



**MENTAL HEALTH** Association of east tennessee

# MENTAL HEALTH unmasked

2020  
REVENUE  
REPORT



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## Message from Ben Harrington, CEO

The Board of Directors, staff & I are proud to share this annual report celebrating our accomplishments AND resilience in 2020! This pandemic year was one where the MHA had to adapt to serve Tennesseans in new ways and embrace technology more. Throughout the year we remained focused on the ever evolving behavioral health needs of our community - especially the access challenges and the long term mental health consequences caused by Covid-19

& racial trauma that continues to plague our community.

As I reflect on 2020 I am reminded the Mental Health Bell, “rings out hope for improving mental health and achieving victory!”

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# BOARD MEMBERS

**BRAD ANDERS**

**SCOTT E ANDERSON**

**MARY BETH BLEVINS**

**DREMA BOWERS**

**SCOTT BRANHAM**

TREASURER

**LINDSEY CODY**

**DAVID CUNNINGHAM**

**NATHANIEL EVANS**

**MARK FIELD**

**DAWN FORTICH**

**LEWIS FRAZER III**

**LINDA GLASGOW**

**MARIANA LORENZ**

**ROGER NOOE**

**DAPHNE ODOM**

**CECILIA PETERSEN**

**HOPE RENEAU**

**SANDRA ROWCLIFFE**

**EMILY SCHEUNEMAN**

PRESIDENT ELECT I

**ERIC SCHWARZENTRAUB**

**TIM TATUM**

**KATIE VALENTINO**

**HARRY WADE**

**MICHAEL WALTKE**

**TAMMY WHITE**

**MICHAEL YATES**

PRESIDENT

**LADONNA BOOKER**

**JULIA PEARCE**

**LUIS RAMOS**

**MICKY ROBERTS**

**VIVIAN UNDERWOOD SHIPE**

## WELCOMING NEW MEMBERS





# SERVICES

- B4Stage4
- Mental Health 101
- Psychiatric Symposium
- Mental Health Screenings
- Peer Recovery Call Center
- Worksite Classes & Seminars

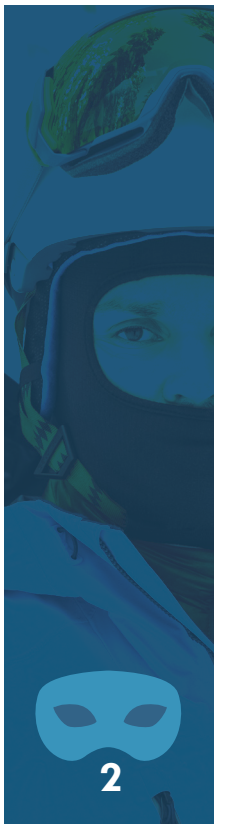
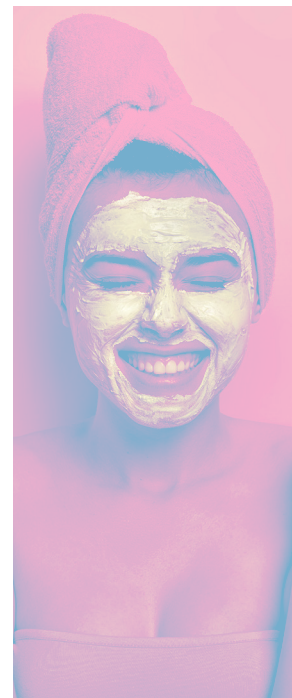
# GOALS

To promote mental health awareness, wellness, and recovery in our community.

To provide essential mental health education in middle & high schools.

To provide client services & peer support which promote resiliency & recovery.

To advocate for & build a behavioral health system which is responsive to the needs of its citizens & community.





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# PEER RECOVERY CALL CENTER

**67%** OF CALLERS  
MADE  
POSITIVE STEPS TOWARD  
RECOVERY

**CALLS MADE:**

**5167**

**EMAILS SENT:**

**2106**

**NEW CALLERS:**

**221**

**63%**  
OF CALLERS REQUESTED  
FOLLOWUPS

**90.24%**

RATE EXPERIENCE AS EXCELLENT

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TOP 3 CALLER CONCERNS ARE:  
COVID-19 PANDEMIC, MENTAL HEALTH  
TREATMENT, & AVAILABILITY OF RESOURCES





# WHY IT MATTERS

#OF SCREENINGS:  
10,712

"I love what you are teaching me. You have taught me a lot. Thank you for everything I am so glad we met, and I wish I could share everything with you. I trust you. I will miss you and hope you have a good day and sleep well. Thank you again, thank you for everything."

