

## **Affiliates in Action**

MHA continues to compile information for the Affiliates in Action Library that can be used by affiliates, which shows the impact and measured growth a particular program or service has made or is making in various communities. We encourage affiliates to showcase their programs and their success stories by submitting success stories on topics including, but not limited to:

- Programs and Services (especially signature programs or those that are evidence-based)
- Partnerships/Collaborations
- Public Education Initiatives/Campaigns
- Advocacy impact or legislative victories

?Each story should:

- be submitted in narrative form (like a newsletter article) and include
- 2-3 sentences stating the community need for the program and how it started
- 2-3 paragraphs that give an overview of the program and describe how it functions
- 3-5 sentences about the measured outcomes of the program (e.g. "Since its inception in 2008, the XXX program has served XXX people in the area and reduced the number of hospitalizations among clients from 3 per year to 1 or less.")

- 3-5 sentences about the return on social investment of the program (e.g. “On average, the cost per client in XXX program is \$1,000, and it is estimated that over \$10,000 is saved each year by each hospitalization that is prevented.”)
- be a total of 500-600 words
- include 1-3 pictures (high resolution) to go with the story

By submitting a story, your affiliate gives MHA consent to use your stories, photos and any personal testimonials provided in MHA’s local and national communications, as well as on the Affiliate Only and public portions of Mental Health America’s website. MHA reserves the right to make edits to submissions in order to fit them into the design template.

**Please note: you must be logged in to view and submit this form.**