



**MHIA**  SM  
Mental Health America

**2015 Annual Report**

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# From the President and CEO

Greetings,

When Clifford Beers – the founder of Mental Health America (MHA) – declared more than a century ago that “I must fight in the open” on behalf of people with mental illnesses, he struck a chord that would resonate for years to come.

MHA continues his work to this day. In 2015 we further solidified the organization as the nation’s leading, respected, community-based nonprofit dedicated to promoting the overall mental health of all Americans and addressing the needs of those living with mental illness.

Our work continues to be 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, and integrated care and treatment for those who need it, with recovery as the goal.

As we say, there’s so much more Before Stage 4. Mental health concerns should be addressed long before they become mental health crises, long before they reach the most critical points in the disease process, long before they ruin lives. And they should never be addressed in jail or prison.

And so in 2015, we expanded on our B4Stage4 program and messaging and further cemented the B4Stage4 philosophy into virtually every aspect of MHA’s work.

This document serves as a snapshot of our activities in 2015. As you will see, we’ve been busy! From public policy to our online screening program ([mhascreening.org](http://mhascreening.org)) to our ever-expanding social media presence, we continue to work toward the goals Clifford Beers set 107 years ago: to be a voice for those experienced in living with mental illnesses, and to work hard every day to support their efforts and work and to help make their lives better.

We hope you will enjoy this annual report and celebrate with us an incredible year.



Paul Gionfriddo  
President and CEO  
Mental Health America

# Our Mission

*Mental Health America (MHA) - founded in 1909 - is the nation's leading community-based nonprofit dedicated to helping Americans achieve wellness by living mentally healthier lives. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention for all, early identification and intervention for those at risk, integrated health, behavioral health and other services for those who need them, and recovery as a goal.*

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# Public Policy

## National Mental Health Reform Legislation

2015 was a major year for national mental health reform legislation, with bipartisan bills introduced in both the House and the Senate to address the nation's growing mental health crisis. In the House, Representatives Tim Murphy (R-PA) and Eddie Bernice Johnson (D-TX) introduced the *Helping Families in Mental Health Crisis Act of 2015* (H.R. 2646), while in the Senate, Senators Chris Murphy (D-CT) and Bill Cassidy (R-LA) introduced the *Mental Health Reform Act* (S. 1945). MHA President and CEO Paul Gionfriddo testified in front of Congress. Other MHA representatives submitted comments and worked to help ensure that the legislation advanced important elements of MHA's national policy agenda, specifically: the inclusion of peers, a clarification of privacy policy that addresses separate authorizations for mental health and substance use, an emphasis on prevention and early intervention, increased funding, a 10-year plan to reduce incarceration for people with mental health conditions, and restoration of PAIMI.

## General Mental Health Policy Priorities

### ***Prevention for All***

MHA submitted letters and joined several coalitions on primary prevention, with an emphasis on education policy and early childhood development. In addition, MHA began to form the National Prevention Science Coalition to decide on discrete recommendations for Congress.

### ***Early Identification and Intervention***

MHA supported early identification and intervention by urging screening and other intervention measures in schools and primary care settings.

### ***Integrated Care and Treatment***

MHA worked with several partners during the year to find regulatory solutions to issues in behavioral health, improve parity oversight and essential health benefits requirements, address network adequacy, and increase transparency.

### ***Recovery as the Goal***

MHA advocated for patient-centeredness in research and care. In addition, MHA offered recommendations to the Department of Justice to ensure prison systems, schools, and workplaces remain discrimination-free. MHA also worked closely with the office of Congressman Adam Schiff (D-CA) to further the *Stop Child Abuse in Residential Programs for Teens Act of 2015* (H.R. 3060).

## Legislation Addressed

*Helping Families in Mental Health Crisis Act of 2015* (H.R. 2646)

*Mental Health Reform Act* (S. 1945)

*Mental Health in Schools Act* (H.R. 1211/S. 1588)

*Ensuring Children's Access to Specialty Care Act* (H.R. 1859)

*21st Century Cures Act* (H.R. 6)

*Saving Our Next Generation Act* (S. 473)

*Stop Child Abuse in Residential Programs for Teens Act of 2015* (H.R. 3060)

*Mental Health and Safe Communities Act of 2015* (S. 2002)

## Position Statements

Recovery-Based Systems Transformation (11)

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# Programs & Services

## MHA Screening

MHA expanded its screening program in 2015 to add four new diagnostic mental health tools, adding to the four screens launched in 2014 for depression, anxiety, bipolar disorder, and post-traumatic stress disorder:

- Psychosis Screen
- Substance Use Screen
- Child Screen
- Parent Screen

By the end of 2015, an average of 3,000 screens

were conducted each day, from people of all ages, races, and ethnicities. Other demographic data collected from the screens helped inform MHA public education and policy efforts.

