providing affiliate leaders an opportunity to work closely with state legislators. Speakers included affiliate CEOs Tom Starling and Steve McCaffrey; MHA Vice President of Mental Health and Systems Advocacy Debbie Plotnick; Indiana's Family & Social Services Administration Secretary John Wernert, M.D.; and ALEC Health and Human Services Task Force Director Mia Heck. MHA presented its B4Stage4 legislative award. MHA affiliates from Tennessee, North Carolina, South Carolina, and Indiana attended.

Chicago Meeting

The RPC moved to Chicago while it was still warm for a meeting on August 10th and 11th about *Walking the MHA Talk.* This meeting was held to coincide with the NCSL National Meeting. MHA honored seven legislators from both sides of the aisle who fought for changes that will improve people's lives and the bottom line, focusing on moving upstream. Topics included: finding value in mental health care; how states are addressing mental health at the front end; mental health in schools; and suicide prevention and postvention.

Coeur d'Alene Meeting

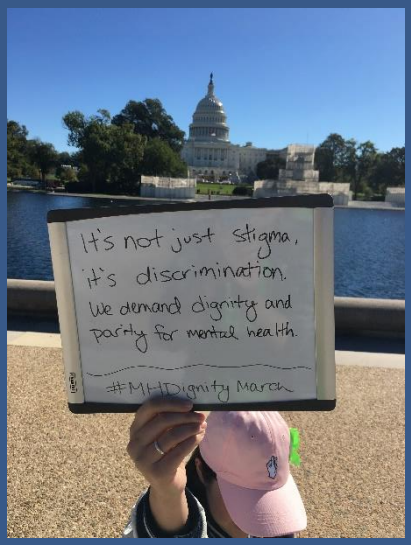
The RPC convened in Coeur d'Alene, Idaho to work on *Dealing Effectively with Fiscal Challenges at the State Level,* coinciding with the CSG Western Regional Meeting. Nearly 40 legislators and industry guests joined RPC Meeting attendees to learn about mental health. Topics covered included: state trusts for mental health from Alaska; tobacco tax initiatives from North Dakota and Colorado; social impact bonds; and Medicaid waiver rules and options.

Destination Dignity: The March for Dignity and Change in Mental Health

Destination Dignity is a grassroots national effort calling for dignity, rights and support for the millions of Americans affected by mental health conditions. Destination Dignity is led by people who live with mental health conditions, and includes mental health consumer advocates and people in addictions recovery. Its intention is to foster a national agenda to address the tragic array of negative impacts, including poverty, unemployment, and death by suicide. It is a call to the many Americans who thrive despite sometimes debilitating mental illness symptoms to stand up against stigma and discrimination, claim dignity and demand change.

This is MHA's 2nd annual Destination Dignity March as a founding partner. Over **600 participants** marched on Pennsylvania Avenue on Mental Health Awareness Day on October 11, 2016.

Destination Dignity



Public Education

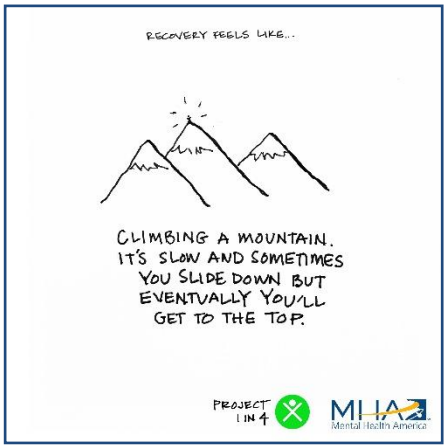
May is Mental Health Month

The 2016 May is Mental Health Month campaign included:

- a toolkit consisting of fact sheets
- a mental health tips calendar
- graphics and infographics
- sample press releases
- newspaper articles
- social media posts

Additionally, this year a social media hub was created to collect posts using **#mentalillnessfeelslike** to get first-hand accounts of how people describe what it's like to live with a mental illness. The 2016 May is Mental Health Month campaign efforts yielded **8,668 toolkit downloads**, **22.5 million individuals** reached, and nearly **150 million media impressions**.

Sample #mentalillnessfeelslike posts



Minority Mental Health Month

The 2016 Minority Mental Health Month efforts included Spanish translations of the materials created for May is Mental Health Month and updated content (including infographics) on web pages focused on specific racial/ethnic groups. Minority Mental Health Month information reached **256,241 people**; stimulated **51,527 participants** to take some form of action; and contributed towards **14.8 million media impressions** earned by MHA in July 2016.

MHA's Public Education campaigns and initiatives served people in all 50 states (+ D.C.), American Samoa, Canada, China, Guam, Mongolia, Puerto Rico, South Africa, Trinidad, and the Virgin Islands.

2,975

Individuals assisted in 2016

39,597,658

People reached through public education efforts

55

Webpages on mental health created or updated

22.5 million

People reached for May is Mental Health Month

Back to School

The 2016 Back to School campaign included: a toolkit consisting of fact sheets, graphics and infographics, drop-in articles for parent and student newsletters and social media posts. The 2016 Back to School campaign efforts yielded **1,347 toolkit downloads**, reached **4,496,559 people**; stimulated **164,025 participants** to take some form of action (screening, social media share, email share, crisis text line contact, web site visit, etc.); and contributed towards **18.4 media impressions** earned by MHA in August and September 2016.

Sample Back to School materials

Life on Campus

The 2016 Life on Campus efforts consisted of web content geared specifically to college students of all ages. Life on Campus information reached **12,544,858 people** and stimulated **125,914 individuals** to take some form of action. MHA continued to encourage individuals to post what it feels like to have a mental health condition on social media using the hashtag *#mentalillnessfeelslike* or anonymously on the *Life With A Mental Illness* microsite. The microsite was expanded to include eating disorders and body dysmorphia disease (BDD).

