

# 2018 Annual Report

*The Campaign for Georgia's  
Mental Health*





# A Year in Review

## FROM THE EXECUTIVE DIRECTOR'S DESK



Dear Partners and Stakeholders,

Mental Health America of Georgia exist to serve Georgians by promoting positive mental well-being and identify strategies to increased access to behavioral health services and support. We are working to revitalize our visibility and usability to support all 159 counties and over 500 cities. This year, we provided education and outreach to over 70 high burden, low resource and rural counties throughout the State. With the support of our partners, MHA of Georgia created a new mental health awareness training program to increase mental health literacy for first responders, interfaith leaders, school administration, veterans and community members. We have expanded Kids on the Block program to over 10 new counties and increased our involvement in collaborative partner groups to advocate across lifespan for mental health. This year we will launch our membership program to further expand the work of the organization and activate community members to protect the rights of individuals with behavioral health challenges.

We live in changing times and MHA of Georgia refuses to become complacent. With a new general assembly in place, it was a busy year at the State Capitol for mental health. We are dedicated, now more than ever, to supporting individuals and families to ensure the coverage gap is closed, insurance companies provide equitable mental health services and improve mental well-being across the lifespan of all Georgians.

We are humbled that none of this would be possible without the support of our partners, funders and stakeholders who believe in our mission. We are committed to reducing the rates on suicide throughout the State and improving access to behavioral health care by reducing the stigma associated with mental illness. Our hope is that as more education on mental well-being is offered, the more people will seek help sooner to live fulfilling and productive lives. I encourage you to review our annual report and, more importantly, to join us on our journey to change the way we all think about mental health.

Jewell H Gooding MBA, MA, NCC  
Executive Director



# Board of Directors

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Linda Henderson-Smith, PhD, LPC

### Board President

Director, Children & Trauma Informed Services  
National Council for Behavioral Health

David W. Cunningham

### Past Board President

President  
CB Enterprises

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### Vice President

Practicing Clinician, Faculty  
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Gregg Graham

### Treasurer

President  
Behavioral Health Link

April Ray, BS

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Director and Chief of Staff  
Service Delivery & Assurance  
AT&T Corporation

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Nightingale Consulting

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Public Health Attorney, Analyst  
Centers for Disease Control & Prevention

Kyshia L. Carey, MBA

Senior Pharmaceutical Sales Specialist  
AstraZeneca

Christine Doyle, BA, BS, MSW, PhD

Director, Office of Behavioral Health Services  
Georgia Department of Juvenile Justice

Tracey Henry, MD, MPH, MS

Assistant Professor of Medicine  
Division of General Medicine & Geriatrics  
Grady Primary Health Center

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Retired  
State of Michigan Assistant Attorney

Jeffrey Nolan

Director, Corporate Development  
JES Holdings, LLC

Qwynn Galloway-Salazar

Project Assistant II  
Policy Research Associates, Inc.

## Advisory Council

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United Way of Greater Atlanta

Melisa Beauchamp

Tax Senior - Tax Exempt Division  
APRIO

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Executive Director  
REACH Georgia

Michael G. Claeys, MBA, LPC

Executive Director  
Behavioral Health Services  
Grady Health Systems

Stanley S. Jones, Jr, JD

Partner  
Nelson Mullins Riley & Scarborough, LLP

Marcus Kabel

Head of Corporate Communications  
Porsche Cars North America

Allan Kennedy, M.E.d., LPC

Retired, AT&T





**Georgia Governor, Brian Kemp, surrounded by MHA of Georgia staff, Board Member and community partners for the signing of the "May is Mental Health Month" Proclamation**



# Advocacy

MHA of Georgia makes and supports policy recommendations that promote the rights and access to care of individuals living with a behavioral health condition. We build solutions to increase access to health care all while combatting discrimination, and the stigma associated with mental illness.

## The 2019 Legislative Session included:

- ✓ Collaboratively hosted the Freshman Forum for **20** new legislators
- ✓ Co-hosted **7** Mental Health Mondays to bring awareness to over **100** legislators, legislative aides and administrators at the GA State Capitol.
- ✓ Participated in **5** Health Related Days at the Capitol totaling approximately 1,700 participants
- ✓ Distributed 13 weekly Legislative Updates to more than **875** subscribers ( **25% ^ vs last year**) with a 20% average open rate



# Youth Programs

Our youth programs offer education and wellness puppetry arts performances for ages 3-12. We are expanding our youth initiatives with WISE and LEAP to include youth and young adults up to age 26.