## Workplace Mental Health

With the generous support of the Faas Foundation and a partnership with the Centre for Addiction and Mental Health (Canada), MHA launched a Workplace Mental Health initiative in 2015. As part of this effort, MHA developed its own survey on workplace mental health, finding that 80 percent of people who feel they are in an "unhelpful or hostile work environment" say they prefer to work alone rather than in teams. MHA also collected demographics on employer size, industry, and benefits, which MHA hopes to use in 2016 and beyond to lay out concrete recommendations for improving the mental health of US employees.

## State of Mental Health in America 2016

In late September, MHA released the *State of Mental Health in America 2016* report. This second 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 research supporting Prevention and Early Intervention from prenatal health into early adulthood. MHA partnered with HealthGrove, a health data analysis website, to develop interactive, online heat maps that show disparities among the states, as well as the ability to compare trends from several prior years. The report shows that over time more youth are becoming depressed, yet almost 80 percent of youth with severe depression receive no or inadequate treatment.



**702,763**

Unique screens conducted in 2015

**768,351**

Visitors to screening website in 2015

**155,837**

Youth screens conducted in 2015

**4,500**

Workplace screens conducted in 2015

**74.14%**

Participants who screened as positive (moderate to severe)

**Minnesota, Massachusetts, Connecticut**

Top three overall states in State of Mental Health in America 2016

**Oregon, Arizona, Nevada**

Bottom three overall states in State of Mental Health in America 2016

# Mental Health and Systems Advocacy

## Regional Policy Council (RPC)



Regional  
policy council

MHA  
Mental Health America

MHA held four Regional Policy Council (RPC) meetings during the year.

In June, MHA held its 2015 Eastern Regional RPC Meeting, focusing on parity enforcement and access to treatment and services. Loopholes left by the *Mental Health Parity and Addiction Equity Act of 2008* mean that health care parity is still not a reality for all Americans.

MHA held its 2015 Western Regional RPC Meeting in early July. The meeting highlighted the efforts of MHA affiliates' innovative programs, including peer wellness initiatives, school-based multi-tiered supports and the incorporation of peers into services.

MHA's Midwest Regional RPC Meeting in late July addressed the role of B4Stage4 in the criminal justice system. It is an important priority to provide peers suffering from mental illness with rehabilitative routes to wellness that do not rely solely on incarceration.

In December, the RPC held its fourth meeting of the year in Nashville, honoring state legislators across the country for their contribution to mental health, as well as addressing intervention and integration.

Throughout the year, the RPC members worked together to impact state legislation and regulations across the country.



MHA staff joined with over 400 advocates to march on the Capitol.

### Dignity March

MHA, as one of five founding partners of the Destination

Dignity coalition, helped coordinate a rally and march in August on the National Mall to raise awareness about mental health and to give voice to a national movement demanding dignity for those living with mental health conditions. Paul Gionfriddo, Debbie Plotnick, and affiliate leaders were among the speakers at the rally, which drew over 400 attendees in its inaugural year.

## Key Advocacy Issues

Children's Mental Health

Community Inclusion

Criminal Justice

Gap Coverage Model Legislation

Insurance Coverage and Network Adequacy

Medicaid Proposed Rule on Essential Benefits

Recovery Outcomes as Quality Measures

Roles of Families and Caregivers in Recovery

## Key Coalitions & Partners

ACMHA Peer Leadership Group

Caregiving Alliance

Coalition for Whole Health

Dignity March

International Bipolar Foundation

Legal Action Center

Mental Health Liaison Group

The National Council

Psychiatric Rehabilitation Association

Recovery Now! Coalition

SAMHSA

Temple Collaborative

# Public Education

## **Mental Health Month 2015—Before Stage 4 (B4Stage4)**

This year's Mental Health Month toolkit was themed *B4Stage4*. MHA released several fact sheets, key messages, sample press releases, and sample social media content. MHA launched new Spanish translations of *Mental Health Month* materials and added critical information about mental health in older adults. More than 25 percent of older adults may suffer from serious mental illness, and public education can help concerned Americans identify risk factors in their older loved ones before Stage 4.

MHA's focus on reaching new audiences paid off in a big way this year. 5,242 individuals and organizations distributed MHA's *Mental Health Month* toolkit.

MHA surveyed these advocates to find out what made this year's campaign so successful. Although response to all components was positive, people rated our Key Messages handout as the most useful, suggesting that the public still responds strongly to the core facts surrounding the prevalence of mental health disorders, and the importance of early identification and intervention.

## **Back to School 2015**

MHA launched its *Back to School* campaign, focusing on raising community awareness of early mental health discussion, as well as driving interest in MHA's new youth screenings. A new *Life on Campus* component will provide year-round resources for college students to monitor and take control of their own mental wellness.

## **Time To Talk Survey**

MHA surveyed youth and adults during *Back to School* in the *Time to Talk Surveys*. Out of 59 parents who responded, about two-thirds had been approached by a young person with a mental health concern, most often depression or extreme sadness, but also anxiety and stress. About one-third of adults set a child up with a therapist afterward.

