



Mental Health America of Georgia (MHAG) is a non-profit whose mission is to enhance the mental health and wellness of Georgians through education, outreach and advocacy. We envision that all Georgians will have improved mental wellness outcomes through educating the community regarding mental health, promoting mental wellness and ensuring policies to support mental illness, health and wellness. **MHAG is seeking sponsorship to support the Behavioral Health Townhall Series which promotes awareness and education regarding social determinants of mental health and offer practical strategies and policy recommendations.** MHAG will host and promote five (5) townhalls to address the cross section of mental health and criminal justice, first responders, education, workplace and communities of color.

About the Behavioral Health Townhall Series

In response to COVID-19, MHAG recognizes the unique challenges communities face including financial instability, isolation, anxiety, depression, high stress and grief and we are committed to promoting mental health recovery, resiliency, and wellness. MHAG will host five (5) virtual Behavioral Health Townhalls to engage community voice and explore recommendations for policy makers, community leaders, business leaders across industry. The town hall is intended to offer information and recommendations to support policies on the social determinants of Mental Health and Wellness.

The intended audience for the townhalls are Georgia policy makers, county leaders and business leaders to learn how to support effective wellness strategies in their communities as we adjust to changes from the pandemic. Your contribution will allow MHAG to increase the reach across the state and offer a collective approach to create a mentally healthier Georgia.

Several factors have been linked to mental health, including race and ethnicity, gender, age, income level, education level, sexual orientation, and geographic location. Social conditions—such as interpersonal, family, and community dynamics, housing quality, social support, employment opportunities, and work and school conditions—can also influence mental health risk and outcomes, both positively and negatively. MHAG seeks to bring awareness to the cross section of social determinants of health and mental well-being.

Technical Proposal (or “The Details”)

MHAG townhalls will be scheduled for 75 minutes from **12:00pm-1:15pm**. There will be 4-5 panelists to speak from their own experience, practical strategies in managing the political determinants of mental health care access, treatment and prevention for each topic. Many communities do not have access to direct information regarding mental health and how it impacts all areas of our lives. MHAG will identify panelist relevant for each townhall and manage registration, day of event and post event logistics. There will be a registration and follow up

evaluation for each participant in attendance. To maintain the health and safety of panelist and audience members during this time, all townhalls will be held virtually via Zoom. Each session will be recorded for distribution and streamed live on Facebook to expand reach across the State. Below you will find the topics to be explored from local residents in Georgia and experts in the field.

- 1. Mental Health and Criminal Justice: November 17, 2020 12:00pm-1:15pm**
Criminal justice issues among individuals with mental health and substance use conditions is a growing problem. After Georgia deinstitutionalization of state hospitals, jails and prisons have seen an increase in the number and percentage of individuals with mental health and substance use conditions who come through their doors. Learn from panelists, different strategies to improve access to mental health care and divert Georgians to appropriate levels of care.
- 2. Mental Health & First Responders: December 1, 2020 12:00pm-1:15pm**
Public health and public safety workers experience a broad range of health and mental health consequences as a result of work-related exposures to natural or human-caused disasters. Mental health conditions such as PTSD, depression, substance use, and suicide ideation and attempts are common among emergency medical services personnel, firefighter and police officers. Learn from panelists interventions to reduce behavioral health risks in Georgia communities. Identify gaps in support that would strengthen the workforce and improve mental health outcomes.
- 3. Mental Health & Educational Institutions: December 8, 2020 12:00pm-1:15pm**
The academic impact to student's post-pandemic leaves families and teachers filled with fear and uncertainty for the future. The educational inequities have created a larger gap among marginalized and low resource communities striving for academic success. Learn from panelist strategies that have been identified to support vulnerable communities and what is needed to close the gap on education disparities. Identify the challenges for teachers as they adjust to the ever-changing environment.
- 4. Mental Health in the Workplace: December 15, 2020 12:00pm-1:15pm**
About 75% of employees have struggled with an issue that affected their mental health. Unfortunately, 8 out of 10 workers with a mental health condition say shame and stigma prevent them from seeking mental health care. Untreated mental health conditions have cost companies billions annually. Learn from panelists the cost of ignoring mental health in the workplace and practical strategies to improve mental health outcomes and business bottom line.
- 5. Mental Health Disparities- Eliminating Stigma in Communities of Color: January 7, 2021 12:00pm-1:15pm**
Communities of color often suffer from poor mental health outcomes due to multiple factors including inaccessibility of high-quality, culturally responsive mental health care services, cultural stigma surrounding mental health care, discrimination, and overall lack of awareness about mental health. Learn from panelists specific tools to promote healing and resiliency around complex trauma. Identify practical approaches to reduce stigma in underserved populations.

