



mhamd



MENTAL HEALTH ASSOCIATION OF MARYLAND

FY23 Annual Report

Advocating for Vital Mental Health and Substance Use Care for All Marylanders

Advocates across the state joined forces with hundreds of coalition partners this year, led by MHAMD, to advance a comprehensive package of bills to improve the mental health and wellbeing of all Marylanders during the 2023 legislative session.

With strong support from Governor Wes Moore and legislative leadership our access goals were achieved through legislation to improve behavioral health services in primary care, expand certified community behavioral clinics across Maryland, preserve audio only telehealth visits, and establish a workforce fund to ensure we have clinicians to deliver the care that is needed.

The path to support in a crisis was strengthened thanks to legislation ensuring stable funding for Maryland's 9-8-8 Suicide and Crisis Prevention Lifeline, our Children's Coalition successfully fought to restore access to wraparound services for youth with high intensity needs, and we led efforts to expand access to gender affirming care for LGBTQ individuals.

In response to national scrutiny of medication practices in facilities serving older Marylanders, our Older Adult Coalition advanced legislation requiring data collection to ensure vigilant oversight of prescribing practices, and worked to protect autonomy and choice through a bill to ensure first responders know when an individual they are assisting has a mental health advance directive that must be followed.



BACK TOGETHER FOR THE 2023 LEGISLATIVE BRIEFING AND RECEPTION

This year marked a refreshing return to an in-person MHAMD Legislative Briefing after two years of pandemic-related virtual briefings, and an opportunity for our statewide network of friends, colleagues and partners to join together in welcoming incoming Governor Wes Moore, who passionately shared his strong support for the advocacy of everyone in the room, stating that "In order for our state to do what our state needs to do, we need for the issues that you are advocating for to be lifted up, to have resources put behind them and to know that you're going to have champions on every floor of the State House and champions throughout every corner of this state," Moore said.

[GO HERE TO READ THE FULL 2023 LEGISLATIVE WRAP-UP](#)



Children's Mental Health Matters

Rallying in support of the mental health and wellbeing of Maryland's children and families

The Children's Mental Health Matters Campaign has been a Maryland tradition for more than a quarter century—supporting children's mental health by connecting children and families with resources, support, and community. Each year, the Campaign invites Maryland schools and community organizations to come together and participate in the campaign as champions. Our champions are a vibrant network of passionate advocates who are taking action to improve the trajectory for Maryland's children and families.

In FY23, we were thrilled to have newly inaugurated First Lady Dawn Moore serve as the Honorary Chair of the Campaign. While new to her role as First Lady, Ms. Moore rolled up her sleeves and joined in on the fun by visiting schools and attending awareness events in Maryland schools. We look forward to working with the First Lady and others in our new administration in the years.

The Campaign increased the breadth of its reach through new

and updated mental health resources including Spanish versions of our Family Resource Kits, a series of resources to help children and families navigate telebehavioral health, and updated book lists for children, families, and libraries.

The Campaign was also awarded a one-time grant to provide art supplies and copies of our Family Resource Kits to each Baltimore City public school at no cost. Champions were supplied with a digital toolkit developed with the National Center for School Mental Health and self-affirmation resources created with Mind Resilience.

[GO HERE FOR THE FULL 2023 CMHM WRAP-UP REPORT](#)



533

School & Community
Champions



212,860

Students Supported
Through Campaign
Resources



233,336

Materials Distributed

**Congratulations to our proud 2022 children's
mental health champions!**

School Champion: Rock Creek Forest Elementary

Community Champion: Partnership for a Healthier Carroll
County

Student Champion: Severna Park Middle School Mental
Health Matters Group

Older Adult Programs

In this annual report, we emphasize the critical importance of prioritizing older adult mental health. As our population continues to age, the significance of addressing mental health concerns among older adults becomes increasingly evident. We acknowledge that mental health is an integral component of overall wellbeing, and overlooking it can have profound consequences on individuals, families, and communities.