## **White Papers**

*Toxic Stress, Behavioral Health and the Next Major Era in Public Health*: MHA released full white papers developed by previous President/CEO David L. Shern, Ph.D., former MHA State Policy Director Sarah Steverman, and Andrea Blanch, Ph.D., as part of a partnership with Cabezon in late 2014. David and Andrea also started a blog on MHA's website dedicated to the topic. The very popular webinar series and white paper frame mental health prevention in a public health model.

*Compassion, Safety, and Rights*: Vice President of Consumer Advocacy Patrick Hendry authored a paper on *Compassion, Safety, and Rights*. The paper addressed the challenges we face as a society in getting people the help that they need in a way that preserves their civil liberties and their dignity. Patrick also wrote a blog to accompany the paper, which was promoted to the 26,000 advocates on MHA's email list.

212

Organizations assisted in 2015

1,328

Individuals directly assisted in 2015

4,379,178

Page views of public education materials in 2015

41,813

Web visitors for *Mental Health Month*

5,242

*Mental Health Month* toolkit downloads

1,327

*Back to School* toolkit downloads

8,593

Parents and kids educated

25%+

Older adults who may suffer from SMI

# Communications

## Major Media Placements

*The Washington Post* and *The Stranger* were among the publications that picked up on MHA's 2015 ranking of the states in its *State of Mental Health in America* report in early January.

In March, tragedy struck when Germanwings Flight 9525 crashed. Co-pilot Andreas Lubitz, who had a history of depression and suicidal tendencies, deliberately caused the crash. President/CEO Paul Gionfriddo was featured in multiple major media outlets discussing mental health, tragedy, violence, and prevention.

MHA received widespread attention across print, radio, and television outlets throughout the second quarter of 2015. *Losing Tim*, Paul Gionfriddo's book exploring how the U.S. health and education systems failed his son with schizophrenia, is a moving exposé of the numerous injustices and policy failures that led Tim Gionfriddo to isolation, incarceration, involuntary commitment, and homelessness.

MHA premiered its *#B4Stage4* documentary, produced in collaboration with ITN/ABC Productions, at the 2015 Annual Conference. This news and current-affairs style program interviews Paul and other partners to examine the current state of mental health in America, and how to gain a better understanding of conditions to identify them far sooner.

In the latter half of 2015, MHA reached millions of individuals as both mental health legislation in Congress and gun violence became major issues in the mainstream public dialogue. Staff interviews appeared in 25 articles in major print media outlets, including Politico, NPR, and the Associated Press. In October, Paul spoke to a number of national press outlets about mental health legislation. MHA also fielded calls about its 2016 edition of *The State of Mental Health in America*.

## Conference 2016: Media, Messaging, and Mental Health

MHA revealed *Media, Messaging, and Mental Health* as the focus of its Annual Conference in 2016. It will examine 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, MHA will explore the good and the bad portrayals on the big and small screen; how celebrity can be used to influence the conversation; how messaging and language can sometimes contribute to and perpetuate the destructive stigma and discrimination of people living with mental illness; and how mental health advocates can work together to change the conversation.

## Metrics

8,631

Clips

61,752,899

Circulation

155,037,133

Media impressions

\$10,843,385

Ad equivalency

## Major Interviews

*CNN.com*

*ABC News.com*

*The Wall Street Journal*

*The Washington Post*

*The Associated Press*

*Politico*

*Al Jazeera*

*NPR*

*CQ/Roll Call*

*U.S. News and World Report*

*Huffington Post*

*National Journal*

*Mental Health Weekly*

*New England Journal of Medicine*

*New York Daily News*

*People Magazine*

*Stateline (Pew)*

*Psychology Today*

# Annual Conference

MHA's 2015 conference was a resounding success, drawing over 600 advocates, educators, researchers, and business and community leaders, students, and members of Congress and the general public to explore the theme of *Intervention and Innovation Before Stage 4*.

## High-Profile Support

MHA attracted prominent support with its focused theme, due to the work of Erin Wallace, Vice President of Communications and Marketing, and others. U.S. Surgeon General Vice Admiral Vivek Murthy gave the keynote speech to frame *B4Stage4* in the nation's conversation surrounding mental health. Rep. Tim Murphy (R-PA) made an appearance to announce his new legislation, the *Helping Families in Mental Health Crisis Act of 2015* (H.R. 2646), which MHA feels is an improvement over the previous version of the bill, and an important start to comprehensive mental health reform. Andrew Faas announced a 10-year, \$1 million partnership



Vivek Murthy explains the significance of acting "before Stage 4" when it comes to mental health.



Brandon Stagliin, Pam Hyde, Tom Insel, Paul Gionfriddo

between the Faas Foundation and MHA to enhance workplace mental health services. First Lady Michelle Obama expressed her support with a surprise video message, thanking attendees for their commitment to early identification and

intervention.

