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Clifford Beers started a national and international mental hygiene movement in 1905 and led the establishment of MAMH in 1913

Special thanks to members of the Board's committees, including the Friend & Leader Planning Committee, Nominating Committee, and others for their work and dedication this year to ensure the success of MAMH.
A MESSAGE FROM THE PRESIDENT & CEO

THE YEAR EVERYONE TALKED ABOUT MENTAL HEALTH

If 2020 was a year we all wanted to forget, then 2021 may be remembered as the year everyone talked about mental health. From Simone Biles to Meghan Markle to Naomi Osaka, celebrities opened up about their struggles and strategies for mental health. More important, so did the rest of us.

In a monthly tracking survey by the Kaiser Family Foundation, more than half of Americans say that their mental health was negatively affected by COVID-19, with women and young adults reporting the greatest impact. For many people, as noted by one of our Board leaders last year, mental health went from being a ‘they’ issue to a ‘we’ issue - as it has been for MAMH all along.

In Massachusetts, mental health is now part of daily conversations across the Commonwealth. People are learning and talking about their mental health, reaching out for help, and using their own experiences with mental health conditions to help others. Policymakers, too, have recognized the critical importance of mental health and well being, especially in the wake of the COVID pandemic that waxes and wanes while mental health declines.

Citing dramatic increases in anxiety, depression, and substance use, the Governor and legislative leaders took several steps to support mental health as an integral part of the Commonwealth’s COVID recovery plan. Legislation adopted in the last months of 2021 provides $400 million in new funding to support mental health services, programs, and workforce development. This new funding follows passage of a FY22 state budget with unprecedented levels of funding for housing people with mental health and substance use conditions; resources to reduce Emergency Department boarding, especially by children and adolescents; and investments in diversion from police interaction and incarceration.

Implementation of the Roadmap for Behavioral Health Reform, a major initiative released by Health and Human Services Secretary Marylou Sudders last year to streamline access to outpatient behavioral health services, is well underway. A new policy issued near the end of the year incentivizes mental health agencies to provide “behavioral health urgent care” with same-day new patient evaluations and extended hours to remove barriers to care. The Senate passed mental health legislation that advances parity in reimbursement for mental health services, and the House is preparing to take up a mental health bill.

It was hard to be hopeful at the start of 2021, surrounded by the uncertainty, social isolation, and grief of COVID. But looking back today, I’m grateful for the many ways in which mental health has become a priority - and I’m confident that 2022 will continue to move us closer to a more comprehensive, effective approach to supporting people with mental health conditions.

With deep gratitude for your partnership, advocacy, and support,

Danna Mauch, PhD
January 2022
GOAL 1
SERVE AS AN EFFECTIVE CHANGE AGENT TO ADVANCE THE BEHAVIORAL HEALTH SYSTEM

SAFE, AFFORDABLE HOUSING

Housing is one of the most basic and powerful determinants of health. For most people, having secure, safe housing is essential to achieving and maintaining recovery from behavioral health conditions. MAMH led advocacy efforts to secure the following in the FY22 budget:

- **$2 million increase for the Department of Mental Health's Rental Subsidy Program (RSP),** providing a total of $12.5 million for this critical rental voucher program supporting recovery, health, and wellness; and
- **$1.5 million in new funding for Safe Haven programs** across the Commonwealth to house and support hard-to-engage individuals who are chronically homeless and live with disabling and often co-occurring mental health and substance use conditions.

MAMH helped, with advocacy partners, to secure millions of dollars in federal COVID-19 relief funding for people who are chronically homeless, including:

- **$150 million for permanent supportive housing** for people with behavioral health conditions or others at high risk; and
- **$4 million to provide housing and supportive services using a Housing First approach** that provides a place to live as quickly as possible.

To support this advocacy, MAMH:

- Partnered with key legislators from across the Commonwealth to host a legislative briefing on **Safe Havens as an effective model to address chronic homelessness** among people with behavioral health conditions; and
- Coordinated statewide and local efforts to **engage peer specialists** more effectively in helping people with behavioral health conditions find and keep housing.

