



ANNUAL REPORT 2017-2018

# Advocating for Vital Behavioral Health Care

The Mental Health Association of Maryland achieved great gains in Annapolis and throughout the state through its advocacy work to improve access to vital behavioral health care services for all Marylanders.

## Maryland Behavioral Health Coalition

The MHAMD-chaired Maryland Behavioral Health Coalition's 2018 advocacy campaign was a resounding success. The group unified around an ambitious agenda and convincingly achieved every one of its stated policy goals. Their effort secured \$30 million in new funding for community mental health and substance use disorder services and initiated legislative action to expand crisis response services, improve the delivery of behavioral health care in primary care settings, and ensure access to data necessary to improve the system of care for children and youth.

## Children's Behavioral Health Coalition

Recognizing an alarming increase in policy issues and concerns specific to children and youth with behavioral health needs, MHAMD reconstituted its Children's Behavioral Health Coalition (CBHC) in the summer 2017 to identify core priorities and respond with coordinated advocacy efforts. The group has realized a great deal of initial success, advocating in its first year to pass legislation and budget language requiring annual data reports on the availability of behavioral health services for children and youth.

The coalition worked to inform the Maryland Commission on Innovation and Excellence in Education (also

known as the Kirwan Commission), which is charged with reviewing current education funding formulas and issuing recommendations on new policies and procedures to govern future education funding. CBHC members presented a set of recommendations to the commission in late June, nearly all of which were adopted, highlighting the connection between increased school behavioral health supports and improved student outcomes.

## Behavioral Health Crisis Response Services

As co-chair of the Maryland Behavioral Health Advisory Council, MHAMD led the effort to develop a strategic plan for expanding walk-in and mobile crisis response services in Maryland. That report became the driving force behind legislation enacted during the 2018 General Assembly, establishing a Behavioral Health Crisis Response Grant Program, which will provide \$12 million over three years to local jurisdictions to establish or expand their crisis response systems. MHAMD has been in contact with the Behavioral Health Administration about plans for implementing the legislation and the organization expects to play a key role moving forward as a member of a workgroup that will soon meet to develop the program.

## Collaborative Care

Following years of efforts to encourage evidence-based adoption of the Collaborative Care Model (CoCM) of service delivery across payers, MHAMD and the Behavioral Health Coalition successfully passed legislation requiring



the establishment of a four-year, \$2.2 million CoCM pilot in the Maryland Medicaid program. CoCM improves the delivery of behavioral health services delivered in primary care settings.

## Behavioral Health and Criminal Justice Partnership

As chair of the Behavioral Health and Criminal Justice Partnership (BHCJP) since 2005, MHAMD has worked consistently to improve services for individuals with behavioral health needs who become involved with the criminal justice system.

After participating in the development of Justice Reinvestment legislation in 2016, MHAMD created a new BHCJP subcommittee that is working to influence how savings gleaned from reduced incarceration under the law will be reinvested into behavioral health and other community services to divert people from criminal justice involvement or keep them from reentering the system. The BHCJP is also working to identify and address barriers that prevent behavioral health consumers with criminal backgrounds from accessing residential rehabilitation services or other housing options.



## Network Adequacy and Workforce Development

MHAMD worked during the 2018 legislative session to raise awareness about a troubling 2017 study that identified Maryland as one of the worst states for access to affordable in-network behavioral health care. Data collected by the Milliman Group found that Maryland behavioral health consumers are forced to rely heavily on out-of-network care, resulting in higher out-of-pocket costs.

MHAMD and partners worked to address these concerns through the passage of bills that prohibit a carrier from limiting the number of behavioral health providers at a health care facility that may be credentialed to participate on a provider panel. Advocacy efforts also provided for the continued expansion and development of several critical work

forces, improved community health worker training and certification, and addressed issues related to the reimbursement of certified peer recovery specialists.

## Maryland Coalition on Aging and Mental Health

The Maryland Coalition on Mental Health and Aging worked to address significant gaps in services and an increasing need for specialty services for older adults needing intensive psychiatric oversight in nursing homes.

Hospital boarding has become a primary focus for MHAMD. The organization worked with its partners on the Aging Coalition to organize strategic planning meetings with various state agency decision makers. Additionally, MHAMD surveyed Public

Guardianship program managers across the state to get a better understanding of the unmet needs of guardianship program participants. These individuals are disproportionately impacted by the lack of psychiatric services for persons needing nursing home level care. It is expected that the survey results will bolster ongoing advocacy efforts.