## Program Highlights

 **8,450**  
# of unduplicated children serviced through KOTB

 **128** **5% ^ vs. last year**  
KOTB performances

 **22** **10% ^ vs. last year**  
counties served

### Kids on the Block (KOTB)

- ✓ Puppetry Arts Program
- ✓ Ages 3-12
- ✓ Educate youth to understand and communicate their thoughts, feelings and behaviors in the home, school, and community.

### Wellness is Something for Everyone (WISE)

- ✓ Puppetry Arts Program
- ✓ Ages 3-15
- ✓ Social emotional learning to build resiliency and social skills for youth with or at risk of behavioral health challenges.

### Leadership, Empowerment, Access Program (LEAP)

- ✓ Vocational Training Program
- ✓ Ages 16-26
- ✓ Training and support emerging adults with behavioral health conditions to prepare them for employment opportunities.



More than 20% ▲ vs. last year

12,000

**served through Kids on the Block.**



# Mental Health Academy

The Mental Health Academy is a training program to educate *non-mental health professionals* to better understand mental illness/addictions and provide effective response options for de-escalation. It offers Mental Health First Aid (MHFA), Question, Persuade, and Refer (QPR) Gatekeeper Training, and Outreach Wellness Learning (OWL) seminars.

## Program Highlights

**484**

# of first responders trained in MHFA since program expansion

**726**

# of public safety personnel trained in MHFA

**158**

# of MHFA trainings facilitated

**26**

# of trainings facilitated to train 426 people in QPR

**30**

# of trainings facilitated to train 600 people in OWL

### MHFA

✓ Recognize signs and symptoms of mental illness

✓ De-escalation techniques and action plan

✓ 8-hour instruction

✓ Evidence Based

### QPR

✓ Recognize signs and symptoms of suicide

✓ De-escalation & support strategies

✓ 1-2 hour instruction

✓ Evidence Based

### OWL

✓ Recognize signs, symptoms, & treatment for mental illness

✓ Effective coping & support strategies

✓ 60-90 minute instruction

✓ Research Based



More than  
**3900**  
808% ^ vs. last year



**Georgians trained in the Mental Health Academy.**





**Your donations provided more than 500 toiletry items for the Good Neighbor Homeless Shelter in Cartersville!**





# Community Outreach

MHA of Georgia hosts and collaborates with partners to offer outreach events to raise awareness about mental health and wellness throughout the state! In 2019, we participated and disseminated resource information at more than 20 events.

## Stigma Free Cornhole Tournament



Partnered  
with Ford Vox  
(Shepard Center) &  
Rennie Sloan (The  
Carter Center)



Raised more than  
\$500

## Lele's Mental Health Basketball Tournament



Partnered with  
Lele's Project



Raised more than  
\$700

## House to Home



Partnered with the  
Atlanta Healthy  
Start Initiative



Raised more than  
\$1,000





**Your donations provided 50 baskets filled with home products during our House to Home Product Drive!**



# Donors

Substance Abuse and Mental Health  
Services Administration (SAMSHA)  
Department of Behavioral Health &  
Developmental Disabilities (DBHDD)  
Department of Human Services (DHS)  
Department of Family & Children Services  
Atlanta Women's Foundation  
Premier Academy  
Behavioral Health Link  
National Institute for Mental Health  
The Realan Foundation  
Beacon Health Options  
Nelson Mullins Riley & Scarborough, LLP  
United Way of Greater Atlanta  
Blue Cross Blue Shield of Georgia  
Willowbrooke at Tanner  
The Tull Charitable Foundation  
Federal Reserve Bank of Atlanta  
Kroger Company  
Anchor Hospital  
Northeast Georgia Health System  
Peach State Health Plans  
Care Source  
Janssen  
Cornhole ATL  
AT&T Foundation

Multi Agency Alliance for Children  
The Atlanta Foundation for Psychoanalysis  
The Carter Center  
National Alliance for Mental Illness (NAMI)  
Stanley S. Jones & Barbara Cleveland  
MaryBeth Peters  
Rennie Sloan  
Ford Vox  
Allan Kennedy  
Linda Henderson-Smith  
Gregg Graham  
Scott Landers  
Edward Summers  
Thomas Christopher  
April Ray  
Carol Levy  
Deloria Pride Chubbs  
David Hoort  
David Cunningham  
Melisa Beauchamp