Real life impact: Ashley (left), a peer specialist, was able to move into her own apartment with help from a DMH Rental Subsidy Program voucher. Find her story and others online on MAMH’s YouTube channel. Follow the QR code to learn more about important housing-related advocacy.

$3.5M
NEW FY22 FUNDING FOR HOUSING FOR PEOPLE WITH MENTAL HEALTH CONDITIONS, INCLUDING THOSE WITH CO-OCCURRING SUBSTANCE USE
GOAL 1
SьеrE AS AN EFFECTIVE CHANGE
AGENT TO ADVANCE THE
BEHAVIORAL HEALTH SYSTEM

CRIMINAL LEGAL SYSTEM REFORM

Over the past year, MAMH was actively engaged in drafting and supporting legislation to reform the state’s criminal legal system. In 2021, we helped lead efforts to secure:

- $5 million in federal COVID-19 relief funding to establish a Restoration Center in Middlesex County to divert people in behavioral health crisis from arrest and incarceration;
- Senate passage of legislation to allow prisoners on "mental health watch" to petition for a transfer to a state psychiatric hospital for treatment; and
- $24 million in FY22 state budget funding and federal COVID relief to support jail diversion, including pre-arrest diversion and co-response programs in which mental health professionals respond with police to crisis calls.

988 IMPLEMENTATION

By July 2022, a new, nationwide 3-digit code to access crisis services - 988 - will go live to support people experiencing a behavioral health crisis. If implemented effectively, and in conjunction with other community-based solutions and investments, 988 operators could dispatch support such as mobile crisis intervention teams of behavioral health professionals and peer supporters. These approaches minimize the need for police response and reduce risks associated with police interventions and potential arrests.

IMPLEMENTATION OF THE ROADMAP AND 988 OFFER AN OPPORTUNITY TO BUILD AND SUPPORT COMPREHENSIVE CRISIS SERVICES ACROSS THE LIFESPAN. LEARN MORE >

In 2021, MAMH:

- Promoted implementation of the EOHHS Roadmap for Behavioral Health Reform with its new "front door" to services through a behavioral health help line;
- Secured Senate passage of legislation to begin implementation of 988, including designating centers to provide crisis intervention, requiring care coordination 24/7 to support people calling for help, and establishing a public-private workgroup including families and people with lived experience to guide implementation;
- Successfully advocated for legislation that directs the state 911 department to integrate training on identifying and responding to callers experiencing behavioral health crises into the certification for 911 workers; and
- Created a centralized web presence for information and updates about 988 implementation in Massachusetts at MAMH.org.

"We know from experience that immediate access to help, hope and healing saves lives."

U.S. SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION
GOAL 1 (CONT.)

SERVE AS AN EFFECTIVE CHANGE AGENT TO ADVANCE THE BEHAVIORAL HEALTH SYSTEM

PARITY

Despite the passage of federal and state laws, insurance coverage for behavioral health conditions is not always as comprehensive as it is for physical health problems. Whether due to gaps in legislative mandates for parity or non-compliance with existing laws, too often individuals end up absorbing the cost of care that should be the responsibility of our health insurance system - or they lack access to care altogether.

In 2021, MAMH supported and testified in favor of key parity-related legislation that will:

- **Address outstanding gaps in the mental health parity mandate**;
- Create new systems to **ensure that insurance companies account** for their compliance with existing laws; and
- **Require disability insurance policies to provide equivalent coverage** for mental health-related disabilities at work.

The Mental Health ABC Act 2.0, which passed the Senate in November, 2021, incorporates **multiple provisions to implement and enforce parity laws**. MAMH helped lead advocacy for Senate support and will play a key role in advocating for mental health reform in the House.

