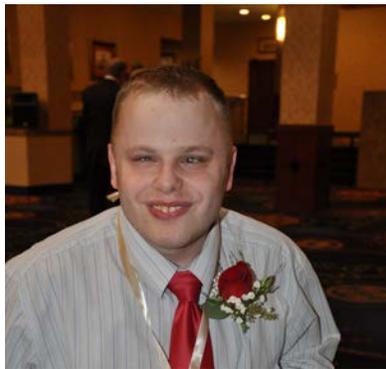


Missouri Mental Health Foundation 2015 Annual Report

Raising Awareness and Public Understanding of Mental Illness, Developmental Disabilities and Addiction Disorders



2015 Missouri Mental Health Champions

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.

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, promote care and 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 2015:

• **Mental Health Champions’ Banquet:**



The Mental Health Champions’ Banquet was held on June 9, 2015. 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, others 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 2015 Missouri Mental Health Champion award recipients were: *Kate Certain, Cory McMahon and Christine McDonald (pictures of the award recipients can be found on the cover page of this report).*

• **Real Voices-Real Choices Conference:**

The annual Real Voices, Real Choices conference was held in August 2015, 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. In partnership with the Department of Mental Health, the Missouri Mental Health Foundation hosts this conference annually. 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 2015, 200 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.



- **Midwest Regional Suicide Prevention Conference:**

In partnership with the Missouri Department of Mental Health, Headquarters, Inc. in Kansas, Iowa Department of Public Health, and Nebraska Department of Health & Human Services, a regional suicide prevention conference was held in July 2015 in Kansas City, drawing nearly 300 attendees and national speakers from across the United States. This 3-day conference provided an exceptional opportunity for specialized training in Mental Health First Aid, Assessing & Managing Suicide Risk, Counseling on Access to Lethal Means and a host of educational sessions focused on suicide prevention and mental health awareness/stigma.

- **Celebrating the 25th Anniversary of the Americans with Disabilities Act (ADA)– Hands Around the Missouri State Capitol:**



The Foundation participated in the event planning and provided on-site assistance with the *Hands Around the Missouri State Capitol* event held in October 2015. This event celebrated the 25th Anniversary of the Americans with Disabilities Act, hosted by the Governor’s Council on Disability. Keynote speakers included several Missouri elected officials and leaders in this field. In recognition of anniversary of ADA, participants from across Missouri joined hands circling the Missouri State Capitol.

- **Assessing & Managing Suicide Risk Trainings (AMSR):**

The Foundation managed three AMSR trainings held in Missouri, where the workshop educates medical professionals, focusing on competencies that are core to assessing and managing suicide risk. These trainings were in collaboration with the Missouri Department of Mental Health, the American Association of Suicidology, and the Suicide Prevention Resource Center.

- **Librarian 411 Project:**

In partnership with the Department of Mental Health and the Librarian 411 Project, *Mental Health To Go Kits* were created and distributed to several public and DMH Institutional Libraries. The *To Go Kit* topics included: Autism, Depression, Schizophrenia, Substance Use, Bipolar Disorder, and Disability Awareness. Each kit had permanent and take-home components such as books, DVDs, audio books, pamphlets, brochures, etc. The kits were designed to provide resources readily available to the general public for each of these topics.



- **Social Media:**

The Missouri Mental Health Foundation went live on social media in October 2015! Educational news, stories of recovery, inspirational supports and resource posts continue to be shared on Facebook and Twitter to raise awareness of mental health conditions.



• **Education and Awareness Campaign:**

The Missouri Mental Health Foundation partnered with a central Missouri TV station, KRCG, to embark on a year-long awareness and educational campaign, which began in August 2014 and ran through August 2015. 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. In total, seven commercial ads were created and aired on central Missouri TV stations to raise awareness and understanding of Autism Spectrum Disorder, Substance Use, and Mental Illness. These ads continue to be available on the MMHF web site for educational purposes.

A snapshot of three of the commercial ads airing in 2015:

Autism Awareness



Mental Illness – Be A Friend



Recovery Works



• **Other News:**

- Sock 101 and the Missouri Mental Health Foundation teamed up to create a sock designed to bring light to mental health issues. For each pair sold, Sock 101 donated \$3 to the Missouri Mental Health Foundation. To date, 260 pairs of the Mental Health Awareness socks have been purchased through Sock 101, benefitting the work of the Missouri Mental Health Foundation.
- In addition to serving as a sponsor of mental health educational conferences hosted by partner organizations, the Missouri Mental Health Foundation also co-sponsored the keynote speakers at the Missouri Youth Leadership Forum and the Spring Training Institute, supporting the educational opportunity for youth with disabilities attending the leadership forum, and professionals attending the training institute.
- The Missouri Mental Health Foundation exhibited and participated in multiple community events and conferences/training in 2015, providing educational resource materials.
- Through phone calls and e-mail outreach from the general public, the Missouri Mental Health Foundation handled multiple requests seeking assistance regarding care and treatment for themselves, a family member, or a friend; as well as resource materials to learn more about mental health conditions.

Missouri Mental Health Foundation Team

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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.

Perceptions and Attitudes Impact
Everyone -

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