**We are grateful for the  
individuals and businesses  
whose generosity makes  
our work possible!**

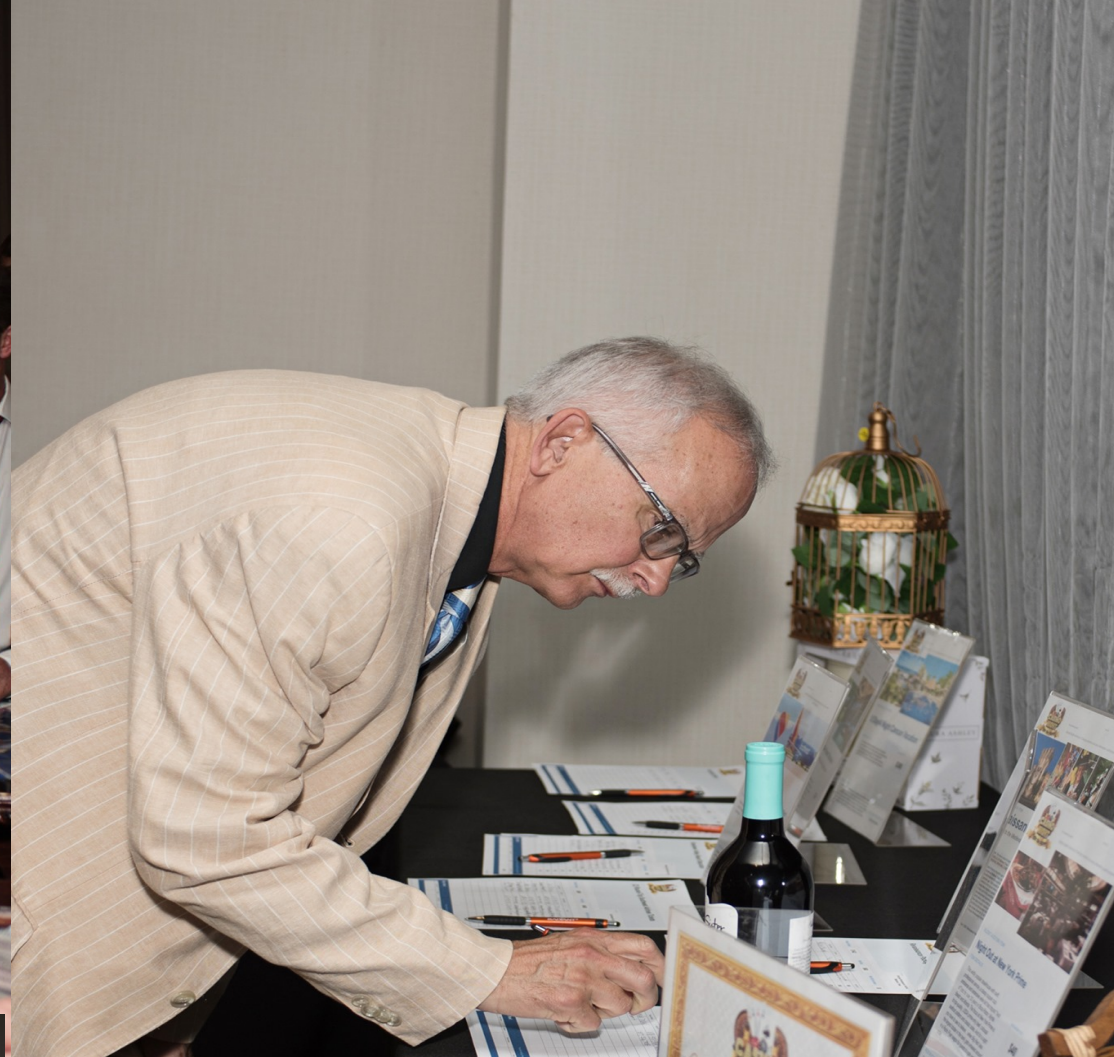
THANK YOU





**Thank you to everyone that attended the 3rd Annual Fight the Stigma Casino Night. We raised more than \$26K!**





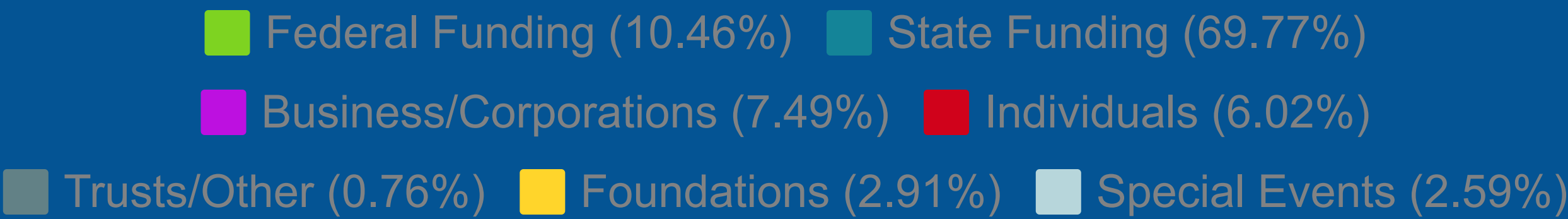
**Save the Date**  
**4th Annual Fight the Stigma Casino Night**  
**May 16, 2020**  
**Porsche Experience Center**