## A Powerful Movement

Throughout the conference, MHA highlighted the impact it and its affiliates have had in improving mental health in America, and the challenges and opportunities in the years ahead. MHA examined innovations and programs that will play a vital role in shaping the future of mental health care.

MHA presented its *Innovation in Programming* award to *Strong Families Healthy Homes*, a program from MHA of Wisconsin that is committed to nurturing and supporting the recovery, strength and resilience of families when the parent(s) or caregiver(s) live with mental illness.

600+

Conference attendees

## Policymakers Present

Senator Debbie Stabenow (D-MI)

Senator Chris Murphy (D-CT)

Rep. Tim Murphy (R-PA)

## Featured Organizations

American Foundation for Suicide Prevention

American Psychiatric Association

ESPN

Faas Foundation

ITN Productions

National Federation of Families for Children's Mental Health

NBC4 Washington

National Football League (NFL)

This is My Brave



Glennon Doyle Melton, author of New York Times bestseller *Carry On, Warrior*, speaks to her own experiences with mental illness and substance abuse.

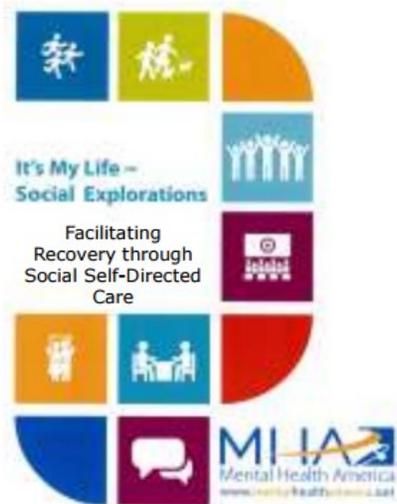
# Peer Advocacy, Supports, and Services

## Peer Support and Credentialing

MHA developed its credentialing program for peers in primary care throughout 2015, piloting its work in Oregon and California. MHA staff promoted the importance of peers in mental health recovery and continued meeting with and educating leaders, providers, and consumers on peer support programs. Patrick Hendry, Vice President of Peer Advocacy, Supports, and Services (P.A.S.S.), presented MHA's peer support credentialing program to organizations and at conferences around the country, including the conference of the New York Association of Psychiatric Rehabilitation Services (NYAPRS) and the Zarrow Symposium, sponsored by MHA of Oklahoma. Patrick also conducted a webinar for the National Association of County Behavioral Health & Developmental Disability Directors (NACBHDD) on peer support and certification. Additionally, Patrick worked with MHA of Southwest Florida on a peer support group for people living with mental illnesses who are still in the workplace.

## Self-Directed Care

MHA staff presented several times during the course of the year on the implementation of their groundbreaking program, *It's My Life—Social Exploration*. The program, which provides people with serious mental illnesses with life coaches who help them integrate within their community on a social level, drastically reduces hospitalization for its participants while increasing their quality of life. Hundreds of people attended webinars rolling out the program on a national level.



## St. Elizabeths Memorial

MHA hired a contractor to begin the rollout of a memorial at the Gardens of St Elizabeths dedicated to all of the individuals in unmarked graves who passed away over the years while in the first federally operated psychiatric hospital in the United States. This project is a crucial step in remembering those who were lost while in the hospital and an important reminder that individuals living with mental illness deserve the same respect and dignity given to those with any other illness. MHA is the leader of a coalition of national mental health organizations dedicated to this cause.

57

Organizations assisted

55

Individuals assisted

## Key Partners and Constituents

Florida Certification Board

Howard University

Kaiser Permanente

MHA of Oregon

MHA of Northern California

MHA of Southwest Florida

National Association of County  
Behavioral Health & Developmental  
Disability Directors

New York Association of Psychiatric  
Rehabilitation Services

Department of Labor: Advisory  
Committee on Increasing Competitive,  
Integrated Employment for Individuals  
with Disabilities

ACMHA Peer Leadership Group

Virginia Organization of Consumers  
Asserting Leadership

# Community Outreach

MHA formally established the *Community Outreach and Partnership* function in 2015 to increase our reach to the community by leveraging other partners and coalitions. America Paredes, Senior Director of Partnerships and Community Outreach, and her team completely revamped the criteria for partnership and developed a systematic approach to reach and help more individuals living every day with mental health concerns.

## Key Partnerships

MHA and the American Red Cross launched a partnership between local affiliates of each organization. Interested MHA and ARC affiliates are contacted to help provide mental health services in case of a disaster.



A family takes mental health screenings at the Convoy of Hope's Health Care and Humanitarian Relief Event.

MHA and the National Council on Aging worked together on the *My Medicare Matters* program, which aims to explain the often complicated Medicare eligibility and enrollment process. The NCOA and MHA also released several co-branded fact sheets for Mental Health Month on older adults, depression, and anxiety.

