

*Programs for people . . .
Advocacy that changes lives*



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2012-2013 Annual Report

Since 1915, the Mental Health Association of Maryland's (MHAMD) progressive programs have resulted in more effective treatment, improved outcomes for individuals, increased research and greater public understanding of the needs of children and adults living with mental illness.

We envision a just, humane and healthy society in which all people are accorded respect, dignity and the opportunity to achieve their full potential free from stigma and prejudice.



Advocacy

www.mhamd.org

During the 2013 Legislative Session, MHAMD continued to advocate for access to high quality mental health and substance use disorder services and adequate funding for the public behavioral health system. MHAMD worked to protect individual and civil rights, address service gaps, advance implementation of health care reform and the federal parity law, and defeat stigmatizing and regressive legislation. Together with the Maryland Mental Health Coalition, MHAMD successfully addressed long-standing unmet service needs through the introduction of the Mental Health and Substance Use Disorder Safety Net Act. Several of

the Act's priorities were realized through a supplemental budget appropriation that included additional funding for crisis response services, Mental Health First Aid and evidence-based programming.

Additional legislative efforts saw the indefinite extension of a tax credit for employers who hire people with disabilities, the creation of a fund to provide services for individuals who have sustained brain injuries, the establishment of a task force to study



the unique needs of unaccompanied homeless youth and the formation of a program to serve as the primary interface for individuals seeking long-term services and support.

MHAMD also played a key role throughout the comprehensive restructuring of Maryland's behavioral health system, actively supporting a departmental recommendation to combine treatment for specialty mental health and substance use disorder services under the management of a single, risk-based administrative services organization.

Maryland Parity Project

www.marylandparity.org

The Maryland Parity Project continues to successfully educate both consumers and providers about their rights under the federal 2008 Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act. The project also assists consumers with the filing of appeals and complaints to address potential health insurance violations.

To date, the Maryland Parity Project has achieved more than 400,000 program impressions through direct outreach, material dissemination and the media. This includes more than 90,000 page views of the project's website

and Parity Blog and expanded outreach to other states through presentations at conferences and webinars held in partnership with national coalitions.

Additionally, the Maryland Parity Project assisted more than 150 individuals with insurance and health care access issues. As of 2013, four complaints and six appeals were filed with respective regulatory agencies. While decisions are pending on some cases, others have been decided in favor of the consumer, resulting in reimbursement or approval for services and changes in plan design.

Partnering with local advocates, the Maryland Parity Project's efforts resulted in the decision of the Montgomery County Government to bring its employee health plan into compliance with the federal parity law. The project also secured passage of legislation enabling the Maryland Insurance Administration to enforce the federal parity law, further empowering consumers to exercise their right to access better quality mental health care.

Criminal Justice

www.mhamd.org

As Chair of the Mental Health and Criminal Justice Partnership (MHCJP), MHAMD works to improve services for individuals with mental illnesses and substance use disorders involved in the state's justice system.

The MHCJP remains committed to improving reentry services for incarcerated individuals with mental illness. The group is actively involved in a range of initiatives, including a pilot program in Baltimore City to serve

moderate to high risk offenders with histories of chronic mental illness and substance use disorders, a pilot project to improve the provision of state IDs to inmates upon release and efforts to expedite appointments at community mental health centers upon release.

Additionally, the group has established two new subcommittees. The first is charged with enhancement of data sharing between the public mental health system and local detention

centers so that incarcerated individuals are better able to continue mental health treatment. The second focuses on the expansion of police Crisis Intervention Teams throughout the state. This group may play a crucial role in developing best practices and standards, providing input on appropriate training mechanisms and fostering relationships between key players on the local and state levels.

Statement of Revenue & Expense

Statement of activities for the year ended December 31, 2012
PUBLIC SUPPORT AND OTHER REVENUES

SUPPORT & REVENUE

Grants	\$ 1,276,024
Net Sales of Program Materials	347,259
Contributions	81,267
Program Revenue	80,427
Special Events	34,530
Total Support and Revenue	<u>1,819,507</u>

EXPENSES

Program Services	1,541,490
Management and General	230,564
Fundraising	49,808
Total Expenses	<u>1,821,862</u>
Change in Net Assets	(2,355)

OTHER CHANGES

Interest & Dividend Income	593
Net Gain on Investments	3,059
Total Other Changes	<u>3,652</u>
Total Change in Net Assets	1,297
Net Assets - Year Start	299,231
Net Assets - Year End	<u>\$ 300,528</u>

For comprehensive information on all of MHAMD's programs and activities, please visit www.mhamd.org.



MHAMD is a nonprofit organization, tax exempt under Section 501(c)(3) of the Internal Revenue Service Code. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.

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Mental Health

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Children's Mental Health

www.childrensmentalhealthmatters.org

MHAMD's commitment to children and families grows stronger each year with the enhancement of programs targeted at improving both wellness and access to services. For the past six years, MHAMD has partnered with the Maryland Coalition of Families for Children's Mental Health to run the Children's Mental Health Matters! campaign.

The Campaign mobilizes families, advocates and educators across the state to help raise community awareness about identification and treatment of mental health problems in children and adolescents. A highlight of the Campaign included a special proclamation and widely distributed video issued by Governor Martin O'Malley declaring May 5-11, 2013, as Children's Mental Health Awareness Week in Maryland.

