



THE NEW VIRTUAL REALITY



NAMI
National Alliance on Mental Illness

Keystone
Pennsylvania

19-20 Annual Report





NAMI Keystone Pennsylvania HelpLine

1-888-264-7972

Monday - Friday | 9am - 2pm

info@namikeystonepa.org

www.namikeystonepa.org

OUR MISSION

NAMI Keystone Pennsylvania is a 501(c)(3) nonprofit organization dedicated to improving the lives of children, adolescents, adults, and families affected by mental illness through recovery-focused support, education, and advocacy.

Located in Pittsburgh, NAMI Keystone PA is the state organization in Pennsylvania for the National Alliance on Mental Illness (NAMI), the nation's largest grassroots mental health organization. There are 31 NAMI affiliates across the state.

The NAMI network is strong. Together, we believe that treatment works and recovery is possible. With NAMI, you are never alone.

NAMI Keystone Pennsylvania is recognized by the Pennsylvania Association of Nonprofit Organizations as a Standards for Excellence accredited organization.



Connect with us:

#NAMIKeystonePA | @namikeystonepa
www.namikeystonepa.org | info@namikeystonepa.org



FROM THE CEO



“We were in the position to pivot, and provide programs online because of people like you who believe in the power of recovery and raising awareness for mental health.”

The 2019-2020 fiscal year began like many others, with a lot of exciting things planned. We were set to host our 2019 NAMIWalks Keystone PA at a brand new location and we were preparing for the fall season of state trainings, education courses, and school presentations.

Fortunately, those events went on as planned and thanks to our generous supporters, volunteers, and program leaders we were able to expand our reach and raise awareness for mental health. But in March 2020, our lives changed in many ways when we entered our new virtual reality. When the COVID-19 pandemic hit, we shifted to working remotely like many other organizations and businesses and we had to rethink the delivery model of our services. We experienced changes we will never forget and because of your continued support, we were able to respond quickly and meet this new demand.

Our HelpLine never went down, with staff answering calls using an app while working remotely. Our support groups, state trainings, and education classes moved to a virtual format. Affiliates rose to the challenge by sharing information on best practices for hosting online groups and they increased the number of groups being offered. With this new virtual reality, people in Pittsburgh could join a group in Philadelphia and someone in Erie could find support in Scranton. And there were different support group options every day of the week.

While this new virtual reality we were entering had pros and cons, one thing stayed the course - the strength of our NAMI network and our steadfast mission of providing support, education, and advocacy for individuals and families affected

by mental illness. We were in the position to pivot and provide groups and classes online because of people like you who believe in the power of recovery and raising awareness for mental health.

With such dedicated mental health champions in our corner, we didn't let a global pandemic stop us from doing what we do best. Thank you for your support. I hope you enjoy the highlights of the 2019-20 fiscal year.

Sincerely,

A handwritten signature in black ink that reads "Christine".

Christine Michaels, MSHSA
CEO, NAMI Keystone Pennsylvania

HIGHLIGHTS 2019-2020

PRE-PANDEMIC

CLOCKWISE FROM TOP RIGHT: Suicide Task Force Listening Sessions Throughout Pennsylvania, September - December 2019; 13th Annual NAMIWalks Keystone PA, Monroeville Community Park, October 2019; Mental Illness Awareness Week, October 2019; Annual Child, Adolescent, and Transition Age Youth Mental Health Conference, Pittsburgh Airport Marriott Hotel, February 2020



THE NEW VIRTUAL REALITY

In March 2020, as the pandemic was forcing the cancellation of in-person events, our support groups were no different. But it didn't take long for affiliates to spring into action organizing online support groups guiding peers and family members through this new virtual reality.

Between April and June of 2020, NAMI Keystone PA and affiliates offered

667 online support groups across the state.



WHAT WE DO

SUPPORT EDUCATION ADVOCACY

**To learn more about NAMI
Keystone Pennsylvania's support
groups, educational programs,
and advocacy initiatives visit
www.namikeystonepa.org.**

NAMI Keystone Pennsylvania and its affiliates offer free support groups that help individuals and families affected by mental illness connect with other people who are experiencing similar feelings and situations

Our educational programs help individuals and families better understand mental illness and the importance of self-care. We also provide customized mental health awareness presentations for schools, workplaces, and community groups.

NAMI Keystone Pennsylvania's adult mental health advocacy program helps individuals understand their rights to make informed decisions about their care. We also provide up-to-date information on state and federal legislation that impacts mental health and we help connect individuals with their policymakers.

WE SUPPORT

Never feel alone. NAMI support groups are led by trained peers and family members who provide connection, compassion, and experience. During the course of the year, NAMI Keystone Pennsylvania and affiliates across the state provided

***1057 support groups reaching
10,747 people.***

When the pandemic hit, we responded. Affiliates shared information with each other and with their communities so people who relied on the NAMI network for support still had somewhere to turn.

