Missouri Mental Health Foundation
2018 Annual Report

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

2018 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**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Terry Trafton</td>
</tr>
<tr>
<td>Vice President</td>
<td>Mary Parrigon</td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>Stacy Welling</td>
</tr>
<tr>
<td>Board Member</td>
<td>Alan Baumgardner</td>
</tr>
<tr>
<td>Board Member</td>
<td>Kathy Carter</td>
</tr>
<tr>
<td>Board Member</td>
<td>Jonce Chidister</td>
</tr>
<tr>
<td>Board Member</td>
<td>Ladell Flowers</td>
</tr>
<tr>
<td>Board Member</td>
<td>Wendy Hays</td>
</tr>
<tr>
<td>Board Member</td>
<td>J. Michael Keller</td>
</tr>
<tr>
<td>Board Member</td>
<td>Jane Pfefferkorn</td>
</tr>
<tr>
<td>Board Member Emeritus</td>
<td>Dr. Anne Deaton</td>
</tr>
<tr>
<td>Ex-Officio Board Member</td>
<td>Debra Walker</td>
</tr>
</tbody>
</table>
In 2018, new Board Officers were elected. Newly elected Board President, Terry Trafton, presented Mike Keller and Kathy Carter with a beautiful crystal plaque to recognize their hard work and dedication to champion the cause of the Missouri Mental Health Foundation, strengthening and securing its future. Mike served in leadership roles for more than seven years, and Kathy served for nine years. Their leadership provided a framework for the Foundation’s growth and we continue to move forward today because of their guidance and direction. We would like to extend our sincere appreciation for your valuable leadership!

“"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the equality of his actions and the integrity of his intent." --*Douglas MacArthur*
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:

On June 19, 2018 the Missouri Mental Health Foundation hosted their 11th annual Mental Health Champions’ Banquet. 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 450 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 10th annual Real Voices, Real Choices Conference was held in August 2018, providing for three days of presentations, workshops, panels, and activities of interest. It is a gathering of consumers, family members, friends, self-advocates and persons in recovery who come together to learn about programs, service issues, opportunities and self-advocacy. It’s about fostering growth and empowerment, as well as finding the tools to be successful in the community. Attendance included more than 850 consumers, family members and professionals. In partnership with the Missouri Department of Mental Health and the Conference Planning Committee, the Missouri Mental Health Foundation hosts this conference annually.

• **Assessing & Managing Suicide Risk Trainings (AMSR):**
In 2018, more than 150 behavioral health professionals participated in AMSR trainings. In October 2018, the Missouri Mental Health Foundation hosted an AMSR training in Jefferson City. In addition, in partnership with the Harry S. Truman Veterans’ Hospital and the University of Missouri-School of Social Work, an AMSR training was held in Columbia. AMSR is a one-day training workshop for behavioral health professionals presenting 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 2018, we received nearly 200 art entries. The artwork is judged and awards provided. Select pieces were then exhibited at multiple venues throughout Missouri, including Osage Beach, Manchester, Columbia, Springfield, Kansas City and Jefferson City. This display acquaints the general public with the talents and abilities of individuals living with mental illness, developmental disabilities and substance use disorders.
• **Education and Awareness Campaign:**
The Missouri Mental Health Foundation continued their educational campaign by airing TV commercial ads in central Missouri and Kirksville. 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.

In addition, MMHF participated in the Springfield Facing Addiction Community Training, resulting in an exciting educational project to raise awareness of substance use disorders. The Missouri Mental Health Foundation partnered with the Missouri Recovery Network and Better Life in Recovery to create a documentary titled “Not My Child”, *Helping families understand substance use and recovery*. This film was created to help educate and support families affected by substance use disorders, featuring parents sharing their personal experiences and knowledge to help support other parents and families. The film explores different paths to recovery and looks at the disease of addiction. Outreach efforts are underway to partner with various organizations, schools, businesses, civic groups, etc. to host a free screening.

• **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 underway, 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, *Mobile Makerspaces* were created for the Department of Mental Health (DMH) Institutional Libraries. *Mobile Makerspaces* are ideal for the development of tactile skills and cognitive problem solving skills. This means tools, games, and digital programming that revolve around construction, coding, and digital literacy. In addition, *Special Ed-To-Go* kits were created to include books and resources related to math, reading, life, money and job skills, as well as classic literature and other reading materials.

• **Inclusive Golf Program:**
The mission of the Missouri Mental Health Foundation encompasses 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.

We are excited to report our 2nd year of providing an inclusive golf program at the Turkey Creek – Ken Lanning Golf Course was a great success! During the spring and fall of 2018, more than 60 youth and adults from the Day Solutions habilitation program, Boys and Girls Club, Jefferson City High School Special Needs Class, Healing House and New Beginnings Recovery Program and Pathways participated in the golf program. With a strong core of amazing volunteers and mentors, the participants were actively engaged in the program, and the feedback received from both the participating partners and participants was very positive! We look forward to providing this program, once again, in 2019!
2018 Inclusive Golf Program
• **Other News:**
  
  o During 2018, the Missouri Mental Health Foundation sponsored several mental health educational conferences and trainings hosted by partner organizations.

  o The Missouri Mental Health Foundation also exhibited and participated in nearly 20 community events, trainings and conferences in 2018, providing educational resource materials and assistance.

  In addition, we continue to stay active on Facebook, sharing educational posts and inspirational messages. Our engagement with the general public continues to grow.

  o The Executive Director is also a member of a grassroots organization named “In A Flash”. This organization is working diligently to help increase awareness of the signs of suicide to aid the central Missouri community in addressing this issue. In November 2018, this organization hosted Kevin Hines as the keynote speaker, following the screening of “Suicide, The Ripple Effect”. More than 200 individuals attended this community event.

  o 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 100 contacts annually through our web site.
Fiscal Year 2018 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 2018.
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.