Sample #mentalillnessfeelslike posts

Schizophrenia Webpage

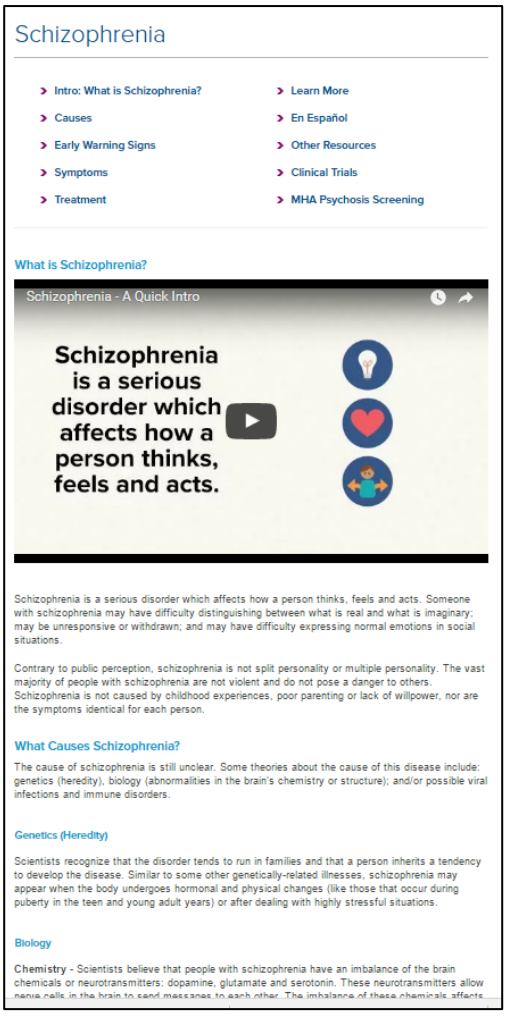
Using data analytics, MHA determined that its most visited webpage across all platforms was its page on schizophrenia, with hundreds of thousands of visitors every quarter. MHA produced a short graphic video summarizing major points about schizophrenia and published it on the webpage (see below). In just four months, the video was viewed **over 20,000 times**.

National Caregiver Month

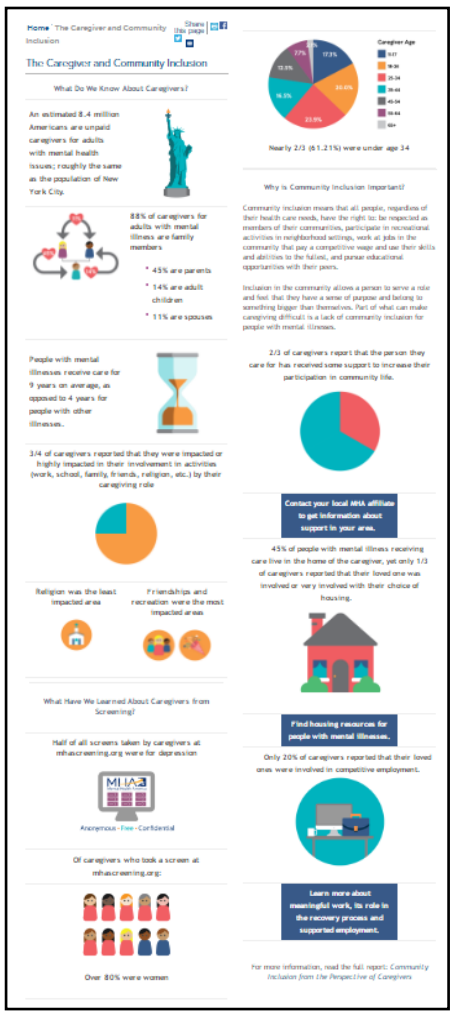
MHA and the Temple University Collaborative on Community Inclusion of Individuals with Psychiatric Disabilities collaborated on a research report on caregivers of individuals with mental health conditions and community inclusion. The report was published in November 2016 and MHA used its findings to create a public education campaign to increase awareness of the effects of caregiving and social exclusion using infographics (see below).

Smoking Cessation Campaign

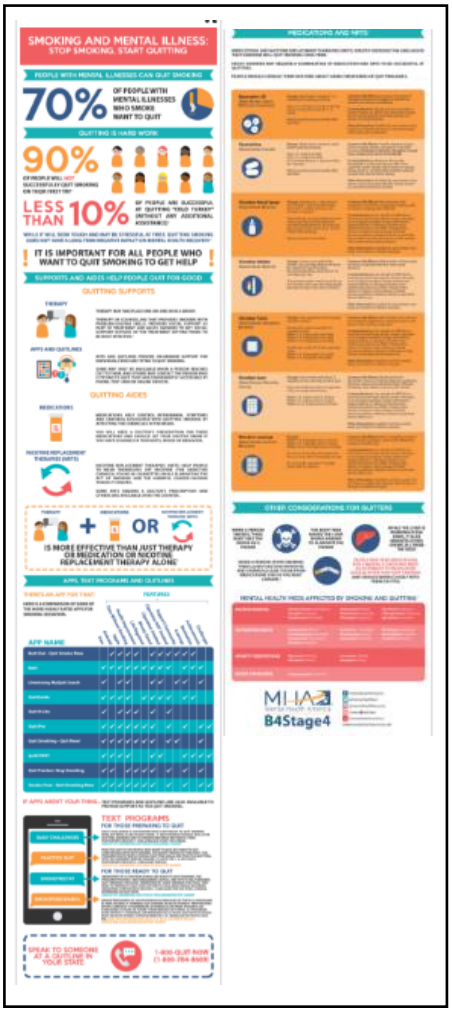
MHA and Pfizer collaborated on a smoking cessation campaign to educate the public on the effects of smoking on mental and physical health. MHA produced infographics and shareable images (see below) using data analyzed through joint efforts between MHA and Pfizer.



Updated Schizophrenia webpage with video



Caregivers and community inclusion infographic



Smoking cessation infographic

Communications

Media Updates

2016 was a busy year for MHA in the news!