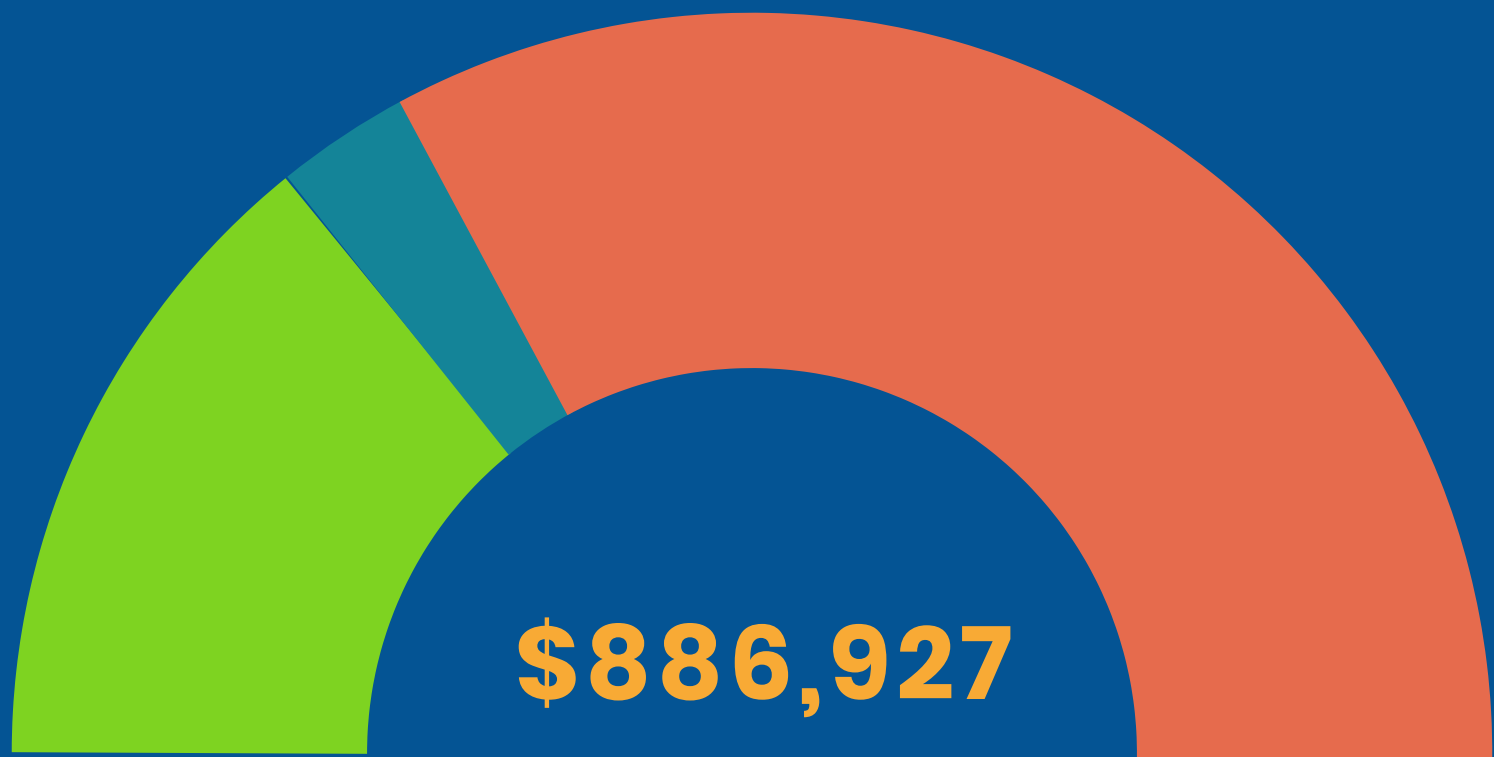
# Financial Snapshot

MHA of Georgia was proud recipients of the Mental Health Awareness Training Grant from the Substance Abuse Mental Health Services Administration to educate six counties in Georgia. We are grateful to Kaiser Permanente to allow the organization to educate three additional counties. We are thankful for our continued partnership with Georgia Division of Family & Children Services Prevention & Community Section and Georgia Department of Behavioral Health & Developmental Disabilities. MHA of Georgia is overwhelmingly proud of the increased in assets to support the education and advocacy of mental health.

## Income

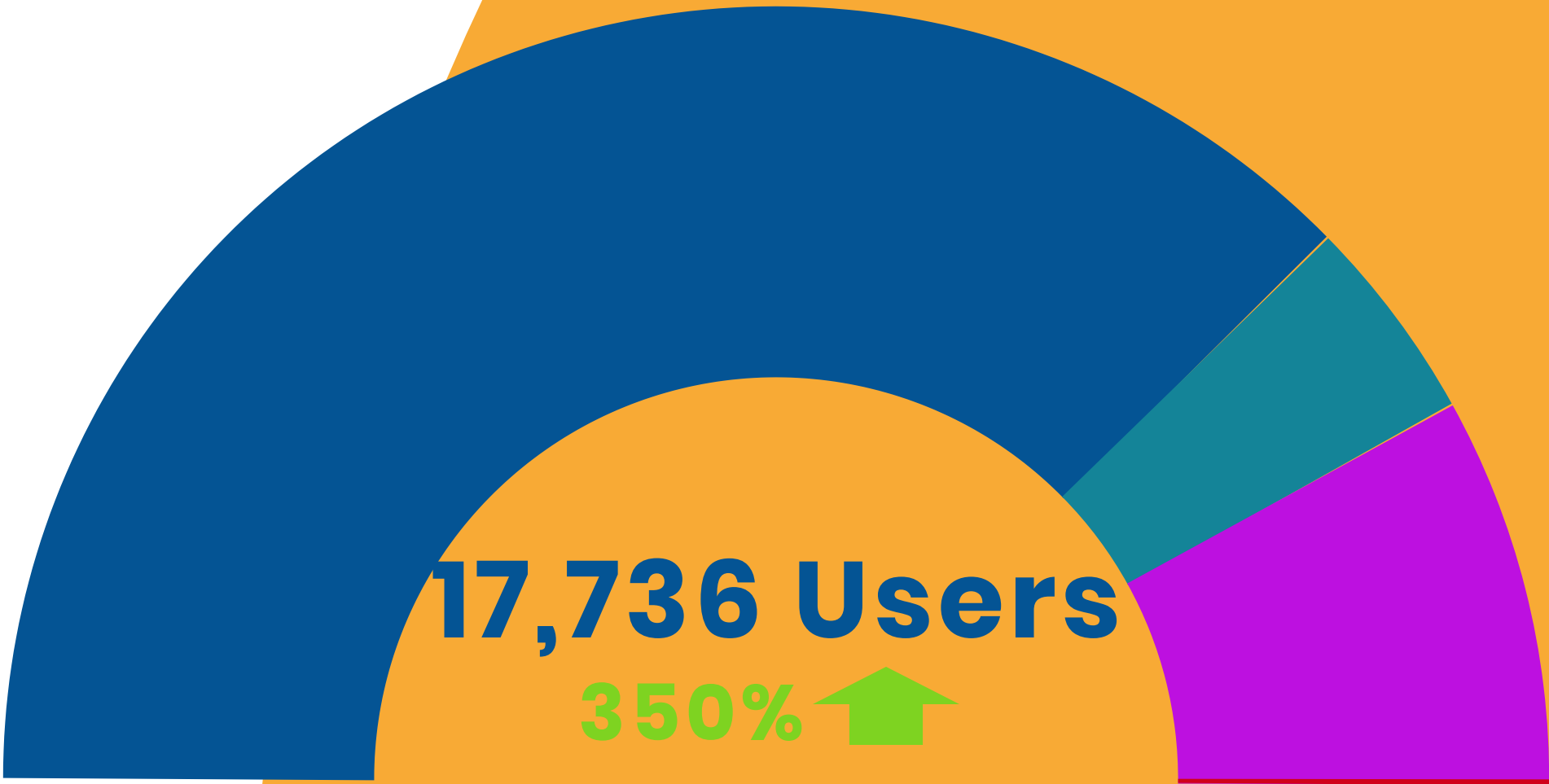


## Expenses





# Social Media Snapshot



Facebook (75.11%)   Twitter (8.60%)   Instagram (16.28%)   Youtube (0.01%)