Our partnerships with Fox 45, WMAR and 92Q resulted in public service announcements, television and radio

interviews, online ads and messaging achieving more than one million media impressions. Teacher resource kits were the most widely distributed Campaign materials, among the more than 65,000 pieces of literature distributed.

Thanks to Maryland State Department of Education Superintendent Lillian Lowery's leadership, 68 schools became School Champions this year and were honored for their awareness events at the Children's Mental Health Matters! 5th Annual Poster Reception. More than 400 people attended the event featuring Maryland's First Lady Katie O'Malley and 2013 poster artist Ben Smith, a student in the Prince George's County School system. The reception was held in partnership with the Maryland Coalition for Mental Health Awareness' "Open Eyes, Open Minds" exhibit, showcasing art created by individuals living with mental illness who shared their talent as well as their stories of recovery.

Aging Outreach

www.mdaging.org

Public and professional events bring much needed mental health, substance use and dementia education to the community through MHAMD's statewide Older Adult Program. In 2012-13, more than 1550 individuals received education and training through 36 professional and public events.

Thirty-seven professionals were trained to be instructors of the joint MHAMD and Alzheimer's Association assisted living training curriculum, with in-home care professionals now joining the cadre of certified trainers. Approximately 475 people received information on the use and benefits of the Mental Health Advance Directive, and MHAMD offered 28 programs that included education on late life substance use disorders.

With a goal of helping staff better understand and serve individuals with

behavioral health disorders, MHAMD trained 200 Legal Aid Bureau employees as part of a Public Benefits/ Elder Law Human Rights Project. The unique program focused on respecting the perspective of individuals with behavioral health issues, establishing reasonable expectations and promoting client dignity, among other key strategies.



The MHAMD-led Coalition on Mental Health and Aging continued to provide a unique forum for the public and representatives of multiple agencies

Among the many Campaign activities occurring in communities across the state, Campaign participation in Fox

45's B'More Healthy Expo delivered messages to the largest audience, with 30,000 Marylanders in attendance.

MHAMD's Healthy New Moms program also had a vibrant year, distributing more than 7300 pieces of literature to parents statewide. Key initiatives this year included the dissemination of magnets featuring the Maryland Crisis Hotline and healthynewmoms.org. The website includes screening tools, medication charts and other resources designed to help parents and caregivers of the state's youngest citizens.

to work together to improve the quality and accessibility of behavioral health services for older adults.

MHAMD's PEERS: Seniors in Partnership Program celebrated 20 years of community education, outreach and volunteer support for older adults in Baltimore County. During 2012-2013, the program matched 69 clients and 28 volunteers in "seniors helping seniors" partnerships. PEERS volunteers completed nearly 1350 phone and in-person visits with partners. The program also reached more than 1800 seniors through its education initiatives, adding new presentations entitled "Always Be Joyous," "Relieving Racial Tension in a Senior Community," "Free to Be Me" and "Creating a Positive Atmosphere in a Community Setting" to its extensive list of offerings.



Consumer Quality Team

www.cqtm.org

The Consumer Quality Team (CQT), staffed solely by consumers and family members, ensures that individuals in Maryland are getting the mental health services they need to help move toward recovery.

Through frequent visits to public mental health facilities across Maryland, the team conducts qualitative interviews and shares consumer feedback and suggestions with psychiatric rehabilitation programs and inpatient facilities.

CQT conducted nearly 1300 interviews during 300 site visits. Twenty-six feedback meetings were held: 12 with CEOs of inpatient facilities, 12 with Core Service

Agencies and two with the Mental Hygiene Administration. Training hours for CQT staff reached 125 hours and CQT staff served on a variety of mental health advocacy boards and committees, including Baltimore County Mental Health Advisory Board, Mental Hygiene Administration Hospital Discharge Planning Committee, Mental Hygiene Administration Residential Treatment Center Retooling Committee, Governor's Mental Health Advisory Council and the Mid-Shore Behavioral Health Services Network.

At the request of the Mental Hygiene Administration, in 2013, CQT interviewed consumers at Spring Grove

Hospital Center who were identified as ready for discharge. The majority of consumers interviewed were looking forward to being discharged and requested to be linked with vocational education/training or volunteer opportunities. The completed surveys were used as a tool to help guide hospital staff and mental health providers in developing housing and support services that would help consumers remain successful within the community.



Mental Health First Aid

www.mhfamaryland.org



More than 5000 Marylanders have now been certified in Mental Health First Aid, an interactive program educating the public on the skills needed to assist someone developing a mental health or substance use problem or crisis.

Through nearly 70 training sessions in the 2012-13 program year, the statewide network of Mental Health First Aid instructors reached a variety of concerned

citizens, including those from the fields of nursing, law enforcement and corrections, social services, human resources, military and higher education. Many of those taking the course earned continuing education or licensure credit.

During the 2012-13 program year, MHAMD expanded its partnership with first responders by piloting the program with Emergency Medical Technicians and earning statewide Continuing Education approval from the Maryland Institute for Emergency Medical Services Systems.

MHAMD also focused on embedding instructors in selected agencies so that Mental Health First Aid training can be integrated into existing training

programs on college campuses, in police and corrections academies and in social service settings.

2012-13 also saw the initial development of the Youth Mental Health First Aid curriculum, geared to help adults who work with and care for youth aged 12-18 better recognize the signs of a mental health or substance use problem, feel confident in reaching out to the youth and know where to find additional help and support. The first state pilot was held at Winters Mill High School in Carroll County for teachers, guidance and crisis personnel and school administrators.

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