The *Helping Families in Mental Health Crisis Act of 2016* passed the House, mental health became a hot topic during the 2016 presidential election season, MHA released the **2017 State of Mental Health in America report**, **the *21st Century Cures Act* passed**, MHA's 2016 Annual Conference was a hit (and we announced a 2017 Annual Conference theme), and **MHA surpassed 1 million depression screens**.

Whew!

Federal legislation remained a key point of interest as both House and Senate mental health reform bills stayed afloat in 2016. MHA representatives spoke to a number of major national, regional, and local news outlets about federal health legislation.

Other topics picked up by the news media included a national partnership with *Women's Health,* a national partnership with Walgreens, the roll-out of May is Mental Health Month materials, guns, suicide, screening, health care access, police force, legislation, and general mental health.

MHA premiered the ITN documentary *Changing the Conversation: B4Stage4* at the 2016 Annual Conference. Highlights included an interview with MHA President and CEO Paul Gionfriddo and his son, Tim, who lives with schizophrenia.

Press Release Highlights from 2016

- Statement by Paul Gionfriddo, MHA president and CEO, on Secretary Clinton's Mental Health Plan
- MHA Provides New Resources on Student Mental Health
- Mental Health America Recognizes State Legislators Making Mental Health A Priority
- MHA Applauds House Passage of H.R. 2646, Commends Bipartisan Leadership and Collaboration
- MHA sent our press releases about a partnership with CareFirst's Foundation around screening, a new depression paper with Avalere, and the first-ever Ice Breaker Run.
- Statement from Paul Gionfriddo, President and CEO on the passage of *the Helping Families in Mental Health Crisis Act*
- MHA Statement on the Election of Donald Trump, Future Agenda for Mental Health
- New State Rankings Shines Light on Mental Health Crisis, Show Differences in Blue, Red States
- Stunning MHA Data Shows Serious Depression Afflicts Many Youth, Adults
- MHA Launches News-Style Program with ITN Productions
- Statement by Paul Gionfriddo, President and CEO, MHA, on Support for House and Senate Mental Health Reform Legislation
- Mental Health America, Walgreens Team Up on Mental Health Screenings and Campaign

93

Print media interviews in 2016

131,869,876

Media Impressions

$27,395,504

Ad Equivalent in 2016

23

Press Releases in 2016

You could find MHA in:

Al-Jazeera

Bloomberg

CNN

C-SPAN

Healthline

Huffington Post

Los Angeles Times

Marketplace Today

Media Planet/USA Today

Money Magazine

MSNBC.com

New York Times

NPR

Politico

PsychU

Teen Vogue

The Atlantic

The Hill

US News and World Report

Vice

Washington Post

Annual Conference

MHA's 2016 Annual Conference: *Media, Messaging and Mental Health* was a major success. Both attendees and speakers overwhelmingly agreed that the 2016 Annual Conference was MHA's best one yet!

Media, Messaging and Mental Health, held June 8-10th in Alexandria, VA, took an in-depth look at the impact and influence of media and the entertainment industry on the complex issues of mental health and mental illness. With a particular focus on film, television, the digital landscape and the press, attendees explored the good and the bad of portrayals on the big and small screen; how storytelling can be a powerful way to change the conversation, how celebrity can be used to influence the dialogue; and how messaging and language can sometimes contribute to and perpetuate the destructive stigma and discrimination of people living with mental illness.

Looking Ahead to 2017

MHA officially announced it's 2017 Conference theme! On June 14-16, 2017, in Washington, DC, MHA will host the **2017 Annual Conference: *Sex, Drugs and Rock & Roll***.

This theme will bring advocates, experts, and elected officials together to discuss issues that impact many in the mental health and addiction communities every day: sexual trauma and its aftermath, sexual addiction, sex and gender, intimacy issues, sexual and other side effects of psychiatric medication, and ways we can address these issues to promote hope and recovery. We'll dive into topics surrounding the opioid epidemic, self-medicating, and addiction, and we'll talk about how people are overcoming alcohol and drug dependence and successfully finding pathways to recovery. We'll talk about the stories of musicians, entertainers, and artists who battle mental illnesses and substance use disorders, and how music, musicians, and artists and entertainers are playing a major role in helping peers and fans along their own paths to recovery. This theme has already garnered incredible support and feedback. People are excited that MHA is tackling the topics that aren't always discussed openly.

MENTAL HEALTH AMERICA
2017 ANNUAL CONFERENCE
SEX, DRUGS, AND ROCK & ROLL
WASHINGTON, DC · JUNE 14–16, 2017

523

Registrants in 2016

92

Speakers in 2016

267

Organizations represented in 2016

29

Breakout sessions planned for 2017

55

Speakers confirmed for 2017

MHA Confirmed New York Time's Best-Seller Glennon Doyle Melton as a 2017 plenary speaker

Recovery Services

Peer Credentialing

MHA spent much of 2016 calling for peers to develop the examination for its groundbreaking national peer credential. In the last quarter of 2016, MHA was able to launch the first national, advanced, certification for peer specialists. To meet the growing demand for peer support, the MHA National Certified Peer Specialist (MHA NCPS) certification provides an opportunity for peers to demonstrate their advanced knowledge, expertise and experience to work in both public and private whole health practices.

Patrick Hendry, Vice President of Peer Advocacy, Supports, & Services, introduces the peer credentialing program

It's My Life: **Social Self-Directed Care**

MHA developed a highly innovative intervention called It's My Life: Social Self-Directed Care that combines the evidence-based practices of Peer Support and Psychiatric Rehabilitation and the emerging best practices of Self-Directed Care and Life Coaching into an integrated skill and support strategy to help people build networks of friends and intimate relationships and promote social inclusion. MHA is currently disseminating this program nationally and internationally.

Peer Support project with Hospital Corporation of America

Mental Health America has partnered with HCA and MHA of Palm Beach County to introduce MHA peer support into the HCA scope of service. Upon successful completion of the one year pilot HCA hopes to expand peer support to approximately 80+, and growing, psychiatric inpatient units. The MHA model introduces peer support during an individual's hospitalization and follows them into the community to support them on their path to recovery.