VIRTUAL CONNECTION

Virtual HelpLine | NAMI Keystone Pennsylvania's HelpLine provides callers with information and resources on mental illness. The NKPA HelpLine never went down during the pandemic, and between April 1 to June 30, 2020, calls increased nearly 200% from the prior three months before COVID-19 hit.

***639 Resource Calls Answered
376 Resource Emails Sent***

NAMI Keystone Pennsylvania and Affiliate HelpLines
***answered 22,713 calls
throughout the fiscal year.***

NAMI Family Support Groups | Free, peer-led support group for adults with a loved one who has experienced symptoms of a mental health condition.

NAMI Connection Peer Support Groups | Free, peer-led support group for adults who have experienced symptoms of a mental health condition.





WE EDUCATE

At NAMI Keystone Pennsylvania, we believe that education is a powerful tool in spreading awareness about mental health and fighting stigma. The more you learn about mental illness, the better equipped you are to navigate your recovery or support a loved one during their journey.

In the 2019-20 fiscal year, NAMI Keystone Pennsylvania and affiliates provided

***303 educational courses and presentations
reaching 11,314 people across the state.***

Donations fund the support groups and educational programs and presentations that are offered at no cost to participants.

EDUCATION PROGRAMS & PRESENTATIONS

NAMI Family-to-Family: For family, significant others, and friends of adults with mental health conditions.

NAMI Peer-to-Peer: For adults (18+) with mental health conditions who are looking to learn more about themselves and define their own wellness and recovery.

NAMI Basics: For parents and caregivers of youth who are experiencing symptoms of a mental health condition.

NAMI Homefront: For family, friends, and significant others of military service members and veterans who have a mental health diagnosis.

NAMI Ending the Silence: Mental health awareness presentation for middle and high school students, educators, and parents. The presentation features a young adult with a mental health condition who shares their recovery journey.

NAMI In Our Own Voice: An individual with a mental health condition provides a first-hand account of what it's like to live with a mental health diagnosis while offering hope and providing insight into their recovery.

NAMI PROGRAM LEADER TRAININGS

As the state organization, NAMI Keystone Pennsylvania organizes trainings across the state that provide peers and family members with the skills and knowledge needed to facilitate support groups, teach educational courses, or deliver presentations. Once trained, these new program leaders go back into their communities and volunteer their time supporting and educating others while spreading awareness.

NAMI Keystone Pennsylvania coordinated seven statewide NAMI Program Leader Trainings producing

89 new NAMI Program Leaders from 21 counties.

NAMI PROGRAM LEADER TRAININGS

2 NAMI Connection Peer Support Group Facilitator Trainings

1 NAMI Family Support Group Facilitator Training

3 NAMI Family-to-Family Program Leader Trainings

1 Training for In Our Own Voice, Ending the Silence, and Family and Friends Presenters



EDUCATION CONFERENCE

NAMI Keystone Pennsylvania's fourth annual Child, Adolescent, and Transition Age Youth Mental Health Conference took place on Friday, February 28, 2020, at the Pittsburgh Airport Marriott. Nearly 400 people attended the conference, "Resilient Youth: Strategies to Overcome Adversity."

Participants from all over the country attend this conference to learn about the newest research and best practices to assist and advance the mental health needs of children, adolescents, and young adults.

NAMI Keystone Pennsylvania presented its first-ever Youth Mental Health Leadership award to Elle Snyder, a junior in the Upper St. Clair School District in Pittsburgh. Elle is a founding member of the Student Wellness Steering Committee, a group that works to raise mental health awareness at the high school. She is also an active NAMIWalks volunteer.

380+ Attendees

53 Exhibitors

10 sponsors

28 schools/universities represented

15 states and Puerto Rico

WE ADVOCATE

We believe there is strength in numbers. That's why our staff members participate on a number of committees, coalitions, and workgroups in Pittsburgh and across the state to advance issues important to mental health. Our advocacy team also reviews state and federal legislation that impacts mental illness, keeping supporters informed and connected with their policymakers.

Monthly Public Policy Calls with Affiliates and 8 Action Alerts



Our **Adult Mental Health Advocacy Program** helps individuals and families in Allegheny County navigate the mental health system, better understand their rights, and address concerns they have with their care.



A **Mental Health Advance Directive (MHAD)** is a legally binding document that helps you communicate your mental health wishes to your treatment provider if you become unable to do so.

13 MHAD presentations and trainings 23 individuals assisted with MHADs



Acute Community Support Plan (ACSP) Person-centered, strengths-based discharge plan that individuals develop with their treatment providers.

