



Improving Mental Health Outcomes in Georgia

Executive Strategic Summary
2020-2023

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ABOUT MHA OF GEORGIA

Mental Health America of Georgia (MHA of GA) is the statewide affiliate for MHA National, the Nation's leading non-profit dedicated to addressing the needs of people living with mental illness. We promote mental health through prevention for all, earlier identification and intervention for those at risk, and integrated services for people who need them, with recovery as the goal. MHA of GA works to eliminate stigma associated with mental health and reduce the rates of suicide through education, advocacy and outreach.

Mission

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

Vision (NEW)

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.



Programs & Services

MHA of GA believes that individuals living with mental illness have a right to be supported by mental health professionals and loved ones who are educated in the recovery process and partner with them to achieve their own recovery. We believe the stigma associated with a mental illness is combatted through ongoing awareness activities to educate the community on mental health and wellness. This is accomplished through the development and delivery of mental health education and prevention programs, internship opportunities, consultations, advocacy and community forums.



Kids on the Block is a puppet troupe which utilizes multicultural, life-sized puppets that perform scripts on mental health topics to promote mental wellness and stigma reduction for children, their families, and caregivers. The goals of the program are to (1) educate youth on the skills to build resilience, (2) educate youth on the tenets of wellness and social acceptance and (3) increase mental health literacy in a developmentally appropriate vehicle for youth. **Age: 3-12**



Leadership Empowerment and Access Program (LEAP) is a training program designed to improve skills in professional development, leadership and personal resiliency for youth and young adults who are managing or at risk of developing behavioral health conditions. The goals of the program are to (1) equip youth & young adults with the skills needed to be successful in adulthood (2) connect young people with the resources needed to sustain vocational success and (3) sustain understanding of mental health literacy and managing wellness in the workplace. **Age: 16-26**



Mental Health Academy



The Mental Health Academy is a mental health awareness training program to educate community members to better understand mental illnesses and addictions and provide effective response options for de-escalation. The Academy offers Mental Health First Aid (MHFA), Teen Mental Health First Aid (tMHFA) Question, Persuasion, and Refer (QPR) Gatekeeper Training for Suicide Prevention and Outreach Wellness Learning (OWL) seminars, curriculum of research-based mental health condition and strategies to manage mental well-being.

The goals of the program are to: (1) Increase mental health literacy for first responders, Faith-based organizations, and families of veterans to support individuals with behavioral health challenges, (2) Improve coordination and utilization of resources, mental health treatment and supports in communities, (3) implement mental health awareness campaigns across the state to address stigma and increase access to supports and treatment and (4) promote mental wellness and enhance recovery for individuals with mental disorders. **Age: 12-85+**



Public Policy, Advocacy & Research

Public Policy, Advocacy and Research efforts are focused on equitable mental health care for vulnerable and low resource populations as well as system transformation to integrate mental health care with physical health care to treat the whole person. We promote the development of and advocacy for mental health policies that anticipate the mental health needs of all Georgians. We strive to collect, analyze and present this information to the public annually. **Age: All voices are welcome**



MHAG Membership Program

Advocacy program to engage members as donors, consumers and advocates. Members as donors pay a small annual fee to gain status, benefits and the satisfaction of knowing they're supporting something good. Members as consumers are invited to expand community-building and sustain a strong network of supporters. Members as advocates offer skills and voices regarding health disparities, mental health parity laws and equitable access to behavioral healthcare. **Age: 18+**

STRATEGIC SUMMARY 2020-2023

Education

MHA of GA will serve as a primary resource for prevention and early intervention programs, information, education and training in mental health and wellness throughout Georgia

By 2023, MHA of GA will expand training programs to support 75% of Georgia's Counties to improve mental health literacy to 85% of target population of first responders, veteran organizations & families, faith and community leaders.

By 2023, MHA of GA will create a sustainable digital warehouse of GA specific mental health data outcomes to be accessed by 10% of rural population and 20% of urban populations.

By 2023, MHA of GA will sustain mental health and wellness resources for vulnerable populations and general population to 30% of Georgia's counties.

By 2023, MHA of GA will maintain resources and adopt curriculum to reduce disparities and bring suicide awareness among black, indigenous, people of color and LGBTQ+ communities.



STRATEGIC SUMMARY 2020-2023

Advocacy

MHA of GA will influence policy change through education and advocacy, with a focus on an individuals' right to living an independent and fulfilling life.

By 2023, MHA of GA will develop and sustain advocacy position statements to support vulnerable Georgians for law makers, decision makers, and community advocates to develop policies that will support the community needs.

By 2023, MHA of GA will expand our advocacy network to activate 10% of Georgia's disparate urban and rural counties.

By 2023, MHA of GA will sustain strategic partnerships that will advance health equity, reduce disparities, and improve access to behavioral health services & supports.



STRATEGIC SUMMARY 2020-2023

Outreach

MHA of GA will offer additional engagement opportunities to connect with communities statewide and manage survey data to increase feedback loops on improving mental health outcomes.

The Professional Series

The Mental Health Academy Professional Series will offer monthly workshops for licensed professionals for a small fee to maintain continued education requirements annually. Topics will include trauma informed care, suicide prevention, cultural competence & multiculturalism, crisis supports and other relevant topics to support the needs of your clients across the State.

Peach Forum

90-minute open discussion forums to present a diverse & culturally competent community voice during times of crisis and pathways to inclusion and recovery

Storytime with Frank & Lorie

30-minute zoom reading sessions with Puppet Frank and 20-year veteran Puppeteer Lorie Summers to promote reading literacy on social emotional and mental health topics including understanding feelings, coping and basic social emotional skills. Participants will only need to log-in twice a month to read from two books.



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