St. Elizabeths Memorial

MHA had to renegotiate with the city of Washington, DC, after the city built a parking lot on the grounds for the St. Elizabeths memorial. As a result, new plans and drawings will need to be created. This will push back the major national fundraising campaign for the St. Elizabeths memorial.

534

Number of individuals provided services in 2016

119

Number organizations assisted in 2016

MHA worked with the Florida Certification Board to develop the National Certified Peer Specialist credential.

The Florida Certification Board
PROTECTING THE CITIZENS OF FLORIDA

center for peer support

Community Outreach

Key Partnerships

- MHA and the **American Red Cross (ARC)** fleshed out the details of a partnership between local affiliates of each organization. Interested MHA and ARC affiliates are put in touch to help provide mental health services in case of a disaster.
- MHA and **the National Council on Aging (NCOA)** collaborated on the *My Medicare Matters* program, which aims to explain the often-complicated Medicare eligibility and enrollment process.
- MHA partnered with **Walgreens** on screening in May and looks forward to expanding this partnership.
- **Project 1in4** and artist **Gemma Correll** teamed up with Mental Health America for Mental Health Month Materials and promoted #mentalillnessfeelslike endeavors.
- The **You Rock Foundation** and MHA came together to bring hit rock band Neon Trees to the 2016 Annual Conference.

Exhibitions

MHA was invited to exhibit at several major events, including the **NBC4 Health & Fitness Expo**, the Dover International Speedway's Monster Rally, and AwesomeCon, which MHA staff conducted over 1,000 on-site mental health screens.

MHA Store

In 2016, MHA launched a new line of branded merchandise that made its debut at the 2016 Annual Conference. Over $10,000 was raised through sales over the three-day conference. Feedback on social media and at exhibiting events has also been extremely positive. Merchandise includes t-shirts, magnets, stickers, tumblers, stress palls, pins, and more.

Associate Membership

MHA launched the Associate Membership program in 2016. The program provides a direct connection to MHA and its nationwide network. The associate membership program is open to any size organization who is supportive of MHA's mission, both non-profit and for-profit entities. So far, 8 organizations have joined MHA as associate members.

Associate members have access to a variety of benefits at MHA, including, but not limited to: discounted publications; discounted conference registrations; discounted exhibit table passes; recognition on MHA website; Associate Member MHA Logo; customized link to MHA Screening program (www.mhascreening.org); and other benefits.

292,300

Individuals reached through outreach programs and activities

5,420

Branded MHA Giveaways

4,838

Merchandise items from inaugural MHA store sold

822

Contacts with partner organizations

Key Coalitions

Coalition for Whole Health

Medicaid Coalition

Consortium for Citizens with Disabilities

Mental Health Liaison Group

Leadership 18

Parity Implementation Coalition

MAP Rx Coalition

B4Stage4 Goes International!

MHA licensed the B4Stage4 campaign to the **Canadian Mental Health Association in British Columbia** (CMHA-BC). CMHA-BC will use the B4Stage4 message to framework policy and public education for the next two years.

Thank you to our partners!

Affiliate Relations

The 200 affiliates across 42 states remain at the heart of what MHA does.

Technical Support

MHA responded to technical assistance requests on:

- Video production and marketing
- Weather reminders and closures
- Local tours and events
- Upcoming affiliate conferences
- Presentations and speeches on the conferences
- Black History Month activities
- Local media requests
- Mental Health First Aid training
- Hiring and restructuring

2016 Annual Conference Pre-Conference Day

Over **100 affiliates** joined MHA on June 7th for an affiliate-only conference day. Sessions included: "Integration of Peer Support Into Routine Healthcare Delivery"; "Mental Health America's Nationally Accredited Peer Support Certification"; "Reducing Negative Attitudes Towards Peer Staff and Leveraging Peers' Lived Experience": "Guidance for Providers"; and "MHA Workplace Mental Health Development and Planning."

MHA IDIQ Team

MHA was selected as a prime contractor for Feasibility, Pilot, and Evaluation Projects to SAMHSA until 2020. Partnership opportunities were offered to our affiliates as subcontractors. The full MHA team includes **Mental Health Connecticut**; **Mental Health Association Oklahoma**; **Mental Health America of Texas**; **Mental Health Association of Palm Beach County**; **Mental Health America Montana**; **Mental Health America of Louisiana**; **Mental Health America of Greater Dallas**; with the Florida Mental Health Institute at USF; and the Center for Health Services and Society at UCLA as university partners; and Alpha Omega Translations as a small business.

New Affiliates

MHA welcomed **MHA of Eastern Carolina** to its national affiliate network.

MHA received inquiries regarding potential new affiliates in:

- Alabama
- Alaska
- California
- Colorado
- Florida
- Georgia
- Indiana
- Iowa
- Massachusetts
- Michigan
- Missouri
- Montana
- New Jersey
- New York
- North Carolina
- Pennsylvania
- Tennessee
- Texas
- Virginia
- Washington

200

Affiliates

42

States

Affiliate Spotlight

Mental Health Association in New Jersey's MHFA4NJ Project received a National Excellence Award

MHA of Lake County received a $1.1M Performance Grant

The Mental Health Association of Essex County was awarded a major grant by the New Jersey Division of Mental Health and Addiction Services

MHA of Virginia was selected as a recipient of ALKERMES Inspiration Grants™ Award

MHA of Tippecanoe Received Surprise Posthumous Donation for supportive housing program

Awesome Affiliate Programs

MHA of Northern California's Mental Health Matters

MHA of Middle Tennessee's Back Office Support Services (BOSS) program

MHA of Kentucky's Quilts for Kentucky Mental Health

MHA of Maryland's Consumer Quality Team

MHA on the Road

MHA President & CEO Paul Gionfriddo had a very busy year!

To kick off 2016, Paul spoke at the ***Touched With Fire*** **Screening** in Washington, DC in early January, then he appeared on **C-SPAN** to talk about his book *Losing Tim* and MHA, and then he joined **NPR** for an interview a few weeks later. In February, Paul headed to the **Mental Health Corporation of America's Winter Quarter Conference**, again to talk about *Losing Tim*, as well as stressing the importance of the *B4Stage4* way of thinking.