In fiscal year 2018, a long-standing priority of the Maryland Coalition on Mental Health and Aging came to fruition with the establishment of an Older Adult Behavioral Health Specialists program. With support from BHA, five specialists have been assigned to counties across Maryland where they will serve as consultants to health and aging networks in support of older adults with unique behavioral health needs. The specialists are funded through a long term care rebalancing program and work through local behavioral health service agencies.

## Improving Our Behavioral Health System Through Quality Oversight

The Consumer Quality Team (CQT) of Maryland completed a record number of both visits and interviews in fiscal year 2018. Its team of interviewers reached 1,707 consumers at 420 sites visits throughout Maryland. These interviews offered consumers a non-judgemental forum to talk about their experience. Their feedback helps to improve quality oversight in the state's public mental health system.

CQT completed 182 visits to psychiatric rehabilitation programs, 23 visits to wellness and recovery centers, 121 visits to state hospitals, and 95 visits to youth residential treatment centers.

CQT is also working with partner organizations to develop tools to assist its interviewers in their data collection

process to further enhance the value of reports shared with providers and system representatives.

CQT continued to refine its youth program in collaboration with residential treatment centers (RTC)

by incorporating feedback from families and guardians, participating in RTC back to school nights and family engagement meetings, and testing a variety of mechanisms to provide opportunities to hear from families.



# Supporting Maryland's Families



The Mental Health Association of Maryland's child and family programs reached more people than ever before in Maryland in fiscal year 2018. This includes the distribution of more than 110,000 pieces of educational literature and more than 200,000 page views on its two websites—[www.childrensmentalhealthmatters.org](http://www.childrensmentalhealthmatters.org) and [www.healthynewmoms.org](http://www.healthynewmoms.org).

MHAMD's child and family program staff

conducted outreach and presentations at events throughout the state, including the B'more Healthy Expo, a morning interview on Fox45, and numerous health fairs.

The Children's Mental Health Matters! Campaign, a partnership with the Maryland Coalition of Families, hosts an annual Awareness Week to raise awareness about children's mental health and connect families and providers to resources and information. The campaign enjoyed a banner year, as a record 480 School and 190 Community Champions in almost every county in every jurisdiction throughout the state joined the campaign. It also distributed more than 100,000 awareness items.

This year, Children's Mental Health Awareness Week was celebrated from May 6-12. This week was highlighted by "Celebrating Through Art: The First Lady's Mental Health Awareness Youth

Art Display" hosted by Maryland First Lady Yumi Hogan and a variety of other events throughout the week.

MHAMD also saw continued growth with the Healthy New Moms Campaign, which offers mental health information for new moms.

The campaign reached Marylanders through its free resources, events, and social media channels. Healthy New Moms staff conducted 17 education events throughout the state in FY18. These included the #MomsRock initiative with a breast-feeding group in Essex and the Baltimore County Young Parent Support Center and workshops at the Harford County Suicide Conference, Salisbury University, and a Frederick County pediatrics office.

Healthy New Moms also added a new a new Instagram page that offers inspirational content and news from events.

## Older Adults

MHAMD's Older Adults program includes public education and outreach, professional training opportunities, and advocacy for improved access to vital behavioral health supports and services for older Marylanders through the Maryland Coalition on Mental Health and Aging.

In fiscal year 2018, the Older Adult program team offered 39 educational sessions at conferences, health fairs, and senior centers, reaching more than a thousand professionals, consumers, and other citizens.

Topics were inclusive of the multitude of behavioral health and aging issues but heavy on education pertaining to substance use disorders and opioids.

The PEERS: Seniors in Partnership provides community education, outreach and volunteer support to people age 60 or older who have late onset mental health problems and reside in Baltimore County. This year, 11 individuals received regular one-on-one visits from volunteers. A total of 28 volunteers participated in the PEERS program providing

supportive visits and community education.

In FY 2018, PEERS provided 95 presentations in Baltimore County to more than 1,650 individuals.

The program's suite of training offerings reached thousands of Marylanders.

# Mental Health First Aid®

Mental Health First Aid® is a national certification program that teaches the layperson the skills to recognize and respond to the signs and symptoms of a mental health or substance use disorder concern or crisis, identify community resources, and link individuals in need of treatment and support to the proper resources.