## Impressions



**1 Million**

193% ↑

## Engagement



**24.1K**

164% ↑

## Clicks



**1,459**

79% ↓

## Monetization



**\$11.7K**

2018 was the first year  
MHAG monetized social  
media to generate donations

Percentage  
year   ↑ percentage difference vs. 2017 fiscal

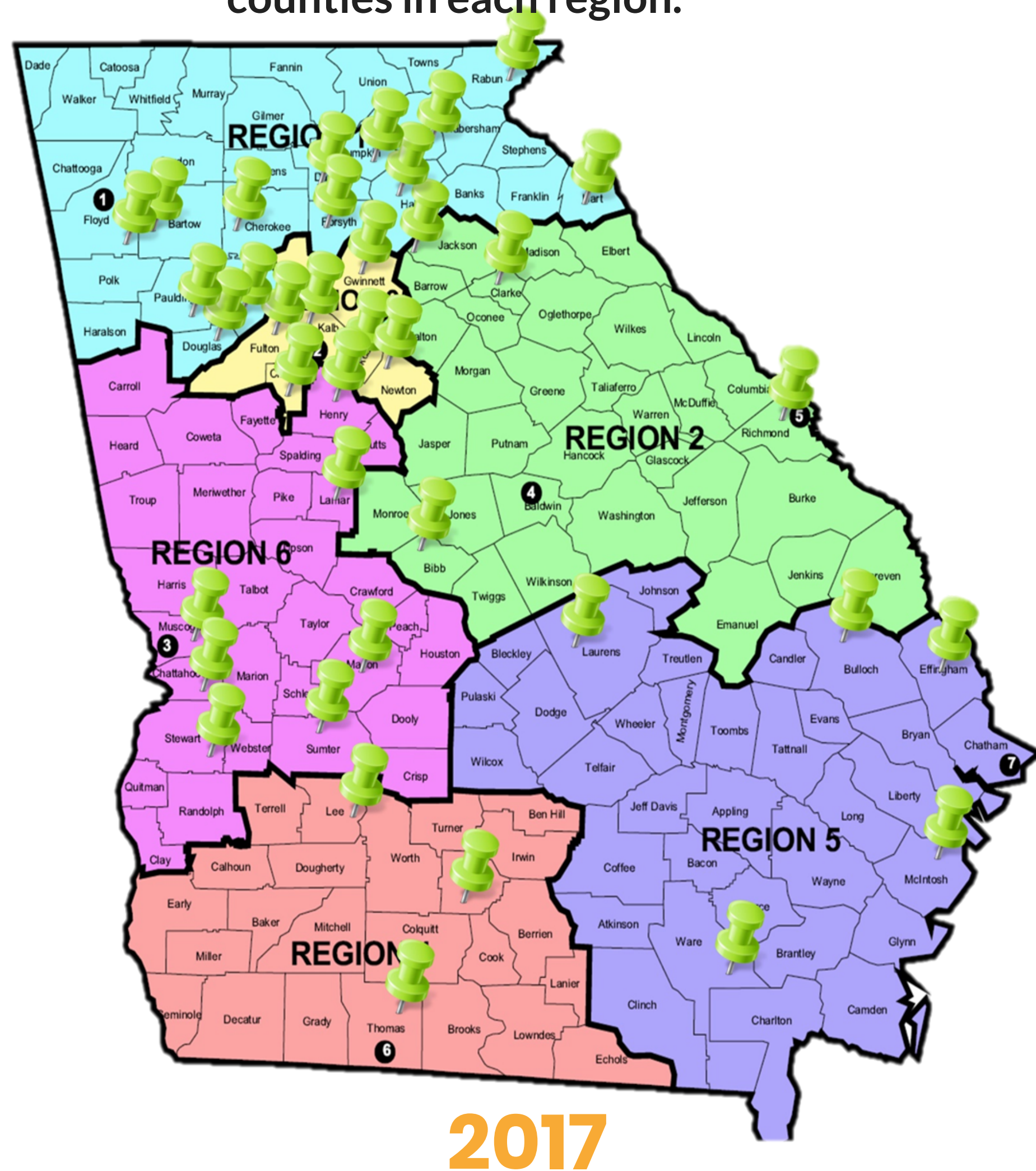




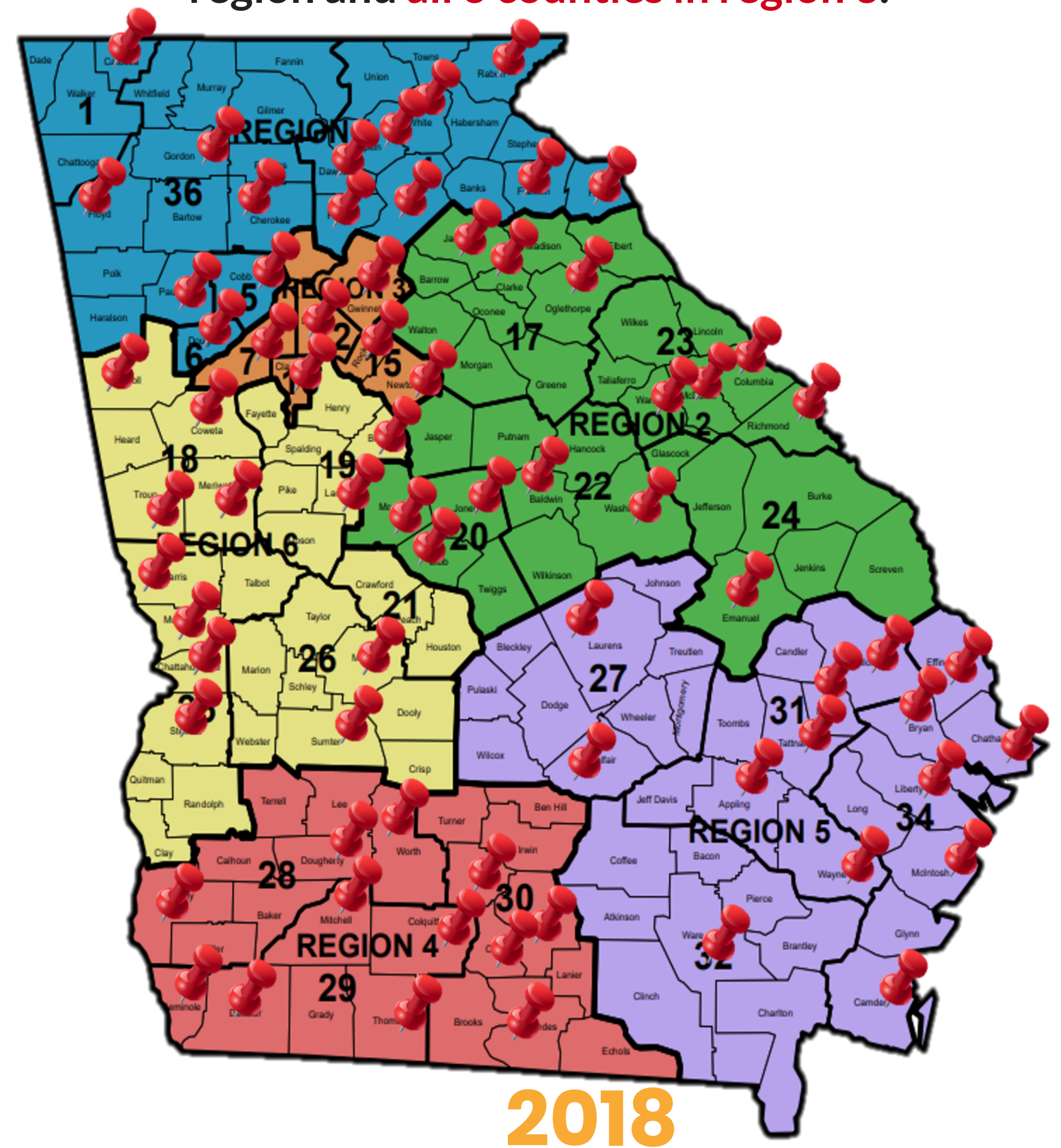
# Who We Serve

## Educating Georgia, one county at a time!

In 2017, MHA provided educational resources in **39** counties out of **159**, and at least **3** counties in each region.



In 2018, MHA provided educational resources in **72** counties out of **159**, at least **12** counties in each region and **all 6 counties in region 3**.