27 ACSP clients



SUICIDE TASK FORCE LISTENING SESSIONS

Between September and December of 2019, NAMI Keystone Pennsylvania, along with Pennsylvania Mental Health Consumers' Association (PMHCA) and Mental Health Association in PA, facilitated nine public listening sessions throughout the state for Gov. Tom Wolf's Suicide Prevention Task Force. Individuals and families affected by suicide shared their ideas for prevention, education, and how to dispel the stigma around suicide. The task force used the information to develop a long-term strategy to reduce suicide in Pennsylvania.

Boards, Committees, Coalitions, and Workgroups

- Allegheny County MH/ID Advisory Board
- Allegheny County Children's Cabinet
- SAFE: Allegheny County Suicide Task Force
- Allegheny County Coalition for Recovery
- Behavioral HealthChoices Coalition
- The Coalition for Commonhealth
- Greater Pittsburgh Nonprofit Partnership (GPNP) Legislative Committee
- PA Coalition for Whole Health and Wellness
- Allegheny County Day of Self Discovery
- OMHSAS Planning Council - Adult Mental Health & Children's Committees
- State Government Joint Advisory Committee on Emergency Room Treatment & Behavioral Health
- PA Treasury Department ABLE Advisory Group
- #988 Advisory Board and Advocacy Committee
- OMHSAS Crisis Regulations Review Workgroup
- MH Planning Council Block Grant Application Workgroup
- Western Region CSP



NAMIWALKS KEYSTONE PA

The 2019 NAMIWalks Kickoff Luncheon was held on August 22, 2019, at the Wyndham Pittsburgh University Center. NAMIWalks Honorary Chair, WTAE-TV News Anchor Michelle Wright, emceed the event that celebrates the beginning of the NAMIWalks season!

On Sunday, October 6, 2019, NAMI Keystone Pennsylvania held its 13th annual NAMIWalks at a brand new location, Monroeville Community Park. The event featured resource tables, food trucks, face painting, balloon artists, music, and more. Superhero NAMIMan led the way as supporters of all ages hit the trail to raise awareness for mental health and spread the word that treatment works and recovery is possible.

Total Raised: \$161,754.80

Teams: 89

Registered Online

Participants: 900

Number of Sponsors: 28



CEOs AGAINST STIGMA

NAMI KEYSTONE PA

CEOs Against Stigma is an initiative designed to educate executive leaders on the impact mental illness is having on the workplace and assist them in developing policies and practices that prioritize mental health and reduce stigma.

From July through December, NAMI Keystone PA staff members held meetings, participated in interviews, and delivered presentations for the CEOs Against Stigma program.

Pictured Clockwise

Meetings: Prominent Fluid Controls, Inc.; George Junior Republic; Babb, Inc.

Interviews: 22 The Point!

Presentations: George Junior Republic (not pictured)



SPREADING AWARENESS



October 2019

Mental Illness Awareness Week,
Downtown Pittsburgh



October 2019

Sharing Resources at the FedEx Ground
Employee Benefits Fair, Moon Township



November 2019

NAMI Keystone PA Board President Dr.
Charma D. Dudley participated in the panel
discussion, “Mental Health: Helping Our Kids
Find the Light” presented by PNC and the
Pittsburgh Post-Gazette, Heinz Field, Pittsburgh



DIVERSITY & INCLUSION



Board of Directors Resolution Against Racism

Approved June 26, 2020

WHEREAS NAMI KEYSTONE PA represents the interests of all people with mental health conditions, regardless of age, gender, race or ethnicity, national origin, religion, disability, language, socio-economic status, sexual orientation or gender identify;

WHEREAS children, adolescents, and adults who live with an emotional disturbance, mental health condition or serious mental illness and/or substance use disorder frequently encounter attitudinal and policy barriers resulting from negative stereotypes, prejudice and discrimination;

WHEREAS NAMI KEYSTONE PA condemns all acts of prejudice and discrimination whether individual, institutional or structural, and regardless of whether by intent, ignorance, or insensitivity;

WHEREAS people of color often experience pain, trauma and disrespect at the hands of our nation's health care, criminal justice and other systems that can result in fear and distrust;

WHEREAS NAMI KEYSTONE PA is strongly committed to the principle that all individuals, including communities of color and people with mental illness, should be treated with respect and dignity and deserve equitable health outcomes and full inclusion.

THEREFORE, BE IT RESOLVED that NAMI KEYSTONE PA strongly denounces racism, in all its forms, for its negative psychological, social, education, economic effects and supports public policy to eliminate the mental health disparities perpetuated by racism and racial discrimination.

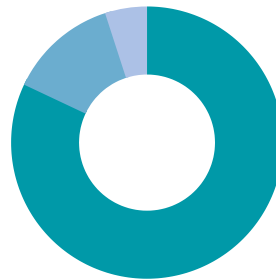
On June 26, 2020, NAMI Keystone Pennsylvania's Board of Directors approved a resolution condemning racism and pledging our support for public policy that eliminates the mental health disparities perpetuated by racism and racial discrimination. As a state organization and as a staff, we are committed to raising awareness of the impact racism has on mental health in our communities and we are striving to give help and hope to all who need it.