Over the past year, our organization has been proactive in raising awareness, advocating for policy changes, and providing tailored support services to meet the unique needs of older adults. Through these efforts, we have disseminated over **5,500 publications and resources**, engaging stakeholders and amplifying our message. Collaborating with peer support specialists, healthcare professionals, and community organizations, we've conducted 66 training sessions aimed at equipping the workforce with the knowledge and skills necessary to address the behavioral health needs of an aging population. These sessions have empowered over **892 participants** to promote mental wellness and confront the challenges faced by older adults.

Despite progress, significant barriers to accessing mental health care persist for older adults, including enduring stigma, insufficient awareness, and limited resources. In response, our organization has launched a weekly virtual support group tailored specifically to the older adult population. This initiative directly addresses these barriers by offering both support and vital information. By providing a convenient and accessible platform, we facilitate learning, foster connections, and ensure access to essential resources. The virtual format has effectively removed barriers such as travel constraints, health risks, and physical limitations, allowing us to reach and engage a wider audience within this growing population.

Looking ahead, we remain steadfast in our commitment to advancing the mental health agenda for older adults through ongoing advocacy, outreach and innovative programming to older adults and those serving older adults. By prioritizing older adult mental health, we contribute to the creation of a society that values and supports the wellbeing of all its members, regardless of age.





Vibrant Aging: PEERS Program

The PEERS program is dedicated to providing peer support to individuals aged 60 and above who are facing mental health challenges in Baltimore County. This year, PEERS made a significant impact by facilitating **35 matches between volunteers and older adults** seeking support, resulting in **1139 meaningful connections**. Peer support plays a crucial role in promoting mental health and recovery by offering empathy, empowerment, connection, practical advice, and a sense of normalcy. It serves as a valuable complement to traditional mental health services, providing a unique and informal form of support rooted in shared experiences and mutual understanding.

To ensure that we effectively address the specific needs of Baltimore County residents, the PEERS program conducted focus groups with key stakeholders in older adult behavioral health, gathering valuable insights and feedback. Additionally, we have actively promoted healthy coping strategies through group activities, and distributed wellness and self-care toolkits twice throughout the year.

Testimonials from participants further highlight the impact of the program:

“You have put some good souls in my life, and I just really wanted to tell you thank you; it makes a difference. You guys have been there for me through some tough times - you’ve walked this journey with me, seen me come through, and I’m grateful and thankful for you guys.”

“Little gifts mean so much! The shaking crystal relaxes my mind so much! It helps with my anxiety attacks.”

These heartfelt expressions underscore the tangible benefits and positive influence of PEERS in the lives of older adults, demonstrating our unwavering commitment to supporting their mental wellbeing and fostering a sense of community and connection.

Engage with®

Moving beyond clinical care to focus on empathy, respect, and effective communication

The Engage with® Skills Trainings initiative envisions a future where individuals have access to the skills training necessary to interact with others in a confident, empathetic, and effective manner. This immersive live, virtual training program is designed to help long-term care professionals enhance their connection with the older adults in their care, moving beyond clinical care to focus on empathy, respect, and effective communication.

In FY23, thirteen organizations across 3 states participated in the Core Skills: What Everyone Needs to Know. Based on feedback and requests from organizations, our main initiative this year was to launch a version of the program specific to those supporting older adults aging in the community. This allowed Engage with® to have a broader national reach by winning a grant in Colorado to support organizations participating in the home and community-based care waiver program.

As we move into FY 2024, we're excited to partner with the Maryland Department of Aging in supporting the Longevity Ready Maryland initiative and empowering professionals supporting older adults in the community with the full Engage with Older Adults program to strengthen skills in empathy, respect, and effective communication.