MHA attended the Convoy of Hope's Health Care and Humanitarian Relief Event in Maryland to educate local families about screening accessibility. Local news interviewed Antionette Means, Partnerships and Community Outreach Manager, about community mental health and crime.

## Exhibiting Updates

MHA exhibitors interacted with over 284,830 individuals during the course of 2015. MHA participated at the NBC4 Health & Fitness Expo in January as part of the largest and newest exhibit, the "Changing Minds" Pavilion. MHA staff conducted nearly 1,200 screens and met with professionals, advocates, community leaders, educators, college students, special interest groups, and healthcare providers.

28

Health fairs/exhibiting opportunities

284,830

Individuals reached via exhibiting

6,666

Branded MHA giveaways

2,304

Contacts with partner organizations

## Key Partners

Active Minds

American Red Cross

BP/Esperanza Magazine

B Stigma-Free

The Courage Wall Campaign

Convoy of Hope

Crisis Text Line

Inspire

Men's Health Network

The Mighty

Multicultural Health Fair Coalition

National Association of Latino Fraternal Organizations

National Athletic Trainers Association

National Council on Aging

National Pan-Hellenic Council

National Science Foundation

National PTA

Pink House Foundation

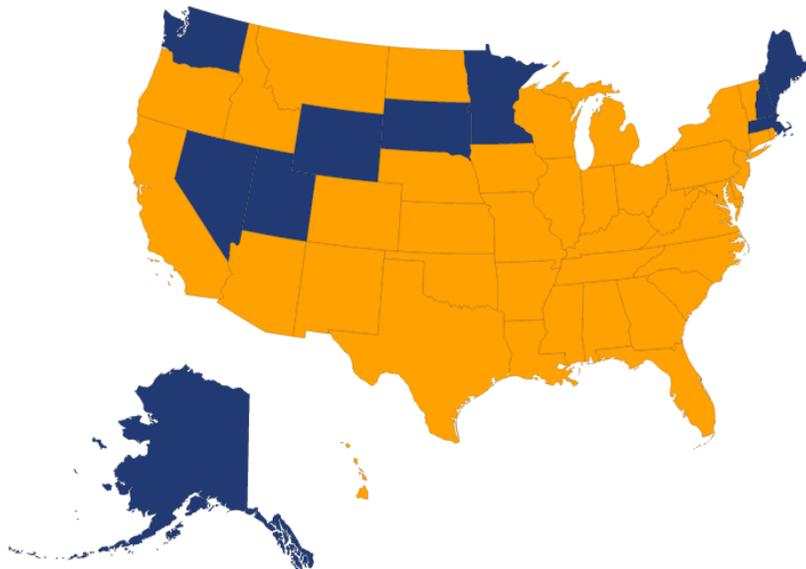
The Trust (powered by the NFLPA)

You Rock Foundation

# Affiliate Relations

## Member Benefits

New Senior Director of Affiliate Relations, Valerie H. Sterns, came from the association world to MHA to improve affiliate relations and redefine the value proposition from the national organization.



Affiliates were invited to submit nominees for the MHA Board of Directors, given preferential treatment in the hiring of new MHA staff, and given a detailed report on the state of MHA in 2015. In addition, MHA opened up calls for awards to the field, including the affiliate-exclusive *Innovation in Programming Award*. The communications department revamped and released *News From National*. Valerie worked with Theresa Nguyen, Senior Director of Policy and Programming, and others to give affiliates access to local screening data. This information will allow affiliates to better understand and serve their constituencies. MHA offered affiliates significant discounts to attend the conference and present at the *Innovation Nation* poster session, highlighting pioneering programs on the local level. MHA offered free webinars to affiliates throughout the year that highlighted affiliate programming efforts around schools and students, discussed intersections between mental health and criminal justice, and trained affiliates on how better to fund their organization sustainably.

In addition to special access and prevention, MHA collected \$271,234 from the local affiliates as membership dues and provided \$399,234 in grants, travel to RPC meetings, conference discounts, and other contracts, returning \$130K to communities across the country.

## Programs Recognized in “Affiliates in Action”

Strong Families Healthy Homes (MHA of Wisconsin)

Do Send a Card (MHA of San Francisco)

Just the Facts: Alzheimer’s Caregiving Training (MHA of Middle Tennessee)

Mental Health 101 (MHA of East Tennessee)

The Fight for Timothy’s Law (MHA of New York State)

Mental Health Walk-In Center (MHA in Indian River County)

Peer-Led Support Groups (MHA in Delaware)

Mental Wellness Program (MHA of Eastern Missouri)

The Peer Recovery Call Center: Call Center of the 21st Century (MHA of East Tennessee)

POEM (Perinatal Outreach and Encouragement for Moms) (MHA of Franklin County, OH)

Wellness Works (MHA of California)

Check Your Head (MHA of Colorado)

Girls in Progress (MHA of Licking County)