In March, as part of the **ITN Productions documentary *Changing the Conversation: B4Stage4***, Paul and his wife Pam traveled to San Francisco in search of Tim, Paul's son. Paul, Pam, and Tim were videotaped for the ITN Productions documentary, which was featured in June at the 2016 Annual Conference.

In April, Paul went to the **APEX Award Dinner**, then to the **Takeda Advocates Forum**. After that, Paul went to North Palm Beach, FL for a **Mental Health Month Fundraiser for the Jerome Golden Center for Behavioral Health**, where he spoke about the B4Stage4 message. In May, Paul traveled to **The Alliance for Intercollegiate Sports Medicine Society Annual Meeting**, then over to **MHA of Allen City in Fort Wayne, Indiana**. After that, he flew to Atlanta, GA for **The APA 2016 Annual Meeting**, then to **MHA of Arizona's Annual Conference**. Paul then traveled to the **Leadership 18's Spring Biannual Meeting** in New York, NY. Talk about a busy spring!

Paul speaking at MHA's 2016 Annual Conference

In June, Paul resumed his role as emcee for **MHA's 2016 Annual Conference**. In July, Paul was in Philadelphia with the **Scattergood Foundation and the Kennedy Forum**, discussing how to move forward on parity implementation as part of a group discussion.

In August, Paul spoke at **the NCSL Conference** in Chicago, IL, where the RPC meeting was held, then came back down to Maryland to participate in a **National Advisory Council meeting for SAMHSA**, where he formally presented on caregiver screening data.

In September, Paul joined a delegation of colleagues from national mental health advocacy organizations in another round of Congressional visits, building on successful meetings last fall. He then presented at the **Clubhouse USA National Conference**, introducing people to MHA's priorities in federal policy.

In October, Paul keynoted the **Florida Counseling Association's annual meeting**, then keynoted **Grafton Integrated Health System's Annual Symposium** with a speech entitled "For Mental Health – Let's Act B4Stage4." After that Paul co-presented with Allen Doederlein of DBSA at **PsychU's virtual forum on "Stigma in Mental Health: Breaking Down Barriers,"** for which there were nearly 400 registrants from around the country.

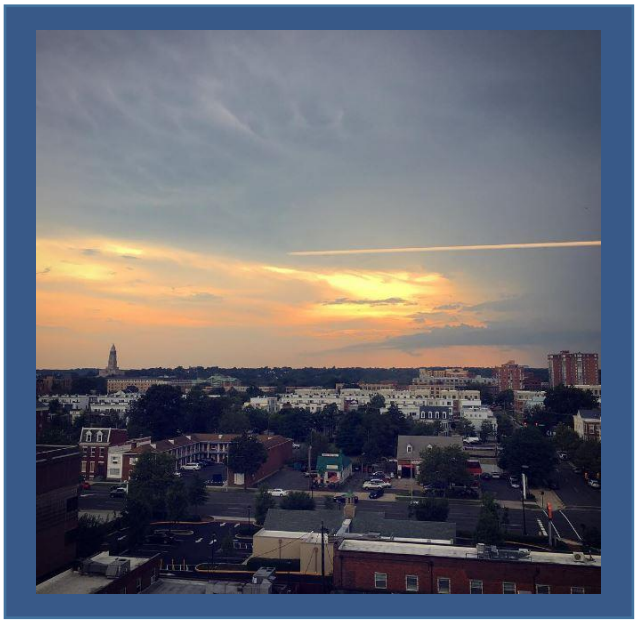
In November headed to Victoria, British Columbia, to speak at a conference sponsored by **CMHA-BC** on MHA's B4Stage4 initiative – which is being used by CMHA-BC in a year-long campaign to promote mental health in the lead-up to 2017 elections.

In December, Paul was in Nashville, TN speaking to **HCA** on peer support and other recovery-based MHA programs. After that, Paul joined staff at the office in Alexandria, VA to watch the passage of the ***Helping Families in Mental Health Crisis Act***.

You could also find MHA at...

- **A new office location!** In May, MHA moved from 2000 N. Beauregard Street, Floor 6 in Alexandria to 500 Montgomery Street, Suite 820 in the Old Town area of Alexandria.
- **The Department of Labor**, where Patrick joined a committee meeting to compile a comprehensive report for the Secretary of Labor.
- **The Behavioral Health Conference**: Building Healthier Communities in Broward County, FL.
- **The White House** Task Force on Parity.
- The Behavioral Health System Baltimore Annual Gathering
- **The DC premier of the film *Healing Voices*** at St. Elizabeths Hospital.
- **MHA of Eastern Carolina's Mental Health Policy Breakfast**
- **The Women in Government Mental Health Summit** in Minneapolis, MN, where Debbie Plotnick, Vice President of Mental Health and Systems Advocacy, presented on Quality Coordinated Care.
- **The Department of Labor**, where Vice President Patrick Hendry met as part of Secretary of Labors Advisory Committee on Increasing Competitive Integrated Employment of Individuals with Disabilities
- **The Carter Center** in Atlanta Georgia, where Vice President Debbie Plotnick met with other members of Destination Dignity at the Inaugural Summit.
- **The National Institute of Mental Health** in Bethesda, MD, where Public Education Director Danielle Fritze attended the NIMH Outreach Partners conference.
- **The INAPS Conference** in Philadelphia, PA, where Patrick networked with attendees and promoted MHA's efforts in peer credentialing.
- **Clifton Park Baptist Church's Maryland Day of Service "I Matter" Conference**, where MHA met with 300 members of faith communities about mental health.
- **The Alternatives 2016 Conference**, where Shavonne Carpenter, MHA's Head Life Coach Trainer, distributed MHA materials.
- **The Rosalynn Carter Symposium for Behavioral Health and Primary Care**, where Patrick presented on using peers to both bridge the service gap as well as provide important connections for people with mental health conditions.
- **The Peer Support Services Executive Summit** in Chicago, IL.
- **A Senate briefing** about *On Pins and Needles: Caregivers of Adults with Mental Illnesses*, where Debbie presented to the Senate about the special needs and requirements of caregivers.
- **A healthcare stakeholder meeting with President Trump's Transition Team**.