OLDER ADULT BEHAVIORAL HEALTH

MAMH promotes positive behavioral health across the lifespan, focusing on person-centered care that supports community living. With support from a three-year grant from the Tufts Health Plan Foundation, MAMH hosts the Older Adult Behavioral Health Network (OABHN), a statewide advocacy coalition to promote workforce development, public education, and advocacy. During 2021, OABHN:

- Led successful efforts to secure $1.2 million for Elder Mental Health Outreach Teams, which support vulnerable older adults in their communities and reduce nursing home placements;
- Launched Breaking Down Silos, a new webinar series to provide cross-training and networking for staff in behavioral health and older adult service systems; and
- Established a Diversity, Equity, and Inclusion (DEI) standing committee to improve cultural competency and ensure equitable access to community services.
GOAL 1 (CONT.)

SERVE AS AN EFFECTIVE CHANGE AGENT TO ADVANCE THE BEHAVIORAL HEALTH SYSTEM

CHILD AND ADOLESCENT MENTAL HEALTH

While most children and adolescents have positive mental health, a significant number of youth experience mental health issues that interfere with their academic performance, social development, and health - a reality exacerbated by the COVID-19 pandemic.

To address this growing need, MAMH and our partners at the Children’s Mental Health Campaign (CMHC) advocated successfully to secure $10 million in state FY22 funding for Program of Assertive Community Treatment (PACT) for Youth, designed to provide comprehensive support for people under 22 with the most significant needs, including psychosis. We also helped to secure the following allocations from federal COVID-19 relief funding:

- $5 million for an online portal sharing real-time data on hospital bed availability to reduce waiting times for children and adolescents in crisis and “boarding” in Emergency Departments;
- $750,000 to support families of children with mental health needs; and
- $1.5 million to begin implementing pediatric behavioral urgent care.

With support from a $3 million grant from Mass General Brigham, MAMH is launching a separate initiative to pilot pediatric behavioral health urgent care in five sites across the Commonwealth.

MAMH continued its advocacy to empower youth to better understand, protect, and maintain their mental health. In 2021, we:

- Testified on behalf of the CMHC to support mental health education as a required part of wellness curricula in grades K-12;
- Curated free mental health resources for students in grades K-12 and secured state resources to host and maintain these resources on the MAMH website; and
- With the Massachusetts Health Council, sponsored our second annual youth mental health art contest with over 60 entries received in various categories, including drawings and paintings, video, songs, written work, and more.

"THE MERE ACT OF HOLDING THE DOOR FOR SOMEONE AT SCHOOL OR CHECKING IN ON A FRIEND CAN MAKE A WORLD OF DIFFERENCE, ESPECIALLY AS MANY STRUGGLES ARE HIDDEN BEHIND THE APPEARANCE OF EVERYDAY LIFE."

CARSON DOMEY, YOUTH ADVOCATE
Launched by MAMH during *May is Mental Health Month*, #JustAsk empowers young adults to take charge of their mental health. Research indicates that young adults (ages 18-24) have been disproportionately affected by the coronavirus pandemic.

The multimedia mental health awareness campaign offers free resources through Network of Care Massachusetts (NoC MA) and immediate help through Mass 211. The #JustAsk page at MAMH.org was accessed more than 2,500 times since its launch and the #JustAsk video campaign on YouTube had more than 190,000 views.

Many young people across Massachusetts are making a difference through advocacy and education in partnership with MAMH including:

- Angela Wallace, Bowdoin College ‘22, who has testified both in-person and virtually in support of **mental health education** being included in school curricula;
- Mateo McDermott (pictured above), Virginia Tech ‘23, who installed a public piano in downtown Newburyport to **raise awareness for mental health**;
- Sophia Morse, Milton Academy ‘23, who **organized a student walk for mental health**, raising more than $5,000 for MAMH and McLean Hospital;
- Carson Domey, St. John’s High School ‘22, who successfully **advocated for the Suicide Lifeline to be printed on the back of all student IDs**.

“All I can ask for is a world where we can openly have conversations about mental health without anyone feeling weak or afraid to share that they are struggling.”