AUDITED FINANCIAL STATEMENT

TOTAL REVENUE \$1,800,004

Contributions 13%
Government Contracts 82%
Other 5%



TOTAL EXPENSES \$1,846,047

Contributions, Grants, Dues 13%
Governmental Support 82%
Other 5%



THANK YOU TO OUR EVENT SPONSORS

ACHIEVA Family Trust
Alkermes Pharmaceuticals
Allegheny Health Network
Allegheny HealthChoices
Anonymous Donor
Beacon Health Options
Charma D. Dudley, Ph.D, FPPR
Cigna Health
Cindy and Norman McHolme
Clifford A. & Dr. Cynthia Krey
Community Care Behavioral Health
Dollar Bank
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EZ Storage
FedEx Ground
Genoa Healthcare
Grafton Integrated Health Network

Highmark Blue Cross Blue Shield
Human Services Administration Organization
Maher Duessel
Mr. & Mrs. James LaSalle
PA Health & Wellness
Pittsburgh Mercy
Renzie Auto Center
Resources for Human Development, Inc.
Staunton Farm Foundation
Stay Counseling Center
Sunovion Pharmaceuticals, Inc.
The Children's Institute of Pittsburgh
The Chuckie Mahoney Memorial Foundation
The Testoni Family
Transformations
UPMC Health Plan
UPMC Western Psychiatric Hospital

SOCIAL MEDIA

Facebook: 2782

Twitter: 1740

Instagram: 1190

LinkedIn: 157

Website Visitors: 55,000

Most Viewed Pages

Homepage: 19,992

Support Groups: 7345

Children's Conference: 7305

IN THE NEWS

NAMI Keystone Pennsylvania CEO Christine Michaels was featured in a series of interviews this fiscal year especially once the pandemic hit. There was a lot of media interest in learning more about the impact COVID-19 was having on mental health.

**May 1, 2020 – Coronavirus on Smart Talk:
Mental Health Providers Face Challenge
Treating From a Distance and PA to See Some
Restrictions Eased**

**April 13, 2020 – NAMI Keystone Pennsylvania
CEO Christine Michaels Weighs In On Impact
of COVID-19 on Mental Health**

**The NKPA Blog
featured a variety of
topics including
mental health and
masculinity, eating
disorders, gender
identity, stigma, and
recovery.**

BE HEARD: NKPA Blog

**FEATURING
Reginald A.
Howard**



**Featured Blog: A Man
Who Chooses To Tackle
the Battle**

“Men and Mental Health used to sound like an oxymoron. When I grew up it was ‘boys don’t cry,’ or ‘suck it up,’ or my favorite, ‘stop acting like a little girl,’ as if girls were the only ones who experienced different emotions...There’s a need for more safe spaces that are intentionally designed for men to express their emotions. NAMI does a great job in regard to the different support groups that are offered around the country.”

**Reginald A. Howard,
NAMI Philadelphia
Ending the Silence
Presenter**

LEADERSHIP & STAFF

BOARD OF DIRECTORS

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Susan Caban, *Director of Education*
Nikki Dawson, *Director of Advocacy*
Michelle Decker, *Young Adult Outreach and Education Specialist*
Maria Kakay, *Director of Communications and Marketing*
Sara Levine Steinberg, *Event and Technology Coordinator*
Joel Richard, *Data and Communications Specialist*



NAMI Keystone Pennsylvania staff

CONSUMER ACTION RESPONSE TEAM ALLEGHENY COUNTY

Paul Freund, MEd, Dir., *Consumer Family Satisfaction Services*

Alan Corn, MA, *Program Director*

Jeff Fitzwilliam, *CHIPP/CSP Interviewer*

Steven Hewitt, *Interviewer*

Carmelita Kramer, *Interviewer*

Marilyn Micknowski, *Administrative Assistant*

Lee Moses, *Interviewer*

Phyllis Nettles, *Family Engagement Specialist*

Paula Pinon, *Technical Support Specialist*

Jane Portman, *Interviewer*

Brian Rayne, *CHIPP/CSP Interviewer*

Kathy Stamm, *Interviewer*

Evan Weiss, *Interviewer*

Suzi Wright, *Interviewer*

ARMSTRONG / INDIANA CONSUMER FAMILY SATISFACTION TEAM

Agnes Hockenberry, *Supervisor*

Melissa Golembesky, *Indiana County Interviewer*

Marisa Henderson, *Indiana County Interviewer*

Joan Moore, *Data Entry*

Serena Patterson, *Armstrong County Interviewer*



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