Debbie Plotnick at the Carter Center



The view from MHA's new office location!

Web and Email

Top Web Pages		
1. Schizophrenia 2. Mental Health Screening Tools 3. Stress Screen 4. Personality Disorders 5. Paranoia and Delusional Disorders 6. Patient Health	7. Spanish-Language Bipolar Disorder 8. Recognizing Warning Signs 9. Co-Dependency 10. Homepage	**7,593,743** YTD web sessions, an increase from 4,797,676 in 2015 **6,130,501** YTD web visitors, an increase from 3,979,030 in 2015 **13,025,886** YTD page views, an increase from 8,446,425 in 2015

Top Communications to the House List		
WEBINAR: Technology in Recovery by Those Living with Schizophrenia Survey for Caregivers of People with Mental Health Needs Tell the Senate: It's Your Turn to Vote It's not too late to share your thoughts! MHA News From National: We're Back! A Major Victory for Mental Health Join MHA and IChooseBeauty to Find Beauty Around Us MHA News From National: 2017 Conference News! TAKE ACTION! Encourage Your Senators to Vote for S. 2680 MHA News From National: August 11, 2016 Tell Your Representative: Vote YES on H.R. 2646!	MHA 2016 Back To School Toolkit Now Available Talking to Teens and Adolescents about Mental Health MHA News From National: August 25, 2016 News From National: Breaking News! TAKE ACTION! Encourage Your Senators to Vote for S. 2680 TODAY: Digital Rally to Demand Dignity! #MHDignityMarch MHA News From National: September 22, 2016 What's Your Candidate's Stance on Mental Health? What's Your Candidate's Stance on Mental Health? 78% of students screen positive for a mental health problem Do you or a loved one have Tardive Dyskinesia?	**40,050** Active Email File **3,108,870** Email recipients in 2016 **17,563** New sign-ups in 2016 **745** Online Gifts in 2016

Google Ad Words Campaigns	Top Paid Keywords	
Screening | Mental Health America | Publication Sales | Policy | Public Education | Workplace Wellness | B4Stage4 | TLC | Associate Membership | Walgreens | Back to School Toolkit | Mental Health Month | Conference	depression test | do I have depression | mental health services |signs of depression | types of disorders | depression quiz | depressed quizzes| information on mental health | manic depression treatment | teenage depression | depression support | free test for depression | information on mental illness | mental health	**6,800,798** YTD Impressions **92,737** YTD Clicks

Social Media

Top Posts

Just in case you need a little musical inspiration today, check out this list of songs from The Mighty: http://themighty.com/2015/10/depression-songs-to-cheer-you-up-on-hard-days/ Have more to add to the list - share with us!

Think about this today. Your story is unique - inspire others! #sharingiscaring #noshame #FightIntheOpen

We're excited to partner with Gemma Correll during the month! Her images are bringing what #mentalillnessfeelslike to life. Join us & Gemma by creating your own content. #MHMonth2016 #mentalillnessfeelslike

Need someone to talk to, but don't want to make the call. How about a text? There's help out there. Text "MHA" to 741-741 and you'll be connected to a trained crisis counselor from www.crisistextline.org. It's free and confidential. Don't hesitate.

Let's start the New Year off right when talking about mental health. Check out a few ideas from TED.

"What social workers and other people don't often tell you is that self-care can be completely terrible."

145,845
fans by the end of 2016

20,584,253
Total people reached in 2016

Major Campaigns
IChooseBeauty
Back To School
CrisisTextLine
Mental Illness Awareness Week
Mental Health Reform
#mentalillnessfeelslike
Smoking Cessation
Youth Survey

Top Tweets

Letting yourself feel is painful, but can be a big step in your recovery. #ThursdayThoughts pic.twitter.com/U7efh5HuBO

"We asked @ChristophrWood, "Why do YOU #FightintheOpen?" Here's what he had to say. #B4Stage4 #mentalhealth pic.twitter.com/QiQdNkvvBX"

A raw account of what #mentalillnessfeelslike from @twloha contributor Elizabeth Wilder: http://buff.ly/2bhNIzC pic.twitter.com/6xcuc7d1JL

We need #MentalHealthReform now! Urge your Senators to vote YES on S. 2680. #B4Stage4

Talking about mental health can be awkward, but it's one of the most important things you can do! pic.twitter.com/Tmx4dThk1V

It's Mental Health Month! This year's theme is #mentalillnessfeelslike. Learn more: http://bit.ly/MayMH pic.twitter.com/mrRtVdH3by"

96,952
Followers by the end of 2016

14,379,900
Tweet Impressions in 2016

10,274
Mentions in 2016

Top Twitter Chats

#BeThe1To campaign

#MHAChat with Elyn Saks (Opera)

#DCQuits smoking cessation chat

#SOSChat for Destination Dignity

#mentalillnessfeelslike with Gemma Correll and Project 1in4

#Step4ward chat with Make the Connection

#TalkPTSD with Buried Above Ground
Back to School toolkit

6,485 Instagram followers by the end of December 2016

8151 LinkedIn followers by the end of December 2016

7745 YouTube followers by the end of December 2016

2016 Clifford Beers Society Members

**Denotes a Founder*

Diamond

Anonymous* Edward & Mary Shreck* The Faas Foundation Teva MHA of Los Angeles*

Platinum

Jack M. Akester, PhD*
Bradley Feld
Eli Lilly and Company*
Janssen Pharmaceutical Companies of Johnson & Johnson*
Patrick Hendry
MHA of Maryland*
Andrew E. Rubin
Paula C. Sandidge, M.D.
David L. Shern, Ph.D.
David M. Theobald*
Richard and Kay Van Horn