ANGELA WALLACE, YOUTH ADVOCATE

Learn more about their important advocacy efforts on the MAMH blog.
MENTAL HEALTH AND WELL BEING DAY OF AWARENESS

On June 15, 2021, MAMH joined WCVB Channel 5 for a Mental Health and Well Being Day of Awareness to highlight pandemic-related mental health challenges facing Massachusetts residents, especially young adults.

This all-day coverage of mental health issues included:
- Interviews with experts in the field and those with lived experience;
- News stories on mental health issues; and
- Reporting on #JustAsk and other mental health resources available to residents of the Commonwealth, including Network of Care Massachusetts (NoC MA) and Mass 211.

MAMH is grateful to Board and Executive Committee member Joe Baerlein, who facilitated talks with WCVB and drove this public awareness partnership.

Many MAMH Board members and staff contributed to the success of the Day of Awareness by sharing their expertise, personal stories, and passion for mental health care.

- Joseph Feaster, Jr. offered a poignant memorial to his son, Joseph Feaster III, in a story about suicide prevention;
- Anne Whitman was featured in the same story, providing information about the range of options available to people looking for support, including non-clinical approaches like peer support and Alternatives to Suicide groups;
- Dr. Ken Duckworth was featured in a critical segment about the impact of COVID-19, reporting that rates of mental health problems essentially doubled during the pandemic and noting, “I think mental health went from becoming a ‘they’ thing to a ‘we’ thing;”
- Marcia Fowler was interviewed about the impact of the pandemic on young adults, noting the significant loss of opportunities to build peer relationships and encouraging families to “talk about mental health in the same sentence as physical health;” and
- MAMH’s Co-Director of Public Policy, Jessica Larochelle, was featured in a moving segment about the impact of the pandemic on mothers and strategies to promote resilience.
GOAL 2 (CONT.)

DISSEMINATE KNOWLEDGE AND EDUCATE POLICY MAKERS AND THE PUBLIC TO END DISCRIMINATION

DISPARATE IMPACT OF COVID-19

The mental health impact of COVID-19 is broad, and nearly everyone was affected in some way. We know that some communities - especially communities of color and people with disabilities - bore a disproportionate share of the social, economic, and health impact. In response, MAMH:

- Secured grant funding to engage diverse perspectives on older adult behavioral health advocacy and established an active Diversity, Equity, and Inclusion standing committee;
- Advocated successfully to revise COVID-19 crisis standards of care to protect people with disabilities from rationing of care and resources;
- Launched #JustAsk, with a focus on engaging and providing resources for young adults of color;
- Supported state government implementation of the Roadmap for Behavioral Health Reform - a new “front door” for services with 24/7 access and multilingual services available (including ASL) and a system of pediatric urgent care to reduce disparities related to transportation, time off from work, and childcare;
- Offered training for behavioral health providers in evidence-based practices, including trauma-informed care and interventions, that better meet the needs of Massachusetts’ diverse population;
- Secured legislative support and funding for an Office of Behavioral Health Promotion to coordinate state initiatives that promote mental, emotional, and behavioral health and wellness;
- Testified in favor of legislation that would require the Department of Early Education and Care to implement policies and procedures to curb preschool suspension and expulsion, which disproportionately impact children of color; and
- Engaged diverse stakeholders in building the Network of Care Massachusetts (NoC MA) Culturally Responsive Behavioral Health Resources Hub, relying on users to help identify programs for inclusion and promote the site.