"I love what you are teaching me. You have taught me a lot. Thank you for everything."



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#OF SCREENINGS:  
10,712

Top screenings =  
**DEPRESSION & ANXIETY**

# BEHIND THE MASK

## SCREENINGS & FACTS



### Top screenings = DEPRESSION & ANXIETY

More people are reporting frequent thoughts of suicide and self-harm than have ever been recorded in the MHA Screening program since its launch in 2014.

#OF SCREENINGS:  
10,712

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9.7% of youth in the U.S. have severe major depression, compared to 9.2% in last year's dataset.

315,220 people took the anxiety screen in 2020, a 93% increase over the 2019 total number of anxiety screens.

40% of U.S. adults reported struggling with mental health or substance use.

stats from: [mhanational.org](https://mhanational.org)



# MENTAL HEALTH 101



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**14,904**  
**TOTAL STUDENTS**

**430**  
**TEACHING DAYS SCHEDULED**

**121**  
**SCHOOLS SCHEDULED**

## Student improvement following MENTAL HEALTH101

Can correctly identify healthy ways to manage emotions **PRE: 57% POST: 67%**

Correct identification of symptom duration before seeking help **PRE: 48% POST: 65%**

Can correctly identify appropriate action steps for a friend's self-harm **PRE: 42% POST: 49%**

Correct identification of first step of suicide intervention **PRE: 2% POST: 13%**



# EDUCATION

at a distance



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## FROM STUDENT @ ROCKWOOD MIDDLE,

"I love what you are teaching me. You have taught me a lot. Thank you for everything I am so glad we met, and I wish I could share everything with you. I trust you. I will miss you and hope you have a good day and sleep well. Thank you again, thank you for everything."

## 2 WEBINARS INCLUDING LIVE & PRE-RECORDED

### STUDENT MENTAL HEALTH WEBINAR FEEDBACK:

"Wonderful format with the panelists!"

- "Great job today! I took lots of notes this morning. Anyone who serves children and/or adolescents in any capacity needs to hear this information!"

"Good use of time and resources - wonderful webinar!"

### TEACHER MENTAL HEALTH WEBINAR FEEDBACK:

"This is one of the best webinars I have viewed..."

"This was wonderful. I can't wait to share..."

"Looking forward to the resources that will be sent. Thanks so much."

# 62

TEACHING DAYS HAVE BEEN  
RESCHEDULED DUE TO SCHOOL CHANGES  
OR EDUCATOR ILLNESS/QUARANTINE

# SOCIAL MEDIA



4338

FACEBOOK PAGES LIKES  
1,378,934 POST REACH



467

FACEBOOK POSTS  
119,007 ENGAGEMENTS



INSTAGRAM

690  
FOLLOWERS

255  
POSTS

1,633  
LIKES

45  
COMMENTS



YOUTUBE

1590  
VIDEO VIEWS

16  
SUBSCRIBERS

11  
VIDEOS POSTED



# OUR FAVORITE POSTS: UNMASKED



helping  
**SUICIDAL**  
friends

ASK  
Keep them safe  
**BE THERE**  
Help them connect  
**FOLLOW UP**



1.6K LIKES 575 SHARES

1.4K LIKES 888 SHARES

835 LIKES 301 SHARES

**DEPRESSION**

**signs & symptoms**

- Persistent sad, anxious or "empty" mood
- Sleeping too much or too little, middle of the night or early morning waking
- Reduced appetite and weight loss, or increased appetite and weight gain
- Loss of pleasure and interest in activities once enjoyed
- Irritability
- Difficulty concentrating, remembering decisions
- Loss of energy
- Feelings of helplessness, hopelessness or worthlessness
- Thoughts of suicide or death

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**HELPING the HEALING**

**Dos:**

- Be genuine in your concern
- Be persistent
- Let them know they are safe when speaking to you
- Create healthy boundaries for both parties
- Ask what they need - and respect the answer

**Don'ts:**

- Push your assumptions onto others
- Shame or Punish behaviors you don't understand
- Brush it off as being dramatic or for attention
- Label their feelings as irrational or not real

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FOLLOW US ON:



643 LIKES 260 SHARES

**IT'S OK TO SAY NO**

**HELPFUL PHRASES FOR SAYING NO**

- "I can't give you an answer right now, will you check back with me?"
- "I want to, but I'm unable to."
- "I'm not able to commit to that right now."
- "I really appreciate you asking me, but I can't do it."
- "I'm going to say no for now. I'll let you know if something changes."
- "No, I can't do that, but here's what I can do..."
- "I just don't have that to give right now."