Gold

Lisa Hook
Lundbeck*
Otsuka America Pharmaceutical, Inc.*
Joseph de Raismes*
Rusty Selix*
Takeda Pharmaceuticals U.S.A. Inc.*
Molly Van Ort*
Reginald Williams, II*

Silver

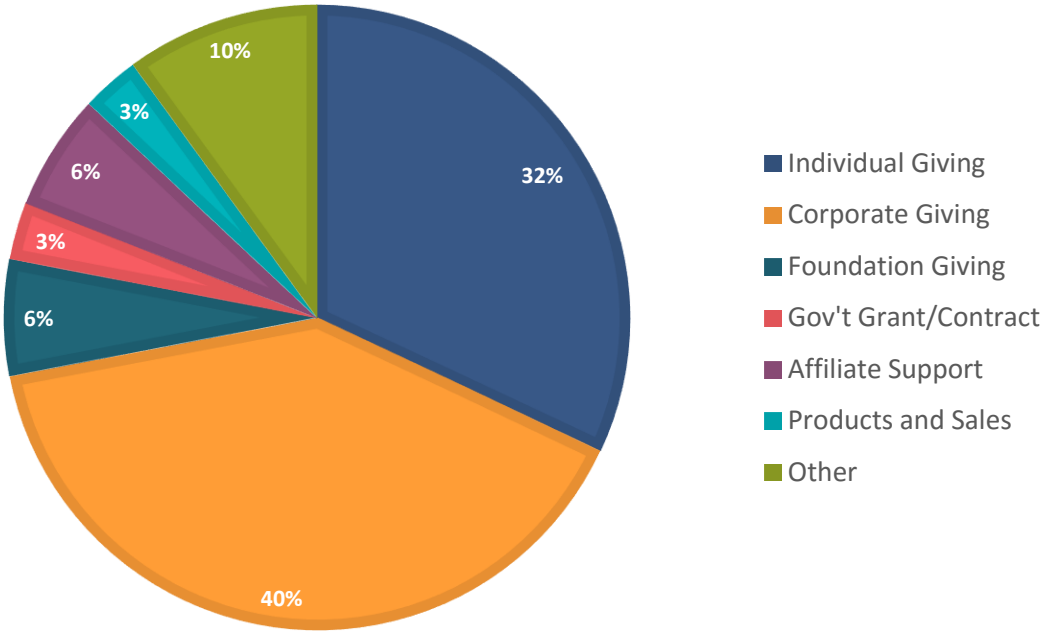
Peter Carson
Areta Crowell, Ph.D.*
J. Richard Elpers, M.D.*
Allan Engelmeyer
Paul & Pam Gionfriddo
Laura Kennedy
Shire
Gary Tauscher
Mike Thornsbury

Bronze

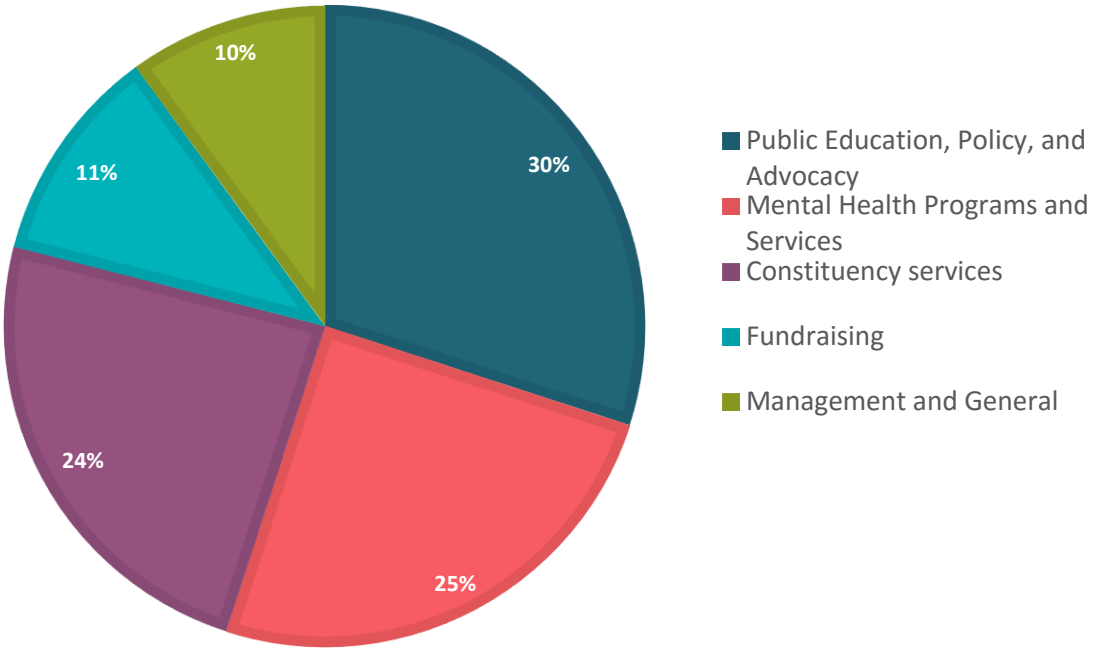
Alkermes
William Beardslee, M.D.*
Susan Bergeson
Ann M. Boughtin*
Bonnie Cook
Margaret Donnelley
Daniel Eisenstein
Larry Fricks*
Kenneth Gallant
Glenn Grindlinger
James A. Hawkins*
Mark J. Heyrman*
David Kampff
Jessica Kennedy
Timothy Livengood
Aaron Marcu
MHA of California*
MHA of California*
MHA in Fulton & Montgomery Counties*
MHA in Michigan*
MHA in New Jersey*
Mental Health Colorado*
MHA of Dutchess County*
MHA of East Tennessee*
MHA of Eastern Missouri*
MHA of Greater Houston*
MHA of Greater Indianapolis*
MHA of Indiana*
MHA of Licking County*
MHA of North Dakota*
MHA of Northern Kentucky and Southwest Ohio*
MHA of Texas*
MHA of the Heartland*
MHA of the Southern Tier*
MHA of Vigo County*
MHA of Middle Tennessee*
MHA of Monmouth County
Richard Miller
Mario Morino
Duane Muller
Gertrude Niehans*
Mary Obasi
Luis Perez
Debbie & Michael Plotnick*
PWR
Roomana M. Sheikh, M.D.*
Tom Starling
Gregory and Lissa Walter
Vivian Wong

2016 Financials

REVENUES
(TOTAL: $4,124,826)



EXPENSES
(TOTAL: $3,591,322)



MHA
Mental Health America

Mental Health America, Inc.