During Fiscal Year 2018, MHAMD and Mental Health First Aid Maryland instructors certified 5,165 individuals throughout the state in Adult and Youth Mental Health First Aid, bringing the total number trained to date to 30,512.

The program also certified 159 new Youth and Adult Mental Health First Aid instructors through 11 instructor trainings. Three youth and two core instructor trainings were supported by Project AWARE, which focuses on school and youth-serving agencies. Additionally, one instructor training was held specifically for peer recovery specialists in Maryland.

MHFA continued to build inroads with nonprofits, state agencies, and faith groups throughout Maryland, enabling it to hold training sessions for an ever-growing pool of professionals. Examples include training for teachers at the Urban Teachers Association, staff at On Our Own of Maryland, and the Howard County Community Action Council.

Additionally, MHAMD worked with the University of Maryland to conduct a Mental Health First Aider survey for the Department of Juvenile Services' employees. Almost half of respondents reported having used the skills they learned with someone at work and 30 percent reported using them outside of work. More than half of respondents reported using the skills learned in Mental Health First Aid to prevent a concerning situation from growing into a crisis. These findings were consistent with the 2015 First Aider survey conducted with 5,000 first aiders in Maryland. The results of this survey provide evidence that MHFA training effectively provides adults who



have little or no mental health training with skills to respond effectively to young people experiencing distress and behavioral health issues.

MHFA also held three instructor education events, a webinar on social media, and mental health and network meetings in Howard, Baltimore, and Montgomery counties. Program staff gave presentations at the Maryland State's Twenty-Ninth Annual Suicide Prevention Conference, the Baltimore City Positive Behavioral Intervention and Supports Conference, and the Howard County Health Improvement Leadership Coalition Behavioral Workgroup.

## Engage with™ Skills Training Program for Older Adults

Building on decades of training experience, MHAMD has developed a highly interactive, comprehensive skill-based training program for professionals who work with older adults. The newly launched Engage with Older Adults training program is geared towards increasing awareness and developing healthy and compassionate relationships with older adults.

Over the course of the year, several key partnerships with state and local

organizations were established. Through these partnerships, 212 people employed in senior living, senior services, and long-term care facilities participated in the training. The Engage with Older Adults Program is set to expand its footprint in the coming year by increasing the number of professionals trained and developing a blended e-learning platform.



## STATEMENT OF REVENUE AND EXPENSES

*Statement of activities for the year ending December 31, 2017*

### *PUBLIC SUPPORT AND OTHER REVENUES*

#### *SUPPORT AND REVENUE*

<i>MHFA Training Manual Fees</i>	<i>2,114,700</i>
<i>Grants</i>	<i>2,588,296</i>
<i>Contributions and Dues</i>	<i>90,334</i>
<i>Investment Income</i>	<i>258,382</i>
<i>Program Revenue</i>	<i>55,280</i>
<i>Special Events</i>	<i>158,718</i>

<i>Total Support and Revenue</i>	<i>5,265,710</i>
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#### *EXPENSES*

<i>Program Services</i>	<i>3,620,175</i>
<i>Management and General</i>	<i>559,626</i>
<i>Fundraising</i>	<i>80,159</i>

<i>Total Expenses</i>	<i>4,259,690</i>
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<i>Change in Net Assets before Other Items</i>	<i>1,005,750</i>
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<i>Change in Net Assets</i>	<i>1,005,750</i>
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<i>Net Assets - Beginning of Year</i>	<i>5,324,484</i>
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<i>Net Assets - End of Year</i>	<i>6,330,234</i>
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*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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The Mental Health Association of Maryland (MHAMD) is one of the oldest advocacy groups in the nation. It was formed more than century ago when a group of concerned citizens gathered in Baltimore to take action to improve the lives of individuals living with mental illness. The programs they developed formed a solid foundation for the work of the generations of advocates that followed. MHAMD is Maryland's only volunteer nonprofit citizens organization bringing together consumers, families, professionals, advocates, and concerned citizens for unified action in all aspects of behavioral health. We envision a just, humane, and healthy society where each individual is accorded respect, dignity, and the opportunity to achieve their full potential—free from stigma and prejudice.

For comprehensive information on all of  
MHAMD's programs and activities,  
please visit [mhamd.org](http://mhamd.org)



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