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446 LIKES 529 SHARES

**WHO TO CALL**

National Suicide Prevention Lifeline | 800-273-8255

The Trevor Project: for LGBT Youth | 866-488-7386

MHAET Recovery Call Center | 865-584-9125

**WHO TO TEXT**

Crisis Text Line | Text HOME to 741741

The Veterans Crisis Line | Text 838255

**ONLINE SUPPORT**

IMAlive  
BetterHelp  
7 Cups of Tea  
Mhaet.com  
ThriveApp  
Society for the Prevention of Teen Suicide

**SUICIDE Prevention**

**RESOURCES & TIPS**

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436 LIKES 152 SHARES

**ANXIETY Fast facts**

Anxiety disorders develop from a complex set of risk factors, including genetics, brain chemistry, personality, and life events.

Anxiety disorders are highly treatable, yet only 36.9% of those suffering receive treatment.

Anxiety disorders often co-occur with other disorders such as depression, eating disorders, and attention-deficit/hyperactivity disorder (ADHD).

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248 LIKES 48 SHARES

**SUPPORT BIPOC & LGBT**  
mental health

**ONLY 1 IN 3**  
*African American*  
**ADULTS WHO NEED**  
*mental health care*  
**RECEIVE IT.**

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# VIRTUAL SYMPOSIUM

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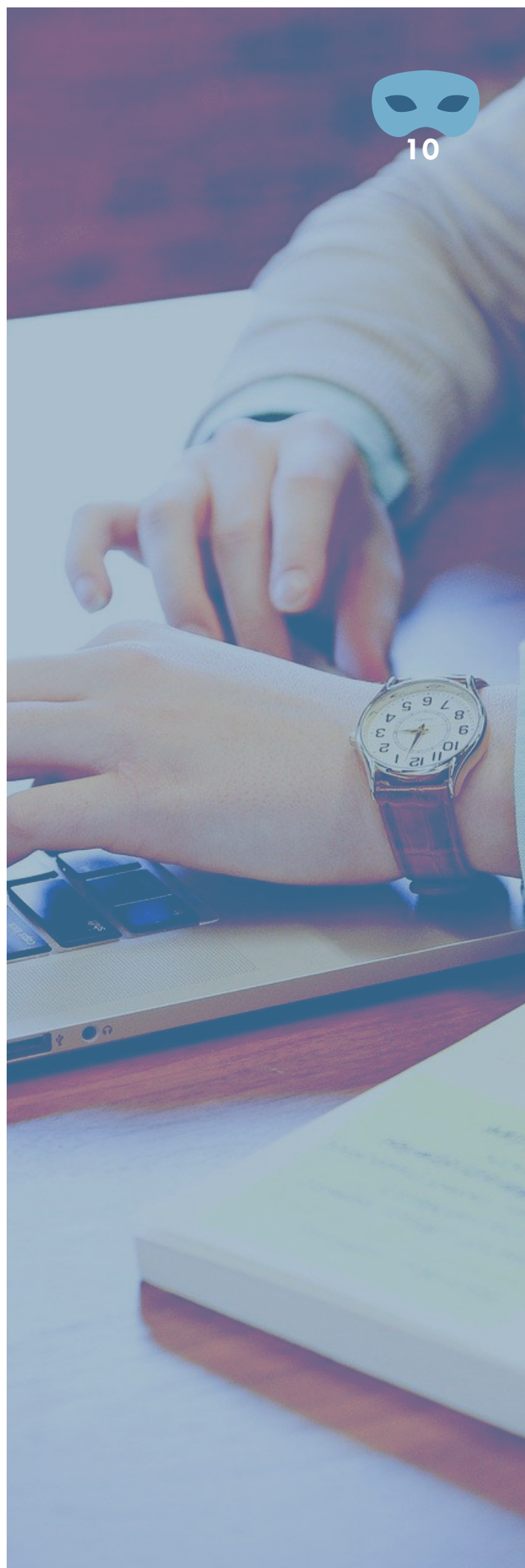
306 TOTAL REGISTRANTS

