Missouri Mental Health Foundation
2016 Annual Report

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

2016 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.

CHANGING ATTITUDES, BUILDING HOPE
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 501 (c)(3) 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 substance use 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 substance use 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/or hosting special events such as trainings and conferences, and providing technical assistance on mental health-related activities and projects.

**KEY EVENTS AND ACTIVITIES:**

- **Mental Health Champions’ Banquet:**
  The Mental Health Champions’ Banquet was held on June 14, 2016. 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. More than 450 individuals, from across the state, attended the awards banquet.

  The Mental Health Champions’ Award recognizes an individual living with mental illness, developmental disabilities and in recovery for substance use 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.

  2016 Missouri Mental Health Champion award recipients (from left to right): Heather Gieck, Max Lewis, and Sarah Earll (pictures of the award recipients can also 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 2016, 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 substance use disorders. In partnership with the Department of Mental Health, the Missouri Mental Health Foundation hosts this conference annually. Attendance included 840 consumers, family members, and professionals. The conference is an opportunity to inform, educate, and empower individuals through their recovery process.

  2016
  **Real Voices-Real Choices Conference Planning Committee**
• **Education and Awareness Campaign:**
The Missouri Mental Health Foundation continued their educational campaign by airing new TV ads in central Missouri. The ads are designed to raise awareness and public understanding of mental illness, developmental disabilities, and substance use disorders. This media campaign was initiated in 2014 highlighting autism, substance use disorders, recovery, stigma, and mental health disorders. Visit our website at [http://www.missourimhf.org/](http://www.missourimhf.org/) to view the ads since the project’s inception in 2014.

A snapshot of the commercial ads airing in 2016:

- **Mental Illness Stigma**
- **See My Abilities**
- **Addiction is a Disease**

• **Assessing & Managing Suicide Risk Trainings (AMSR):**
In partnership with community mental health centers and the Missouri Coalition for Community Behavioral Healthcare, Assessing and Managing Suicide Risk (AMSR) trainings were conducted in Missouri. AMSR is a one-day training workshop for behavioral health professionals. AMSR presents five of the most common dilemmas faced by providers and the best practices for addressing them.

• **Director’s Creativity Showcase:**
The Director’s Creativity Showcase is an annual art competition open to individuals receiving services through the Department of Mental Health. In 2016, more than 250 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 and abilities of individuals living with mental illness, developmental disabilities and substance use disorders. Refer to the 1st place award winners below.
• **Inclusive Golf Activities:**

The Missouri Mental Health Foundation’s mission statement includes fostering inclusion in the community. We believe that through the game of golf, individuals living with mental illness, developmental disabilities and in recovery for substance use disorders can become actively engaged in the social fabric of a community and derive health benefits that improve quality of life. Integrating the necessary accommodations and modifications will aid in reducing issues around accessibility and negative social attitudes.

In 2016, the Foundation kicked off a very busy and exciting year of growth as we partnered with the Ken Lanning Golf Course/Turkey Creek Golf Center, as well as statewide and local organizations, in hosting events at the Ken Lanning Golf Course in Jefferson City MO. These events were opportunities to introduce the game of golf to our population, while enjoying themselves thoroughly! The Ken Lanning Golf Course is one of the first of its kind in the US. The course includes cart paths, greens made of field turf, wheelchair accessible ramps/paths, and a limited number of hazards. The Missouri Mental Health Foundation has been actively engaged with the MO Golf Association, Ken Lanning Golf Course, Turkey Creek Golf Center, PGA Reach Foundation, PGA Pros, and several local and statewide organizations in researching and planning for additional growth as we seek to develop programs to provide golf clinics/camps for individuals living with mental illness, developmental disabilities, and in recovery for substance use disorders. Look for more to come…2017 will be an exciting year with much to learn as we open this door for many!
• **Eating Disorders Projects:**
  In partnership with the Missouri Department of Mental Health and the Missouri Eating Disorders Council, as well as collaboration with multiple organizations and stakeholders, eating disorders education, awareness and research initiatives are being developed, and increased access to treatments supported by clinical practice guidelines are being promoted.

• **Librarian 411 Project:**
  In partnership with the Department of Mental Health and the Librarian 411 Project, *Hope Kits* were created and distributed to Department of Mental Health (DMH) Institutional Libraries. The *Hope Kits* included such items as books, DVDs, audio books, pamphlets, brochures, etc. It can be difficult finding HOPE while living in a secured facility, but it is that HOPE and a significant dose of determination that allows consumers to successfully return to their families, jobs, and communities.

• **Other News:**
  - During 2016, the Missouri Mental Health Foundation sponsored several mental health educational conferences and trainings hosted by partner organizations.
  - The Missouri Mental Health Foundation also exhibited and participated in multiple community events, trainings and conferences in 2016, providing educational resource materials and assistance.
  - *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 continues to donate $3 to the Missouri Mental Health Foundation. To date, nearly 300 pairs of the Mental Health Awareness socks have been purchased through Sock 101, benefitting the work of the Missouri Mental Health Foundation.
  - Through phone calls and e-mail outreach from the general public, the Missouri Mental Health Foundation continues to handle 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.
To our partners, supporters and volunteers,

THANK YOU! A special note of gratitude goes to those who continue to join MMHF in battling the public’s misunderstandings and negative behaviors toward individuals and families living with mental illness, developmental disabilities, and substance use disorders! We must work together to eliminate the stigma. Stigma can lead to discrimination, resulting in harmful effects such as the reluctance to seek help or treatment, a lack of understanding by family, friends or co-workers, health insurance that does not provide adequate coverage, and the belief that you can’t improve your situation...and you can! Please continue to join us as we collectively work in educating our communities, speaking out against stigma, promoting care and treatment, seeking inclusion for all, and in educating others! You can make a BIG DIFFERENCE!

Perceptions and Attitudes Impact Everyone –

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