Loss Team (MHA of Tarrant County)

Healthy New Moms (MHA of Maryland)

“Being There” (MHA in Southwestern New Jersey)

Father 2 Child (MHA of San Diego County)

# Social Media



## Some of the Top Posts from 2015

Here's a thought, let's #change the way we talk about #mentalillness and support each other. Let's address mental health issues #B4Stage4

Don't give up on yourself or those around you #support and encouragement are critical to #mentalhealthrecovery #MHMonth2015 #everydaywellness

If you haven't seen Disney Pixar's Inside Out movie yet, let's hope you take some time this weekend or over the July 4th holiday to do so - it is a great way to help you start the conversation with your child about their #emotions and their #mentalhealth #B4Stage4 Read or listen to this story from NPR that addresses the science behind the movie

Kudos to Dwayne The Rock Johnson for speaking so openly about #depression and recognizing that #support is critical towards recovery, watch the full clip here: <http://themighty.com/2015/11/the-rock-had-a-moving-moment-with-oprah-about-his-depression/>

It's Mental Illness Awareness Week - knowing the warning signs and being aware of your mental health is critical, learn more: [#http://www.mentalhealthamerica.net/b4stage4-get-informed](http://www.mentalhealthamerica.net/b4stage4-get-informed) #MIAW15 #B4Stage4 #IAmStigmaFree

Self-care is important. Find some tips to take care of yourself here: <http://bit.ly/1iimrgF> #NationalCaregiversMonth



## Some of the Top Tweets from 2015

"I learned the power of storytelling and the responsibility that people with influence have to speak out" - @ddlovato <http://bit.ly/1tsuEUC>

MHA in @PRWeek: We need responsible media coverage to reduce workplace mental health #stigma after #Germanwings crash <http://www.prweek.com/article/1341552/mental-health-groups-demand-responsible-media-coverage-germanwings->

It's #MHMonth2015 - support early ID, prevention, & intervention. People do recover! #B4Stage4 <http://bit.ly/1Agy9v3> [pic.twitter.com/mRnxUSd3Oh](http://pic.twitter.com/mRnxUSd3Oh)

Do you have a friend suffering from #depression? Here are 5 tips on how to support them: <http://t.co/DoGc7oNwmd>

Let's keep students mentally healthy this school year! Get the #BacktoSchool toolkit <http://bit.ly/learnmh> #B4Stage4

#MensHealthMonth chat about men & #mentalhealth w/ @MensHlthNetwork @HHSgov @SAMHSA @MayoClinic @MentalHealthAm

Recovery is a process. It takes time. It takes patience. It takes everything you've got. #MondayMotivation #B4Stage4 [pic.twitter.com/yOh8XW0SH4](http://pic.twitter.com/yOh8XW0SH4)

Happy Hanukkah! #peace #love #light [pic.twitter.com/s47XyUEzOu](http://pic.twitter.com/s47XyUEzOu)

**119,771**

Fans on December 31, 2015

**53,211**

Increase from December 31, 2014

**47,586**

Average reach per month

**10,199,375**

Total reach in 2015

**64,364**

Followers on December 31, 2015

**5,122,800**

Tweet Impressions

**7,375**

Mentions

**Twitter Chats**

Minority Mental Health Month, Destination Dignity March, Suicide Prevention

# Web and Email

## Top Web Pages

1. Schizophrenia
2. Depression Screen
3. Mental Health Screening Tools
4. Personality Disorders
5. Stress Screener
6. Co-dependency
7. Mental Health America Homepage
8. Bipolar Disorder Screen
9. Spanish Language Bipolar Disorder
10. Recognizing Warning Signs
11. Paranoia and Paranoid Disorders
12. Find an Affiliate
13. Anxiety Screen
14. Spanish Language Schizophrenia
15. Mood Disorders

## Most Popular Emails

Help MHA with important research— *A call for participation in the National Alliance for Care-giving Survey*

WEBINAR ANNOUNCEMENT: Mental Health Courts

MHA Issues Statement on Cassidy-Murphy Legislation—*In August, MHA publicly thanked the members of Congress who introduced mental health legislation for making it a priority, without a formal endorsement*

DEMAND DIGNITY on August 24! - *MHA announced the Dignity march*

News From National July 15, 2015: We're Back! - *Our most popular edition of the newsletter after a brief post-conference hiatus*

*MHA 2015 Back To School Toolkit Now Available*

MHA: The Early Bird Catches the Worm! - *An invitation to the exciting MHA conference*

WEBINAR: A Peer Driven Solution to Isolation and Social Exclusion—*This webinar had over 1,000 registrants; the highest ever for an MHA webinar*

## Google Ad Words Campaigns

Screening | Mental Health America  
Publication Sales | Policy  
Public Education | Annual Conference  
May is Mental Health Month | B4Stage4  
Workplace Wellness

## Top Paid Keywords

Depression test | depression | depression tests  
online | mental health services | am I depressed  
signs of depression | how to tell if your depressed  
test | depression quiz | signs of depression  
national mental health association

**4,797,676**

Web sessions in 2015

**3,979,030**

Web visitors

**8,446,425**

Page views

**82.44%**

new visitors



**31,785**

Active Email File

**1,705,084**

Emails sent in 2015

**19,967**

New sign-ups

**\$107,477**

Raised Online

**6,618,225**

Impressions in 2015

**88,612**

Clicks in 2015

# MHA on the Road

MHA staff and volunteers were visible in both the local Washington, DC community and in other parts of the country in 2015.