3

States



13

Organizations



320

Trained



181

Certified

Healthy New Moms

With the generous support of the Maryland Department of Health – Behavioral Health Administration, Healthy New Moms is steadfast in its commitment to raising awareness of perinatal mood and anxiety disorders (PMADs), combating associated stigma, and facilitating vital connections between mothers, families, and essential resources. Throughout FY23, MHAMD staff engaged in extensive outreach efforts, reaching out to families, providers, and community groups through a combination of in-person and virtual presentations, electronic media campaigns, and the curation of an extensive online resource collection.

Recognizing the pivotal role of maternal mental health in overall well-being, Healthy New Moms seamlessly aligns with our broader Children's Mental Health Matters Campaign. This synergy allows us to emphasize the interconnectedness of mental health across all age groups and promote a holistic approach to wellness.

Over the course of the campaign, we successfully **disseminated over 4,300 pieces of literature**, including

informative brochures, screening tools, comprehensive resource lists, and more. This concerted effort ensures that critical information reaches those who need it most, empowering individuals and families with the knowledge and support necessary to navigate the challenges of perinatal mental health.



Mental Health First Aid Maryland

One of the key benefits of Mental Health First Aid (MHFA) is its ability to reduce stigma surrounding mental health issues. By educating people about mental health and substance use disorders, MHFA helps break down barriers to seeking help and promotes a culture of understanding and support.

This national certification program not only teaches laypersons to identify crisis indicators but also guides them in connecting individuals with appropriate resources and support systems. Since its inception, **over 88,545 Marylanders have undergone MHFA training**, marking a significant stride towards fostering safer, more compassionate communities statewide.

In FY23 alone, **8,313 individuals completed MHFA training** in Maryland, with an additional **9,459 enrolled or attending classes**, highlighting a growing commitment to mental health literacy and support within our communities. This momentum owes much to the invaluable contributions of key stakeholders and community partners who have played pivotal roles in the development, implementation, and expansion of Mental Health First Aid Maryland.

One notable initiative includes the successful integration of Mental

Health First Aid across Maryland's four Historically Black Colleges and Universities (HBCUs). Through this collaborative effort with Maryland's Behavioral Health Administration, **over 200 students and staff have received certification**, while **46 trained instructors** stand ready to disseminate MHFA training and facilitate culturally responsive peer outreach. This initiative not only enhances mental health literacy but also fosters inclusive, stigma-free environments on campus.

Recognizing the critical role of first responders in crisis intervention, MHAMD concluded a three-year project to extend MHFA training to Emergency Medical Service (EMS) providers, police, fire personnel, and other frontline responders. Over the last three years, approximately **1,100 EMS providers have been fully certified**, equipping them with the tools and knowledge to navigate behavioral health crises with compassion and efficacy.

Furthermore, partnerships with the Maryland State Department of Education (MSDE) and Project Aware teams in Baltimore City, Caroline, and Talbot Counties have facilitated the certification of **11 instructors in Youth Mental Health First Aid (YMHA)**. This collaboration underscores a concerted

effort to prioritize mental health support within educational settings and empower educators with the skills to recognize and respond to youth mental health challenges.

MHAMD's commitment to fostering a supportive community extends beyond training, as evidenced by the Annual MHFA Instructor Summit, which provides networking opportunities, and this year addressed youth-focused topics such as adolescent resilience post-COVID-19 and suicide prevention. The initiatives summarized here, and many more successful projects, have collectively contributed to the establishment of a robust MHFA infrastructure in Maryland, which is focused on embedding MHFA instructors within key agencies and organizations so that the program is sustainable and scalable to meet public need.

In essence, MHFA MD serves as a catalyst for positive change, creating a ripple effect of hope and support that reverberates throughout our communities, ultimately building a more resilient and compassionate society.



8,313

Trained



46

Instructors
Trained



1,100

Certified EMS
Providers



403

Total Site Visits
Throughout MD



1,418

Consumers
Interviewed



556

Training Hours
Completed



81

Warm Line
Crisis Calls



7,966

Reported Sentiments
from Consumers

Consumer Quality Team

Amplifying the voice of consumers

The Consumer Quality Team (CQT) plays a critical role in Maryland's public behavioral health system, providing an opportunity for individuals served to share feedback to both validate the positive impact of services received and to directly inform improvements in care. In so doing, CQT bridges the gap between consumers, providers and system managers to create a more responsive and effective system.