In 2021, NoC MA received more than 120,000 unique visits and 200,000 page views from users seeking information and resources. Average daily page visits increased from 139 (January) to 495+ (December).
GOAL 3

INCREASE INCLUSION AND ENSURE ACCESS TO EFFECTIVE SERVICES

NETWORK OF CARE MASSACHUSETTS

Network of Care Massachusetts (NoC MA) celebrated its first anniversary in March 2021, marking significant progress toward its goal of making the site a comprehensive tool for users at any stage of seeking behavioral health services in the Commonwealth. In 2021, NoC MA:

- Launched a new Culturally Responsive Behavioral Health Hub to connect communities of color with agencies providing care that affirms their lived experience and speaks to their cultural, social, and linguistic needs;
- Updated current service listings, including listings for Older Adult Supports & Services, Self-Help & Peer Support, and inpatient-related services;
- Maintained the COVID-19 Resource Hub;
- Expanded the Insurance page to help people better navigate insurance options available in the state;
- Refreshed the Emergency page to lead with information on Psychiatric Emergency Services/Mobile Crisis Intervention programs, rather than 911, to divert people from police;
- Secured funding in the FY22 Massachusetts State Budget for NoC MA; and
- Partnered with the state to support implementation of the new Roadmap for Behavioral Health Reform (see Roadmap section on page 12).

MAMH ONLINE: COMMUNICATIONS GROWTH IN 2021

MAMH increased our social media presence and engagement with the addition of staff to help lead communications and advancement activities. In 2021, MAMH:

- Increased our Twitter followers by 70%, with more than 120,000 impressions;
- Increased our Facebook followers by 10%, with 78,000 impressions;
- Had more than 225,000 views on our YouTube page, due to our #JustAsk multimedia campaign;
- Implemented a new blog to share research, knowledge, and more at MAMH.org.

Follow MAMH on Twitter @MentalHealth_MA, and find us on Facebook and LinkedIn.
LOOKING AHEAD

ROADMAP FOR BEHAVIORAL HEALTH REFORM
The Baker Administration's Roadmap for Behavioral Health Reform takes an important first step in providing accessible, timely mental health services for children, adolescents, and families. It includes:

- A new "front door" to treatment;
- Newly designated Community Behavioral Health Centers (CBHCs) providing "open time" for urgent appointments, including evening and weekend hours;
- Community crisis stabilization programs for youth; and
- Expanded access to mobile crisis teams, with an increased investment to expand inpatient treatment capacity to reduce Emergency Department "boarding" by children and adolescents.

ARPA EMERGENCY RELIEF FUNDING
On December 13, 2021, Gov. Charlie Baker signed An Act relative to immediate COVID-19 recovery needs, which allocates nearly $4 billion in spending - $2.55 billion in American Rescue Plan Act (ARPA) funds and $1.45 billion in state FY21 surplus dollars. This legislation provides:

- $400 million to expand access to community-based primary care and support for mental health and substance use conditions;
- $150 million for permanent supportive housing to support people with behavioral health conditions who are chronically homeless;
- $300 million for Medicaid home and community-based services; and
- $200 million for local and regional public health systems.

The magnitude of these investments in behavioral health is truly historic, and we applaud the administration and the legislature for recognizing the behavioral health pandemic that has followed COVID-19.

MAMH ARPA FUNDING BRIEF
DECEMBER 2021
FY21 revenues exceeded the FY20 total by approximately $200,000. Contributions were lower by 47% due to Annual Friend & Leader Award Dinner revenues being spread over two years but state government contracts increased by 53%, offsetting this decline. There were modest increases in grant funding.
This is not an exhaustive list of all donors, many of whom designate money through Amazon Smile and other means. If your name is not shown on this list in error, please contact us.
MAMH TEAM

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Senior Consultant, Mental Health Disability Law
Since 1913, Massachusetts Association for Mental Health (MAMH) has worked to **improve understanding of mental health conditions** and **combat disparities in access to health services**.

Stay up-to-date with the work we do by following MAMH on social media or subscribing to our email newsletters. Follow the QR code to the left.

### VISION
MAMH envisions a day when all Massachusetts residents have access to the social and economic opportunities that protect overall health and promote resilience.

### MISSION
Advance mental health and well-being by promoting prevention, early intervention, effective treatment and research to address social, emotional, and mental health challenges. Eliminate stigma and discrimination and ensure full social, economic, and political inclusion in all aspects of community life.

### VALUES
All people with mental health challenges should be treated with dignity and respect, and have access to services and supports they need.