



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 and 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 and racial trauma that continues to plague our community.

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

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1

BOARD MEMBERS

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SCOTT E ANDERSON

MARY BETH BLEVINS

DREMA BOWERS

SCOTT BRANHAM

TREASURER

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NATHANIEL EVANS

MARK FIELD

DAWN FORTICH

LEWIS FRAZER III

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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

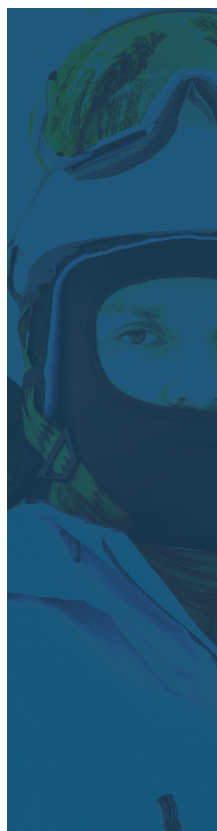
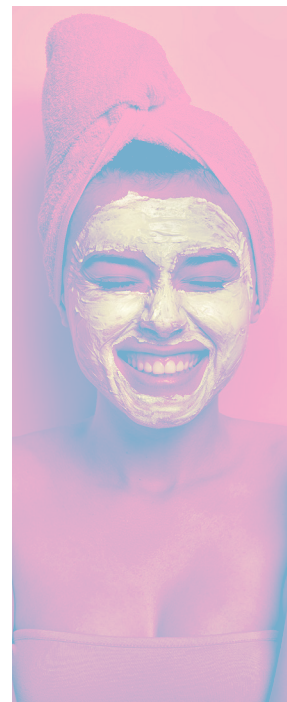
GOALS

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

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

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

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



BEHIND THE MASK: 3

SCREENINGS

**Top screenings =
DEPRESSION & ANXIETY
#OF SCREENINGS:**

10,712

**WHY DO PEOPLE
SCREEN?**

52% of individuals who
screened stated
they were affected by
isolation and loneliness.

47% of screeners,
reported they were
affected by past trauma when
they took a screening.

38% of our screeners
reported when they
screened they were
affected by relationship issues.





PEER RECOVERY CALL CENTER

67% OF CALLERS
MADE
POSITIVE STEPS TOWARD
RECOVERY

CALLS MADE:
5167

TEXTS SENT:
3557

EMAILS SENT:
1342

NEW CALLERS:
221

63%
OF CALLERS REQUESTED
FOLLOW-UPS

90.24%
RATE EXPERIENCE AS EXCELLENT

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



WHY IT MATTERS

QUOTES FROM OUR CLIENTS

"I liked that Toby was **CONSISTENT** and called me, so I had someone to talk to. Even during COVID she was very helpful with helping keep my spirits up and realize that I have to push thru and **SET SMALL GOALS** because I am becoming stressed out. I even passed the hotline number along to a friend that was asking me about how I was dealing with depression."

Tina has talked me down from many a **LEDGE**. I would've given up a long time ago and wouldn't get to experience the love I do now if it weren't for her. She literally **SAVED MY LIFE** more than once. She's an angel amongst us.

"**JANICE AND THIS PROGRAM HAVE REALLY HELPED ME ESPECIALLY WHEN I NEEDED IT MOST.**"

"Tina is a source of **SUPPORT** and timely advice. She has wisdom to **GUIDE** me as needed."

CORONAVIRUS:⁶

& OUR MENTAL HEALTH

1 IN 5

DOUBLED
to become

2 IN 5

CORONAVIRUS: 7 & OUR MENTAL HEALTH

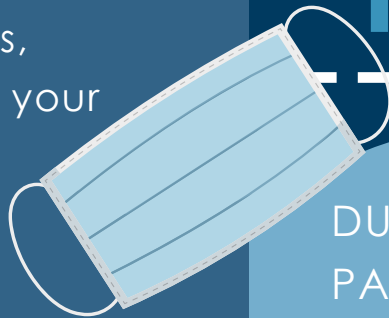
1 in every 5

people you know needed mental health care before the pandemic - your moms, dads, brothers, sisters, aunts, uncles, your children, friends, co-workers (NIMH).