In FY23, CQT conducted 403 site visits statewide, interviewing **1,418 consumers** and documenting **7,966 sentiments** about their care experiences. The return to in-person visits post-pandemic led to increased engagement, though virtual options remained available to ensure accessibility. Feedback from consumers highlighted positive experiences with staff and programs, while also underscoring concerns about workforce shortages, staff turnover and safety—ongoing challenges for the behavioral health system.

CQT conducts interviews across a wide range of sites, including inpatient and residential settings, adult and youth psychiatric

rehabilitation programs (PRP), wellness and recovery centers, substance use services and crisis programs. Consumers volunteer to participate in confidential, qualitative interviews sharing their thoughts, suggestions and level of satisfaction with services they receive. These reports are shared with program management, local behavioral health authorities and the Behavioral Health Administration so that issues requiring action can be promptly addressed.

By addressing concerns in real time and celebrating successes, CQT continues to strengthen Maryland's behavioral health system—one conversation at a time.

Mental Health Association of Maryland FY23 Financials

For more than 100 years, the Mental Health Association of Maryland has worked to address the mental health and substance use needs of Marylanders of all ages, particularly those disadvantaged and marginalized. We are committed to ensuring every Marylander's fundamental right to quality behavioral health care through advancing public policy, monitoring service quality, providing training and education, leading systems change, and advancing new evidence-based treatments.

FY 23 FINANCIALS: JULY 1, 2022 - JUNE 30, 2023

| | | |
|----------------------------|----|-----------|
| CASH AND CASH EQUIVALENTS | \$ | 557,735 |
| INVESTMENTS | \$ | 2,316,490 |
| GRANTS RECEIVABLE NET | \$ | 851,209 |
| PLEDGES RECEIVABLE | \$ | 225,000 |
| PREPAID EXPENSES | \$ | 144,545 |
| NET PROPERTY AND EQUIPMENT | \$ | 250,595 |
| OTHER ASSETS | \$ | 654,540 |

| | | |
|----------------------------------|----|-----------|
| TOTAL ASSETS | \$ | 5,000,114 |
| TOTAL LIABILITIES | \$ | 1,717,972 |
| TOTAL NET ASSETS | \$ | 3,282,142 |
| TOTAL LIABILITIES AND NET ASSETS | \$ | 5,000,114 |

FY 23 REVENUE DISTRIBUTION

| | | | |
|-----|-------------------|----|-----------|
| 85% | GRANTS | \$ | 3,918,692 |
| 7% | CONTRIBUTIONS | \$ | 318,428 |
| 6% | TRAINING REVENUE | \$ | 279,205 |
| 2% | EVENT SPONSORSHIP | \$ | 80,335 |

| | | |
|---------------|----|-----------|
| TOTAL REVENUE | \$ | 4,596,660 |
|---------------|----|-----------|

FY 23 EXPENSE DISTRIBUTION

| PROGRAM | | | |
|---------|-----------------------------|----|-----------|
| 10% | ADVOCACY | \$ | 677,081 |
| 15% | BRAINFUTURES | \$ | 1,055,311 |
| 40% | PUBLIC EDUCATION & TRAINING | \$ | 2,781,908 |
| 22% | SERVICES OVERSIGHT | \$ | 1,484,809 |

| SUPPORT | | | |
|---------|----------------------|----|---------|
| 11% | MANAGEMENT & GENERAL | \$ | 764,977 |
| 2% | FUNDRAISING | \$ | 120,865 |

| | | |
|----------------|----|-----------|
| TOTAL EXPENSES | \$ | 6,884,951 |
|----------------|----|-----------|