Sponsorship Levels & Benefits

MHAG is seeking the help of sponsors to make this Townhall Series a success while also improving our reach and making the events more impactful. The below table outlines 4 different levels of support for this vital work and the benefits of sponsorship:

<p>Ambassador for Mental Health \$5,000 (1 Available)</p>	<p>Champion for Mental Health \$2500 (2 Available)</p>
<ul style="list-style-type: none"> • Presenting Sponsor for all townhall events • Recognized as presenting sponsor start and end of event • Logo listed on website listed as organization partner for up to one year • Newsletter sponsors with three months ad of their choice • Social media blast on Facebook, Twitter, and Instagram • Social media post pin to top of Facebook & Instagram • Listed in Annual Report 	<ul style="list-style-type: none"> • Listed as Presenting Co-sponsor for townhall events • Recognized as presenting co-sponsor start and end of event • Logo listed on event page • Newsletter sponsors with highlight section or ad of their choice • Social media blast on Facebook, Twitter, and Instagram • Social media post pin to top of Facebook & Instagram • Listed in Annual Report
<p>Advocate for Mental Health \$1000 (5 Available)</p>	<p>Ally for Mental Health \$500 (12 Available)</p>
<ul style="list-style-type: none"> • Listed as supporter for townhall events • Newsletter sponsors with highlight section • Social media shout-out on Facebook, Twitter, and Instagram • Listed in Annual Report 	<ul style="list-style-type: none"> • Listed as ally for townhall events • Social media shout-out on Facebook, Twitter, and Instagram • Listed in Annual Report

If you are interested in supporting the townhall series, please indicate which level and payment option below:

Ambassador (\$5,000) **Champion (\$2,500)** **Advocate (\$1,000)** **Ally (\$500)**

Check Enclosed

Please make your check out and mail to:
Mental Health America of Georgia
2250 N Druid Hills Rd
Suite 275
Atlanta, Georgia 30329

Online Payment

Visit <https://www.mhageorgia.org/donate/>

Indicate in the note section in paypal which level and purpose: Ex. **Champion Sponsor for Behavioral Health Townhalls**

Charge my credit card

VISA AMEX Mastercard Discover

Card Number: _____

Expiration Date: _____ Security Code: _____

Signature: _____

You can also donate using a credit card by calling Taimere Wood at 770-741-1492 or emailing at Taimere@mhageorgia.org

Organization Experience

MHAG has hosted, sponsored and supported town hall events to engage communities in topics that cross section in mental health. Typical audience size 150-300 participants through existing network with a minimum of 100 views of the recorded events. MHAG strives to have relevant and local panelist that offers a diverse perspective. Led by Executive Director, Jewell Gooding, MHAG employs a small but mighty team who coordinates 15-20 virtual and in-person community and training events across the state monthly. Events are administered and supported through multiple platforms with analytic data for continuous performance improvement.

Organization Information

National Mental Health Association of Georgia, Inc 'dba' Mental Health America of Georgia

Contact: Jewell Gooding

Position: Executive Director

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Address: 2250 N Druid Hills Rd Suite 275 Atlanta, Georgia 30329

Contact phone number: (770)741-1495

Contact email: jewell@mhageorgia.org

About Us

MHAG works to reduce suicide rates and eliminate stigma associated with mental illness among military veterans, older adults, children, homeless Georgians and citizens released from jails and prisons. This is accomplished through the development and delivery of training programs, youth programs, internship opportunities, technical assistance and consultations. Through our training programs, we train over 7,000 individuals annually to recognize signs and symptoms of mental illness and de-escalation strategies. Our puppetry program performs to over 10,000 children annually to build resilience and social emotional development. MHAG trains first responders, school administrators, child-serving, faith-based and veteran organizations as well as personal care homes and community centers who support older adults as these groups represent the first point of contact for mental crises experienced among children and adults.