



BACKGROUND:

- In accordance with Section 630.030 RSMo., the Missouri Department of Mental Health has three statutory requirements:
 - Reduce the incidence and prevalence of mental disorders, developmental disabilities and alcohol or drug abuse through primary, secondary, and tertiary prevention.
 - Maintain and enhance intellectual, interpersonal, and functional skills of individuals affected by mental disorders, developmental disabilities, or alcohol or drug abuse by operating, funding and licensing modern treatment, habilitation programs provided in the least restrictive environment possible.
 - **Improve public understanding of and attitudes toward mental disorders, developmental disabilities and alcohol and drug abuse.**
- Historically, treatment services and prevention efforts were the primary focus of both funding and staff efforts
- To address the Department of Mental Health’s statutory requirement to improve public understanding of mental health conditions and address stigma, the Missouri Mental Health Foundation was established in 2008.
- The Foundation is a 501(c)(3) public charity.
- While MMHF works closely with the Missouri Department of Mental Health on many projects, events and activities, the Foundation is operated separately, governed by a Board of Directors, and managed by an Executive Director.

MISSION:

To raise awareness and public understanding of issues impacting individuals and families living with mental illness, developmental disabilities and addiction disorders. Our efforts battle stigma and discrimination, promote care and treatment, and foster inclusion in the community and workforce.

RESPONSIBILITY:

Make a difference in “*Changing Attitudes and Building Hope*” for Missouri’s most vulnerable citizens.

- Provide broad-based public education, awareness and stigma reduction services. Such services may include:
 - Providing mental health educational resources to and answering questions from the general public, as well as providing assistance and guidance with the DMH provider network when seeking services
 - Marketing to the general public
 - Positive media communications
 - Coordinating/hosting mental health trainings, conferences and awareness/educational activities
 - Providing technical assistance and administrative management on several projects and activities

CONTRACT ARRANGEMENT:

- **Statutory Language Change** – Statutory language was changed to allow the Department to directly contract with the Missouri Mental Health Foundation in the delivery of services:
 - 630.060. 1. The department shall seek and encourage cooperation and active participation of communities, counties, organizations, agencies, private and not-for-profit corporations and individuals in the effort to establish and maintain quality programs and services for persons affected by mental disorders, developmental disabilities or alcohol or drug abuse. The department shall develop programs of public information and education for this purpose.
 - 2. The department shall cooperate with and may directly contract with all state agencies, local units of government, and any of the governor's advisory councils or commissions, or their successor agencies, **and with the Missouri Mental Health Foundation**, or its successor entity, in delivery of programs designed to improve public understanding of attitudes toward mental disorders, developmental disabilities, and alcohol and drug abuse pursuant to subdivision (3) of subsection 1 of section 630.020. For purposes of this section, the contracting process of the department with these entities need not be governed by the provisions of chapter 34.

- Annually, the Department of Mental Health contracts with the Missouri Mental Health Foundation to provide broad-based public education, awareness and stigma reduction services, consistent with the Department's vision, mission, strategic and operational plans. Such services may include, but are not limited to:
 - Public education
 - Logistical support and program administration
 - Event planning and coordination
 - Media communication
 - Training activities
 - Technical assistance and support

- Base contract amount – \$449,000

- Contract Amendments – If contract authority is not available for one-time or larger projects not included in the base contract budget, the Foundation will work with the Department in developing a contract amendment. For example, in 2015, a contract amendment of approximately \$200,000 was created for the Missouri Eating Disorder's Awareness Campaign, to bring awareness and remove the stigma and myths around eating disorders. The Foundation provided administrative management, technical assistance and support for this campaign.

- Contract Billings:
 - Monthly Billing – General Operations
 - Invoice – the Foundation will invoice the Department upon completion of a task or activity, including a 15% project management fee

ANNUAL REPORTS:

For an overview of key events and activities conducted by the Missouri Mental Health Foundation Annual Reports are available.

(NOTE: Media educational campaign to raise awareness and public understanding of mental illness, substance use disorders and autism spectrum disorders, airing in central Missouri for 1.5 years, can be found on the MMHF home page. Scroll down towards the bottom of the Home Page to view the TV ads -- <http://www.missourimhf.org/>)

DMH Prevention Activities for Youth

Substance Use Prevention and Mental Health Promotion

- Signs of Suicide (SOS) training in schools
- Youth Mental Health First Aid (MHFA)
- Crisis Intervention Team (CIT) training – new partnership with Children’s Division
- FDA Tobacco Control – helping retailers not sell tobacco to youth.
- End RX Misuse Campaign - Prescription drug misuse media campaign
- SPIRIT – School-based Prevention Intervention and Resources Initiative
 - Community Partnership of the Ozarks – Carthage Schools
 - Family Counseling Center, Inc. – New Madrid and Charleston Schools
 - NCADA – Ritenour School
 - Preferred Family Healthcare – Knox and Scotland County Schools
- Partnerships For Success Grant in Southeast Missouri using a positive youth development framework
 - Media campaign – Be Under Your Own Influence
 - 40 Developmental Assets
- RSC activities for children: directly and indirectly
 - Bullying prevention
 - 40 Developmental Assets
 - Resiliency skills training
 - Environmental - Availability of alcohol and drugs, perceptions of harm, use
 - Parent trainings
 - Youth Leadership conferences and Teen Institutes
 - Presentations in schools and communities
 - Drug free alternative activities
- Boys and Girls Club
 - Focus exclusively on increasing the life prospects of children and youth ages 5-18 years old from disadvantaged circumstances.
 - SMART Moves –helps young people learn to resist alcohol, tobacco and other drugs and avoid premature sexual activity.
 - MethSMART – helps youth understand how to achieve life goals without succumbing to the threat of drugs, particularly methamphetamine.
- Mentoring through Big Brothers/Big Sisters of Eastern Missouri, and Prevention Consultants in Southeast Missouri.
- Lincoln University’s Youth Development/Kid’s Beat program –
 - Serves high-risk youth aged 4-18 in the Bootheel
 - The targeted activities are designed to promote leadership development, conflict resolution, increase self-esteem and interpersonal relationships, and prevent substance use.
- Missouri Student Survey

- Burrell – School-based prevention
 - The evidence-based curricula Too Good for Drugs and Too Good for Violence are implemented at both Branson (6 schools) and Springfield (8 schools) sites.
 - ACT MO SPEAK Hard -
 - One-day youth conference combined with legislator visits
 - The LEAD Institute –
 - A statewide Teen Institute (TI) for the deaf and hard of hearing ages 12-19
 - St. Louis ARC – Fetal Alcohol Syndrome prevention campaign in St. Louis
-

Current Media Prevention Campaigns

End RX Misuse Campaign: \$300,000 for FY16

Block Grant funds (Prevention Set-Aside) – Funds must be used for substance use prevention.

Be Under Your Own Influence Campaign: Approximately \$600,000 a year for 5 years.

PFS 5-year Grant – Our application that was awarded included budget/activities for this particular campaign. We are in the first year of the grant.