

Clear View Center Inc., Albany, NY

Award Amount: \$5,000

Clear View Center is a community-based, non-profit organization that provides a variety of services to promote growth and recovery for people and families living with mental illness in New York's Capital district. A three time Foundation grantee, Clearview's flagship program "InSights" provides targeted services to increase campus awareness of mental health needs of college students, increase students help seeking behavior, and develop effective responses to students who are seeking assistance. Key 2011 grant activities include:

- Expand "InSights" program activities and mental health related supports at the College of St. Rose, SUNY at Albany, Hudson Valley Community College, the Sage Colleges in Albany and Troy, and the Albany College of Pharmacy
- Recruit and train 20 new peer educators.
- Train and staff a 24 hour "Emergency Support Line" to provide telephone support, including assessment and referrals, to students from participating colleges.

All 2011 Mental Health Foundation grant supported projects include an evaluation plan designed to assess the impact and success of proposed activities and deliverables. Our 2011 awardees will initiate project activities in August of 2011 and conclude by July 1, 2012.

Thank You

The outstanding work of reviewing, evaluating and recommending the grant proposals was led by Foundation Board members Michael Prevost and Susan Mitnick. They were assisted by Advisory Council members John Funk, Nunzio Pomara and Joanne Sirey. The Foundation Board would like to thank them for the countless hours they dedicated to identify programs that truly meet the spirit of the It's Okay to Talk About It program.

Special thanks are offered to Johnson & Johnson for their support of this year's efforts.

It's Okay to Talk About It

Three years ago, Marylou Whitney and John Hendrickson suggested the phrase "It's Okay to Talk About It" as a way to encourage young people especially to confront the importance of Mental Health.

The Mental Health Foundation acted on their suggestion and established the "It's Okay to Talk About It" grant program to support initiatives focused on peer to peer outreach involving young people.



The Mental Health Foundation

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The Mental Health Foundation 2011 Grant Award Summary "It's OK to Talk About It" Program

Overview

The Mental Health Foundation's 2011 Grant Program received an unprecedented level of national interest. The Foundation received 75 proposals from 18 states. Applications were received from a broad spectrum of mental health advocacy, research, educational and service providers that included community-based organizations, student groups, universities, and local chapters of the National Alliance on Mental Illness (NAMI) and Mental Health America (MHA).

A total of \$30,500 will be awarded to five diverse programs. These include renewed grants to our productive 2011 grantees, the Mental Health Association of Nassau County and ClearView Center of Albany, and three first-time awards. New grantees include the University of Medicine and Dentistry of New Jersey (UMDNJ), Groundwork Inc., of Brooklyn, and the East Stroudsburg University of Pennsylvania (ESUP). Highlights of the Foundation's expanded 2011 grant program include:

- First-time awards to innovative programs based outside of the state of New York including New Jersey (NJMDU) and Pennsylvania (East Stroudsburg University).
- First-time expansion to University-based educational and research entities including NJMDU and ESUP.
- Significant expansion of the Foundation's "Peer Education" initiative which promotes utilizing young adults who have experienced mental health issues in outreach, educational, and other support activities for their peers. Many 2011 grant supported activities build upon findings and "lessons learned" from prior Foundation awards.
- Broadening of activities and deliverables that support the Foundation's core mission to reduce stigma and promote education and public awareness of mental health issues. This includes the development of training curricula, technical assistance manuals, and downloadable multi-media educational and public awareness materials.

2011 Awardees

University of Medicine and Dentistry of New Jersey (UMDNJ)- School of Health Related Professions

Award Amount: \$7,500

The School of Health Related Professions of UMDNJ is nationally recognized for its efforts to educate the general public, decrease inaccurate, stigmatizing attitudes, and address barriers to utilization of mental health services. The 2011 Foundation grant will support activities to export their highly successful "Reducing Stigma by Learning from People with Mental Illness" program to regions throughout New Jersey and neighboring states. Grant activities include:

- Recruitment and training of young adults in recovery to deliver factual information and personal experiences with managing mental illness.
- Delivery of 20 presentations by peer speakers to high school, colleges, and community sites.
- Development of a "Technical Assistance Manual" that includes educational materials, strategies for best reaching young adults, and resources for accessing age and culturally appropriate services in the mental health field.
- Development of downloadable educational and awareness materials including a narrated Power Point presentation and DVD.

Groundwork Incorporated, Brooklyn, NY

Award Amount: \$7,500

Groundwork Inc., is a community-based, non-profit organization serving over 3,000 families residing in public housing in East New York and Bedford-Stuyvesant, Brooklyn. Groundwork provides an integrated continuum of services designed to support youth and their parents "from cradle to college." Their 2011 grant will support the development of a Mental Health Awareness Project that will deliver a series peer led mental health related workshops to over 300 students in grades six through 12. Activities include:

- Recruitment and training of six, teen peer educators.
- Development of two mental health workshop curricula including "Accessing Resources" and "Teaching Coping Skills."
- Delivery of 10 workshops to a total of 320 middle and high school students in East New York and Bedford-Stuyvesant.
- Development of a mental health brochure designed to provide core information on mental illness and related information relevant to the East New York community.

East Stroudsburg University of Pennsylvania (ESPU), "Active Minds" Chapter

Award Amount: \$2,500

Active Minds is a national organization with chapters on college campuses across the country. Its mission is to increase student awareness of mental health, provide information and resources regarding mental health and mental illness, and encourage students to seek help as soon as needed. The 2011 Foundation grant will support ESUP in a combination of national Active Minds and campus initiated activities including:

- Implementation of an "Its OK to Talk About It" peer education initiative on campus.
- Conducting a "Mental Health Awareness Day Fair" involving student organizations (Active Minds, Sororities/Fraternities, Psych Association and faculty in a variety of creative, interactive activities designed to "change the conversation about mental health and reduce the stigma associated with mental illness."
- Participation in the "National Depression Screening Day." Held on campuses throughout the country, activities are designed to promote mental health screenings for all members of the campus community in a supportive, non-threatening environment.

Mental Health Association of Nassau County (MHANC), Inc.

Award Amount: \$8,000

The MHA of Nassau County is a community-based, non-profit organization dedicated to improving mental health in the community through advocacy, education, program development and the delivery of services. As a first-time Foundation grantee in 2010, the MHA met or exceeded all targets for their "What a Difference a Friend Makes" anti-stigma/mental health education program. The 2011 workplan seeks to build upon lessons learned and expand outreach activities. Activities include:

- Expansion of the MHANC anti-stigma/peer education campaign "What a Difference a Friend Makes" within Nassau county and Hofstra University.
- Expansion of a "Youth Leadership Group" through recruiting and training three new peer educators/mentors.
- Development and distribution of mental health awareness and educational materials including a "What a Difference a Friend Makes" brochure.