22.5 CE CREDIT HOURS

186 WEDNESDAY ATTENDEES

185 THURSDAY ATTENDEES

196 FRIDAY ATTENDEES





# THANKS FOR MASKING



SPONSOR THANK YOU'S

## BELL SOCIETY

TENNESSEE DEPARTMENT OF MENTAL HEALTH & SUBSTANCE ABUSE SERVICES

TENNESSEE DEPARTMENT OF HUMAN SERVICES

UNITED WAY OF GREATER KNOXVILLE

MENTAL HEALTH AMERICA

JOHNSON & JOHNSON

EAST TENNESSEE FOUNDATION NEIGHBOR TO NEIGHBOR FUND

ROBERT LEE WEISS FOUNDATION

EAST TENNESSEE FOUNDATION – MOUNT REST FUND

NATIONAL LIFE GROUP

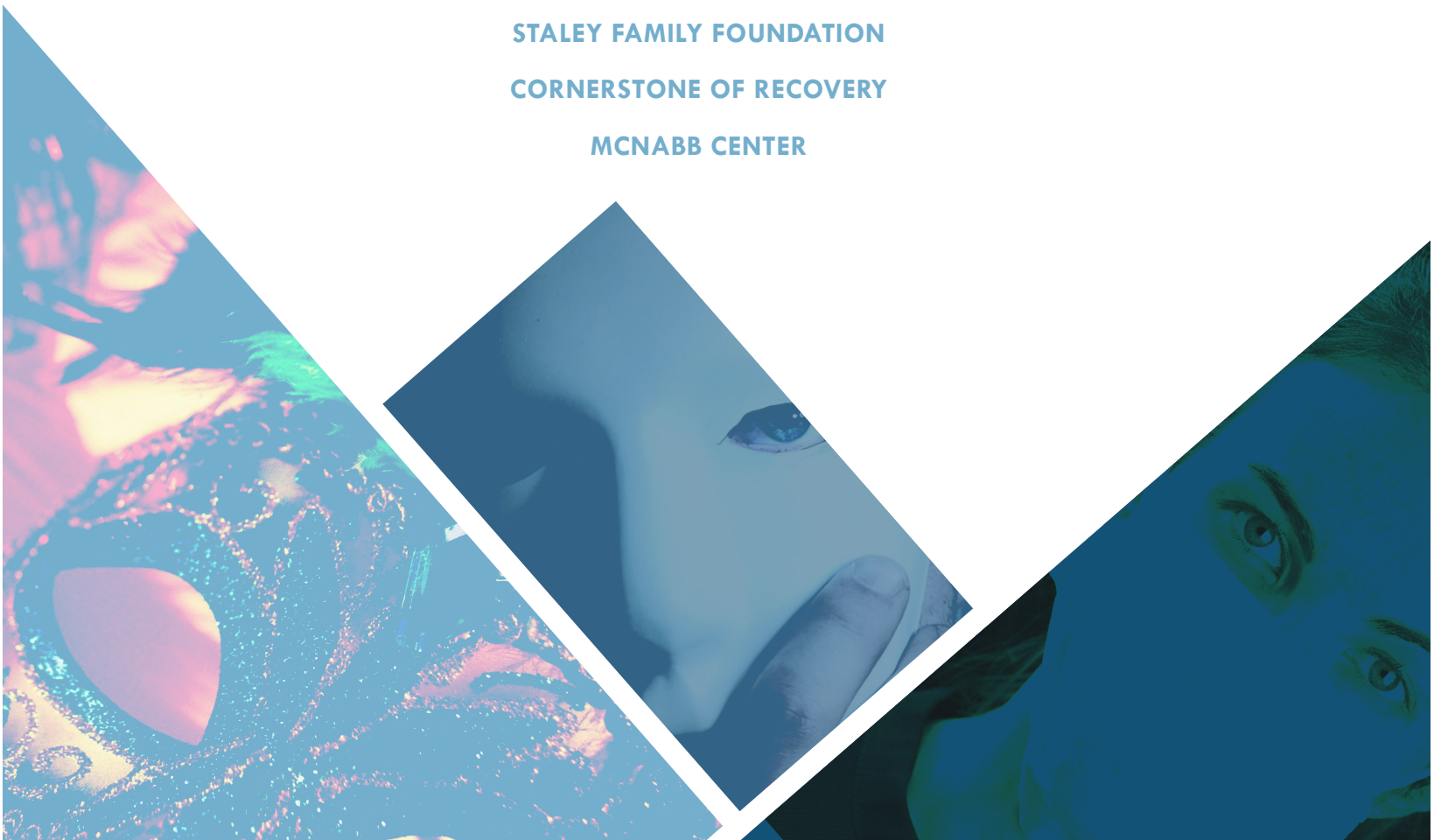
RYAN OYER / PLAY IT FORWARD

FIRST HORIZON FOUNDATION

STALEY FAMILY FOUNDATION

CORNERSTONE OF RECOVERY

MCNABB CENTER







[www.mhaet.com](http://www.mhaet.com)

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This agency is funded under a grant contract with the State of Tennessee Department of Mental Health and Substance Abuse Services. MHAET offers all services to eligible persons regardless of race, color, national origin, or disability.