## Where in the World Was Paul Gionfriddo?

President and CEO Paul Gionfriddo was key in fostering MHA's partnerships with similarly-minded organizations.

In March, Emory University invited Paul to speak at the Rollins School Grand Rounds. He was also the keynote speaker at the Health Policy Institute of Ohio, where he spoke in front of 110 behavioral health and public health professionals, policy leaders, and advocates. There he was able to discuss issues related to parity, introduce MHA's screening program and data, and describe our focus on B4Stage4 and early identification for those at risk.

Paul attended a meeting hosted by the Kennedy Forum with the Chief Executive Officers of NAMI, The Kennedy Forum, the American Psychiatric Association, and the National Council. Leaders from each organization planned a joint strategy to approach federal policymakers with the goal of passing mental health reform legislation this session.

Paul testified before Congress regarding the *Helping Families in Mental Health Crisis Act of 2015* (H.R. 2646) along with Patrick Kennedy, Senator Creigh Deeds (D-VA), and others. MHA believes that the improvements over the previous version of the bill opened the door to more effective services, by including funds for screening, early intervention and treatment programs, as well as innovation grants for novel services. Paul conveyed that MHA was pleased that the bill's authors, Rep. Tim Murphy (R-PA) and Rep. Eddie Bernice Johnson (D-TX), were and remain open to important suggested changes. MHA worked throughout the legislative process to strengthen H.R. 2646 and is encouraged by the bi-partisan support for advancing federal legislation on mental health reform. MHA also gave input on *The Mental Health Reform Act* (S. 1945).



Paul with Representative Adam Schiff (D-CA) and Representative Ileana Ros-Lehtinen (R-FL) speaking about the Stop Child Abuse in Residential Programs for Teens Act of 2015 (H.R. 3060).



Larry Smith and Paul Gionfriddo smile for an interview on *Good Morning Washington*.

Paul presented to 30 state legislators from around the country at a meeting of the Council of State Governments, and to 270 advocates at the American Foundation for Suicide Prevention (AFSP) in Washington, DC.

Thanks to the hard work of the Communications department and other MHA staff, Paul was featured on multiple television and radio programs, including *Good Morning Washington*, NPR, Radio

MD, and Sinclair Broadcast Group. He also filmed video spots for Johnson & Johnson underscoring the need for broad-based treatment choices.

In a television interview with Sinclair Broadcast Group on guns and mental health, Paul spoke about the importance of addressing the mental health system and avoiding the narrative that links mental health and violence.

Paul attended the three-day annual meeting of the Rosalynn Carter Fellowships for Mental Health Journalism and spoke about MHA's B4Stage4 message. He was honored to meet Mrs. Carter, along with many other leaders in mental health, and learn more about their new Journalism Resource Guide on Behavioral Health. He also spoke at the National Association of Psychiatric Health Systems (NAPHS) Board Meeting. Here Paul spoke about MHA, our B4Stage4 philosophy, and ways our organizations can work together moving forward. He kicked off the Federation of Families Annual Conference with a keynote speech focused around *Losing Tim* and MHA's outlook in 2016 and beyond.



Paul Gionfriddo with Rosalynn Carter and other advocates at the annual meeting of the Rosalynn Carter Fellowships for Mental Health Journalism .

### **Affiliate Engagement**

Paul made it a priority to visit affiliates across the nation throughout the year. He joined MHA of Middle Tennessee and MHA of East Tennessee for their Hill Days in March, and then keynoted the MHA of Kentucky Annual Dinner. He traveled to the MHA of Franklin County in Columbus, Ohio to discuss MHA priorities and learned more about their work. He spoke at MHA of Greater Indianapolis followed by a book signing for *Losing Tim*. He actively engaged affiliate leaders from across the country at an affiliate dinner during the June conference. Following the conference, Paul visited Texas, where he met with affiliates from Houston, Dallas, and Fort Bend. He also keynoted and signed copies of *Losing Tim* at MHA Houston's annual meeting. He spent time at MHA of Palm Beach County in FL, where he spoke about

*Losing Tim*, B4Stage4, and MHA's online screening tools. Because MHA Palm Beach County uses MHA's online screening tools, Paul was able to customize his presentation comparing the county to both state and national results. He keynoted MHA of Central Virginia's Annual Dinner to discuss advancing mental health policy. He spoke at MHA of Maryland's Centennial Conference in November, celebrating its 100th year of existence, and also addressed key policy advocates at the December Regional Policy Council Meeting in Nashville.



