Missouri Mental Health Foundation
2017 Annual Report

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

2017 Missouri Mental Health Champion Award Recipients

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.

**BOARD OF DIRECTORS – MISSOURI MENTAL HEALTH FOUNDATION**

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<tr>
<th>Position</th>
<th>Name</th>
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<tr>
<td>President</td>
<td>J. Michael Keller</td>
<td>St. Louis, MO</td>
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<td>Board Member</td>
<td>Wendy Hays</td>
<td>Monroe City, MO</td>
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<td>Vice President</td>
<td>Terry Trafton</td>
<td>Lee’s Summit, MO</td>
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<td>Board Member</td>
<td>Mary Parrigon</td>
<td>Joplin, MO</td>
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<td>Secretary – Treasurer</td>
<td>Kathy Carter</td>
<td>Four Seasons, MO</td>
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<td>Board Member</td>
<td>Stacy Welling</td>
<td>Jefferson City, MO</td>
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<td>Board Member</td>
<td>Alan Baumgartner</td>
<td>Auxvasse, MO</td>
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<td>Board Member Emeritus</td>
<td>Dr. Anne Deaton</td>
<td>Columbia, MO</td>
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<td>Board Member</td>
<td>Ladell Flowers</td>
<td>Kansas City, MO</td>
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<td>Ex-Officio Board Member</td>
<td>Debra Walker</td>
<td>Jefferson City, MO</td>
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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:

June 14, 2017 was a particularly special evening as we celebrated the 10th Anniversary of the Mental Health Champions’ Banquet! We kicked off the evening with a special introduction of our honored guests – Missouri Mental Health Champion Award recipients from 2008 – 2017. This annual event celebrates and recognizes the outstanding achievements of three Missourians that have overcome many challenges to make life better for themselves, others and their communities. More than 500 individuals attended the banquet.

The Mental Health Champions’ Award recognizes three Missourians each year, including an individual living with mental illness, an individual living with developmental disabilities and an individual in recovery for substance use disorders. The award recipients make positive contributions to their community, exemplify commitment and vision, and their actions have increased the potential for independence in others with similar mental health conditions.
• **Real Voices-Real Choices Conference:**
The annual Real Voices, Real Choices conference was held in August 2017, 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 more than 800 consumers, family members, and professionals. The conference is an opportunity to inform, educate, and empower individuals through their recovery process.

• **Assessing & Managing Suicide Risk Trainings (AMSR):**
In partnership with community mental health centers and the Missouri Coalition for Community Behavioral Healthcare, eight (8) 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 2017, 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.
• **Education and Awareness Campaign:**
The Missouri Mental Health Foundation continued their educational campaign by airing TV commercial ads in central Missouri and Springfield. 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 developmental disabilities, 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.

• **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, *Cultural Exploration* activity bags were created and distributed to Department of Mental Health (DMH) Institutional Libraries. The kits included such items as digital and functional literacy materials and supplies including books, games, activities, DVDs, etc. Culture plays an important role in how people of different backgrounds express themselves, seek help, cope with stress and develop social supports.

• **Inclusive Golf Program:**

![Golf Fore All!](image)

The mission of the Missouri Mental Health Foundation encompasses fostering inclusion in the community. After much research and review, and in partnership with our community organizations and planning committee, we are excited to report our first year of providing an inclusive golf program at the Turkey Creek – Ken Lanning Golf Course was a great success! The Ken Lanning Golf Course is one of the “first of its kind” — a 9-hole, 3-par course in Jefferson City with cart paths around the entire course, limited hazards, greens made of turf and wheelchair accessible ramps and paths.

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.

During the spring and summer of 2017, youth from Jefferson City High School Special Services, Capital Region Social Skills group, Preferred Family Healthcare and Pathways Community Health participated in the golf program. With a strong core of amazing volunteers and mentors, the youth were actively engaged in the program, and the feedback received from both the participating partners and youth was very positive! Recognition and sincere appreciation is extended to our Planning Committee members including representatives from the Missouri Coalition for Community Behavioral Health (Cindy Davis), Capital Region Medical Center (Paula Burnett), Independent Living Resource Center (Melinda Cardone), Missouri Recovery Network (Brenda Schell), and DMH retiree (Jeff Grosvenor), as well as Turkey Creek Golf Center and Ken Lanning Golf Course. We look forward to providing this program, once again, in 2018!
Capturing the Hopes & Dreams of Missouri Youth – To bring statewide awareness to children’s mental health, the Missouri Mental Health Foundation partnered with the Missouri Department of Mental Health, Missouri Coalition for Community Behavioral Health, Compass Health and MO Families4Families to capture the hopes and dreams of Missouri youth through photography. Photo entries were submitted and a travelling photo gallery was made available for viewing at multiple sites across Missouri during 2017.

- During 2017, 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 2017, providing educational resource materials and assistance. In addition, we continue to stay active on Facebook and Twitter, sharing educational posts and inspirational messages. Our engagement with the general public continues to grow.

- 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 and educational opportunities to learn more about mental health conditions. On average, the Foundation will receive 75-100 contacts annually through our web site.

- In 2015, 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, more than 300 pairs of the Mental Health Awareness socks have been purchased through Sock 101, resulting in a $1,000 donation benefitting the work of the Missouri Mental Health Foundation.
**Fiscal Year 2017 Financial Overview**

*In partnership with the MO Department of Mental Health and other organizations, the Foundation provides broad-based public education, awareness and stigma-reduction services such as positive media communications, trainings/conferences/special events, resource and educational materials, family and individual assistance regarding treatment providers and support services, as well as program technical assistance.*

*Financial integrity is an organizational-wide responsibility encompassing our staff, as well as the Board of Directors, and as such, the Foundation is audited annually by an independent firm. The financial charts shown below represent the Missouri Mental Health Foundation’s receipts and disbursements for Fiscal Year 2017.*

**FY ’17 Receipts**
- **74.41%** State Contract Support
- **15.47%** Special Event Sponsorships
- **6.44%** Registrations & Exhibits
- **3.67%** Donations

**FY ’17 Disbursements**
- **94.74%** Program Services (i.e. hosting statewide trainings & special events, public education & awareness projects, providing educational resources, etc.)
- **5.26%** Support Services - Management, General & Fundraising
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.