Statement of Financial Position
December 31, 2016
(With Comparative Totals for 2015)

	2016	2015
Assets		
Cash and cash equivalents	**$ 84,321**	$ 366,529
Investments	**2,554,030**	2,557,014
Receivables, net	**1,586,051**	1,019,918
Prepaid expenses	**80,099**	40,839
Inventory	**16,577**	9,455
Property and equipment, net	**839,006**	100,762
	$ 5,160,084	$ 4,094,517
Liabilities and Net Assets		
Liabilities:		
Accounts payable and accrued expenses	**$ 99,358**	$ 196,770
Deferred revenue	**6,290**	2,000
Capital lease obligations	**89,253**	77,891
Deferred rent	**634,238**	26,855
Deferred compensation	**115,550**	109,110
Total liabilities	**944,689**	412,626
Commitments (Note 10)		
Net assets:		
Unrestricted:		
Undesignated	**91,489**	273,226
Board designated	**1,971,619**	1,533,692
	2,063,108	1,806,918
Temporarily restricted	**1,863,316**	1,586,002
Permanently restricted	**288,971**	288,971
	4,215,395	3,681,891
	$ 5,160,084	$ 4,094,517

See notes to financial statements.

Mental Health America, Inc.

Statement of Activities
Year Ended December 31, 2016
(With Comparative Totals for 2015)

	2016				
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	2015 Total
Support and revenue:					
Nonfederal grants, contracts and contributions	**$ 983,974**	**$ 2,251,272**	**$ -**	**$ 3,235,246**	$ 2,898,122
Affiliates dues	**193,773**	**-**	**-**	**193,773**	271,324
In-kind contributions	**248,031**	**-**	**-**	**248,031**	140,780
Federal contracts and grants	**108,141**	**-**	**-**	**108,141**	106,648
Royalties	**45,121**	**-**	**-**	**45,121**	91,670
Conference	**84,464**	**-**	**-**	**84,464**	83,346
Combined federal campaign	**33,983**	**-**	**-**	**33,983**	34,872
Sales	**25,240**	**-**	**-**	**25,240**	19,942
Investment income (loss)	**125,542**	**25,285**	**-**	**150,827**	(29,361)
Net assets released from restrictions	**1,999,243**	**(1,999,243)**	**-**	**-**	-
Total support and revenue	**3,847,512**	**277,314**	**-**	**4,124,826**	3,617,343
Expenses:					
Program services:					
Public education, policy and advocacy	**1,062,004**	**-**	**-**	**1,062,004**	987,497
Mental health programs and services	**866,088**	**-**	**-**	**866,088**	968,397
Constituency services	**858,849**	**-**	**-**	**858,849**	729,446
Total program services	**2,786,941**	**-**	**-**	**2,786,941**	2,685,340
Supporting services:					
Fundraising	**430,745**	**-**	**-**	**430,745**	361,772
Management and general	**373,636**	**-**	**-**	**373,636**	340,658
Total expenses	**3,591,322**	**-**	**-**	**3,591,322**	3,387,770
Change in net assets	**256,190**	**277,314**	**-**	**533,504**	229,573
Net assets:					
Beginning	**1,806,918**	**1,586,002**	**288,971**	**3,681,891**	3,452,318
Ending	**$ 2,063,108**	**$ 1,863,316**	**$ 288,971**	**$ 4,215,395**	$ 3,681,891

See notes to financial statements.

Mental Health America, Inc.

Statement of Functional Expenses
Year Ended December 31, 2016
(With Comparative Totals for 2015)

	2016							
	Program Services				Supporting Services			
	Constituency Services	Public Education, Policy and Advocacy	Mental Health Programs and Services	Total	Management and General	Fundraising	Total	2015 Total
Salaries and benefits	$ 363,545	$ 577,052	$ 438,146	$ 1,378,743	$ 195,333	$ 231,584	$ 1,805,660	$ 1,570,146
Professional fees and contract service payments	112,890	85,529	81,087	279,506	30,054	20,955	330,515	233,423
Occupancy	61,390	92,085	76,738	230,213	46,043	30,695	306,951	450,876
In-kind	14,803	50,398	150,398	215,599	16,160	16,272	248,031	140,780
Conference and meetings	154,787	40,692	2,158	197,637	17,326	11,907	226,870	180,269
Travel	48,110	42,638	23,417	114,165	3,848	5,918	123,931	123,478
Depreciation and amortization	22,264	33,396	27,830	83,490	23,883	11,132	118,505	64,273
Operating fees	16,583	24,875	20,729	62,187	12,438	9,472	84,097	76,593
Grants	10,750	53,125	-	63,875	-	3,690	67,565	338,661
Subscription dues	10,054	20,262	10,774	41,090	7,078	17,357	65,525	61,051
Supplies	19,661	14,724	15,669	50,054	7,558	5,932	63,544	29,477
Direct mail	-	-	-	-	-	56,984	56,984	3,841
Communications	9,783	16,891	15,072	41,746	6,748	5,657	54,151	56,794
Outside printing and art work	9,247	4,831	1,553	15,631	834	247	16,712	39,953
Postage and shipping	3,605	3,057	859	7,521	5,737	2,111	15,369	9,833
Photocopying	1,377	2,449	1,658	5,484	596	832	6,912	8,322
Total	$ 858,849	$ 1,062,004	$ 866,088	$ 2,786,941	$ 373,636	$ 430,745	$ 3,591,322	$ 3,387,770

See notes to financial statements.