Paul Gionfriddo speaks on a panel at Mental Health America of Maryland's Centennial Conference, along with Jeff Richardson, Linda Rosenberg, and Henry Harbin.

# Clifford Beers Society Members

## Diamond

Anonymous

AstraZeneca

Faas Foundation

Edward and Mary Schreck

## Platinum

Jack M. Akester, Ph.D.

Eli Lilly and Company

Bradley Feld

Patrick Hendry

Janssen Pharmaceutical Companies of Johnson & Johnson

MHA of Los Angeles

MHA of Maryland

Andrew E. Rubin

Paula C. Sandidge, M.D.

David L. Shern, Ph.D.

Richard and Kay Van Horn

David M. Theobald

## Gold

Joseph de Raismes, J.D.

Lisa Hook

Lundbeck

Otsuka America Pharmaceutical, Inc.

Rusty Selix

Molly Van Ort

## Silver

Areta Crowell, Ph.D.

J. Richard Elpers, M.D.

Allan Engelmeyer

Paul & Pam Gionfriddo

Michael Jeanes

Shire

Takeda Pharmaceuticals U.S.A., Inc.

Gary Tauscher

## Bronze

Alkermes

Ben Ballard

William Beardslee, M.D.

Ann M. Boughtin

Dale Braun

H. Dwight Damon

Michelle DeLong

Andrew Ellis

Daniel Eisenstein

Andrea Ferris

Larry Fricks

Kenneth Gallant

Glenn Grindlinger

Timothy Harkness

James A. Hawkins

Audrey Heimler

Mark J. Heyrman

Cheryl Hope

David Kampff

Glen Kelley

Jessica Kennedy

Timothy Livengood

Aaron Marcu

MHA in 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 Essex County

MHA of Franklin County

MHA of Greater Houston

MHA of Greater Indianapolis

MHA of the Heartland

MHA of Indiana

MHA of Licking County

MHA of North Dakota

MHA of Northern Kentucky and  
Southwest Ohio

MHA of Texas

MHA of the Southern Tier

MHA of Vigo County

Richard Miller

Mario Morino

Duane Muller

Gertrude Niehans

Linda Olson Nemia

Michael Painter

Luis Perez

Debbie & Michael Plotnick

Roomana M. Sheikh, M.D.

Tom Starling

John Williams

Reginald D. Williams, II

Michael Wylie

**Mental Health America, Inc.**

**Statement of Activities  
Year Ended December 31, 2015  
(With Comparative Totals for 2014)**

	2015			Total	2014 Total
	Unrestricted	Temporarily Restricted	Permanently Restricted		
<b>Support and revenue:</b>					
Nonfederal grants, contracts and contributions	\$ 1,130,655	\$ 1,767,467	\$ -	\$ 2,898,122	\$ 2,071,518
Affiliates dues	271,324	-	-	271,324	311,181
In-kind contributions	140,780	-	-	140,780	152,559
Federal contracts and grants	106,648	-	-	106,648	1,162,784
Royalties	91,670	-	-	91,670	108,708
Conference	83,346	-	-	83,346	36,075
Combined federal campaign	34,872	-	-	34,872	38,622
Sales	19,942	-	-	19,942	21,026
Investment (loss) income	(18,820)	(10,541)	-	(29,361)	110,242
Net assets released from restrictions	1,539,335	(1,539,335)	-	-	-
<b>Total support and revenue</b>	<b>3,399,752</b>	<b>217,591</b>	<b>-</b>	<b>3,617,343</b>	<b>4,012,715</b>
<b>Expenses:</b>					
<b>Program services:</b>					
Public education, policy, and advocac	987,497	-	-	987,497	776,558
Mental health programs and services	968,397	-	-	968,397	1,546,084
Constituency services	729,446	-	-	729,446	503,350
<b>Total program services</b>	<b>2,685,340</b>	<b>-</b>	<b>-</b>	<b>2,685,340</b>	<b>2,825,992</b>
<b>Supporting services:</b>					
Fundraising	361,772	-	-	361,772	363,433
Management and general	340,658	-	-	340,658	386,353
<b>Total expenses</b>	<b>3,387,770</b>	<b>-</b>	<b>-</b>	<b>3,387,770</b>	<b>3,575,778</b>
<b>Change in net assets</b>	<b>11,982</b>	<b>217,591</b>	<b>-</b>	<b>229,573</b>	<b>436,937</b>
<b>Net assets:</b>					
Beginning	1,794,936	1,368,411	288,971	3,452,318	3,015,381
Ending	\$ 1,806,918	\$ 1,586,002	\$ 288,971	\$ 3,681,891	\$ 3,452,318

See notes to financial statements.

