Learn How We’ve Been Working to Raise Awareness and Public Understanding of Mental Illness, Developmental Disabilities and Addiction Disorders

2014 Annual Report

Increasing public awareness and understanding of mental health disorders will help dissolve prejudice and discrimination, and open doors to treatment and equal opportunity for participation in schools, communities, and the workforce. With every person we put at ease regarding an illness or disability, there is another person who escapes the hold of stigma and is available to show compassion and understanding to others.

2014 Mental Health Champions
In accordance with Section 630.030 RSMo, the Missouri Department of Mental Health has the following responsibilities:

- Reduce the incidence and prevalence of mental disorders, developmental disabilities, and alcohol or drug abuse through primary, secondary, and tertiary prevention
- Maintain and enhance intellectual, interpersonal, and functional skills of individuals affected by mental disorders, developmental disabilities, or alcohol or drug abuse by operating, funding and licensing modern treatment and habilitation programs provided in the least restrictive environment possible.
- Improve public understanding of and attitudes toward mental disorders, developmental disabilities and alcohol and drug abuse.

To address the Department’s statutory requirement to improve public understanding of mental health conditions and address stigma, the Missouri Mental Health Foundation was established. The Missouri Mental Health Foundation was founded in 2008 and is a non-profit organization.

**MISSION:** The mission of the Missouri Mental Health Foundation is to raise awareness and public understanding of issues impacting individuals and families living with mental illness, developmental disabilities, and addiction disorders. Through education and advocacy, our efforts battle stigma and discrimination, facilitate treatment, and foster inclusion in the community and workforce.

**VISION:** The vision of the Missouri Mental Health Foundation is to have Missourians appreciate the importance of mental health and assist in restoring hope to persons living with mental illness, developmental disabilities and addiction disorders.

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The Missouri Mental Health Foundation continues to collaborate with the Missouri Department of Mental Health, as well as other organizations, in providing broad-based public education, awareness, and stigma reduction services. Such services may include positive media communications, public service announcements, marketing to the general public, providing mental health resources, coordinating and participating in special events such as trainings and conferences, and providing technical assistance in mental health-related activities and projects.

**Listed below is an overview of key events and activities conducted in 2014:**

**The Missouri Mental Health Foundation, in collaboration with the Missouri Department of Mental Health, sponsored several conferences, trainings, and special events during 2014:**

- **Mental Health Champions’ Banquet:**
  The Mental Health Champions’ Banquet was held on June 3, 2014. This is an annual event to celebrate and recognize the outstanding achievements of three individuals that have overcome many challenges to make life better for themselves and their communities.

  The Mental Health Champions’ Award recognizes an individual living with mental illness, developmental disabilities and in recovery for addiction disorders, who make positive contributions to their community, exemplify commitment and vision, and whose actions have increased the potential for independence in others with similar mental health conditions.

  The 2014 Missouri Mental Health Champion award recipients were: Robert Harrison, Quentin Miller and LuAnn Reese.

- **“Real Voices-Real Choices” Conference:**
  The annual “Real Voices, Real Choices” conference was held in August 2014, providing for three days of presentations, workshops, panels, and activities of interest for individuals and families living with mental illness, developmental disabilities and in recovery for addiction disorders. The conference is an opportunity to inform, educate, and empower individuals through their recovery process.

- **Director’s Creativity Showcase:**
  This is an annual art competition open to individuals receiving services through the Department of Mental Health. In 2014, more than 300 pieces of artwork were submitted. The artwork is judged and awards provided. Select pieces were then exhibited at multiple venues, throughout Missouri, to acquaint the general public with the talents of individuals living with mental illness, developmental disabilities and addiction disorders.
• **Mental Health First Aid Trainings:**
  As part of a Governor’s initiative, the Missouri Mental Health Foundation partnered with the Missouri Department of Mental Health to conduct seven Mental Health First Aid trainings across the State to teach the attendees how to talk and interact with individuals in crisis, and connect them with the help they need. Leaders in the faith community, law enforcement, first responders, higher education, elementary education, and business were invited to attend these trainings. Mental Health First Aid is a course designed to teach the general public how to recognize symptoms of mental health problems, how to offer and provide initial help, and how to guide a person towards appropriate treatments and other supportive help. To learn more about Mental Health First Aid, including available training, please visit this web site: [http://mhfamissouri.org/](http://mhfamissouri.org/)

• **The Future is Now: Making the Connection**
  Second Biannual Developmental Disability Statewide Event -- Nearly 600 people gathered at the first symposium, *The Future is Now: Real Lives, Real People*, in March 2012 and heard from national experts from across the country. The 2012 symposium helped focus the Division of Developmental Disabilities’ mission of: “Fostering Self-Determination through Supports and Services that foster self-determination” and clarify the priorities of: Fostering Self-Determination; Supporting Families; Individualized Services and Support; Developing Accessible Housing; and Promoting Employment First. The 2014 Symposium, attended by more than 500 individuals, was held to “Make the Connection”.

• **Eating Disorders:**
  In partnership with the Missouri Eating Disorders Council, additional resources and on-line screening tools were made available for participating Missouri public universities.

• **Librarian 411 Project:**
  In partnership with the Department of Mental Health and the Librarian 411 Project, educational/awareness display kits were prepared and distributed to multiple libraries across the State. The display kits consisted of fact points, educational brochures and flyers, awareness posters and bookmarks. The materials were set up for public display during March to raise awareness of autism and alcohol addiction, and May in recognition of mental health awareness month.

• **Education and Awareness Campaign:**
  In the spring of 2013, the Foundation conducted a survey of 2,400 adult Missourians to examine attitudes and stigma towards mental illness, developmental disabilities and addiction disorders. After careful review of the survey results, further discussion ensued regarding opportunities to conduct an educational and awareness campaign. The decision was made to initiate a media campaign in central Missouri, with a focus on mental illness, autism spectrum disorder, and addiction disorders. The Missouri Mental Health Foundation partnered with a local TV station, KRCG, to embark on a year-long awareness and educational campaign, which began in August 2014. In addition, the Foundation partnered with Marshall Marketing to conduct a pre-campaign and post-campaign telephone survey of attitudes and stigma of individuals residing in Boone, Callaway and Cole counties. The survey provides data regarding the communities’ thoughts and opinions about individuals living with a mental illness, autism, and addiction disorders – their level of understanding regarding the disorder, their thoughts about improvement with treatment, and their comfort level with having a person with these disorders live in their neighborhood, their place of employment, their circle of friends, their family, etc. To date, six commercial ads have been created and airing on KRCG TV; with a planned expansion to KOMU in Columbia in 2015. Post-campaign data will be available in late 2015 to assist in determining the effectiveness of this type of campaign.
Supporting the Missouri Mental Health Foundation is your opportunity to make a difference in **Changing Attitudes and Building Hope** for some of Missouri’s most vulnerable citizens.

Help battle the public’s misunderstandings and negative behaviors towards individuals and families with mental health challenges. If you are interested in partnering with the Missouri Mental Health Foundation, please contact us.

A special note of gratitude goes to those who continue to support the Missouri Mental Health Foundation, and join us in our mission of raising awareness and public understanding of issues impacting individuals and families living with mental illness, developmental disabilities and addiction disorders.

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**Perceptions and Attitudes Impact Everyone –**

*Remember there is a face, a person, a family, and a community behind each and every mental health disorder.*