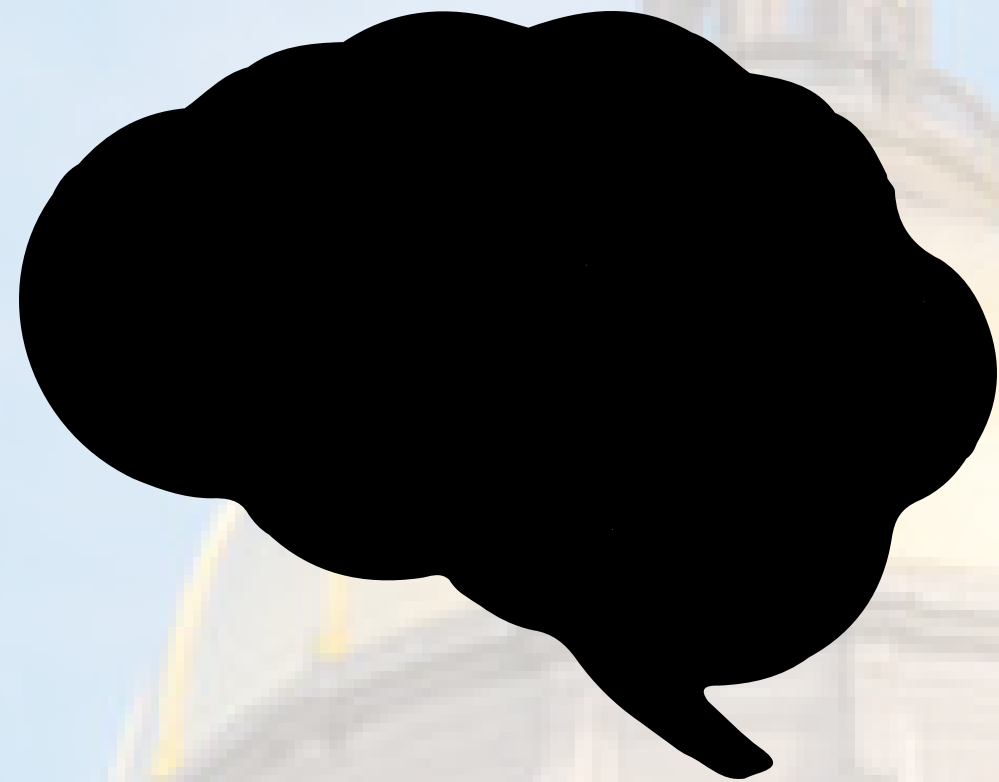


We have provided education resources ranging from Mental Health First Aid, Outreach Wellness Learning (OWL) Seminars, Question, Persuade, Refer (QPR) trainings, Kids on the Block Performances, Speaking Engagements, and Outreach Events in each marked county.



# Become an Agent of Hope

## Friend Membership



Friends of MHAG members will have the opportunity to increase community and state awareness of mental health and wellness and engage in outreach events across the state.

- ✓ 100% tax deductible
- ✓ Outreach & Organization Event invitations
- ✓ Membership Card
- ✓ Access to exclusive trainings
- ✓ Newsletter

## Peachbell Membership



Peachbell members will have access to information related to policy and legislation across the state that impacts mental health care and services. Members will work collaboratively to combine knowledge, services and resources to support mentally healthier lives in Georgia.

- ✓ 50% tax deductible
- ✓ Advocacy, Organization, and Outreach Event Invitations
- ✓ Membership Card
- ✓ Lunch n Learns
- ✓ Advocacy Newsletter

[www.mhageorgia.org/membership](http://www.mhageorgia.org/membership)



# Get Involved

## Fundraise



Become a Host or Sponsor for our annual fundraiser, Fight the Stigma Casino Night! Host a Mental Health Mixer with your friends to help us share the great work MHAG does.

## Donate



Make a tax-deductible contribution to Mental Health America of Georgia; every dollar counts! Visit our website for others ways to donate.

## Advocate



Become an advocate for mental health. Follow us on social media, share our posts with your friends, and stay connected.

[www.mhageorgia.org/donate](http://www.mhageorgia.org/donate)



# Vision

We envision that Georgians will have access to mental wellness resources and thrive in compassionate communities.

# Mission

We work to enhance the mental health and wellness of Georgians through education, outreach, and advocacy.

Mental Health America of Georgia  
2250 North Druid Hills Road NE, Suite 275  
Atlanta, GA 30329  
404.741.1481

[www.mhageorgia.org](http://www.mhageorgia.org)