Fear of the unknown, constant worry, anxiety and depression of extended isolation, loss of loved ones or jobs, remote working and virtual schooling all worked in concert to double the prevalence during the past year (CDC).

ONE THIRD OF COVID-19 SURVIVORS DEVELOPED A PSYCHIATRIC CONDITION

DID YOU KNOW?



DURING THE PANDEMIC MENTAL ILLNESS PREVALENCE SWELLED TO 41% OF ADULTS



2,133,820

Tennessee Adults needed mental health care during the pandemic – enough to
FILL A FOOTBALL STADIUM

21 TIMES

MENTAL HEALTH 101



2020 was a time of so many unknowns. Not only unknowns for the Mental Health 101 team, but also for the schools, teachers, and students that we work with across East Tennessee. With this uncertainty, our community struggled to find its foothold, and we knew that the need for mental health education was more important now than ever. We spent the summer revamping the curriculum to meet the shifting mental needs of students to better equip them to overcome the struggles that 2020 brought.

Despite the hardship, 2020 also brought successes and massive opportunities for growth. In January we had the opportunity to hire for two new positions and added our Southeast and Northeast Coordinators to the team. Because of their hard work, Mental Health 101 was able to reach even more students than expected. I am so proud of the work that our entire time has done to bring hope to the students in East Tennessee that need it most.

-CAITLIN ENSLEY,
Senior Director of Education & Outreach

14,904
TOTAL
STUDENTS

430
TEACHING DAYS
SCHEDULED

121
SCHOOLS
SCHEDULED

STUDENTS AFTER MENTAL HEALTH 101

67% Can correctly identify healthy ways to manage emotions

65% Can correctly identify symptom duration before seeking help

49% Can correctly identify appropriate action steps for a friend's self-harm

DISTANCE

education



9

FROM A 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."

41 TRAININGS OR PRESENTATIONS
IN COLLABORATION WITH OTHERS

2 LIVE WEBINARS

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."

36 TOTAL MH101 TEACHING DAYS
WERE TAUGHT VIRTUALLY

SOCIAL MEDIA



1,378,974
FACEBOOK POST REACH
4,338 POST LIKES



119,007
POST ENGAGEMENTS
467 TOTAL FACEBOOK POSTS



INSTAGRAM

1,633
LIKES

690
FOLLOWERS

255
POSTS

45
COMMENTS



YOUTUBE

16
SUBSCRIBERS
1,590
VIDEO VIEWS
11
VIDEOS POSTED



11

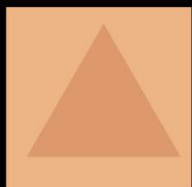
OUR FAVORITE POSTS: UNMASKED



COVID-19 has completely changed the way we engage with our environment. Luckily, our largest connection tool finds itself thriving.

Through social media we have been able to reach and advocate for more people than we ever thought possible. We are thankful that throughout COVID-19 we were able to continue being a resource for the public.

8.1K ENGAGEMENTS 113K REACH



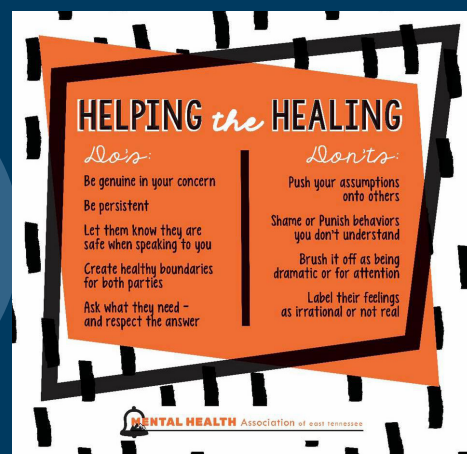
DEPRESSION
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DEPRESSION

- > 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
- > Restlessness, irritability
- > Difficulty concentrating, remembering or making decisions
- > Fatigue or loss of energy
- > Feeling guilty, hopeless or worthless
- > Thoughts of suicide or death

signs
& symptoms



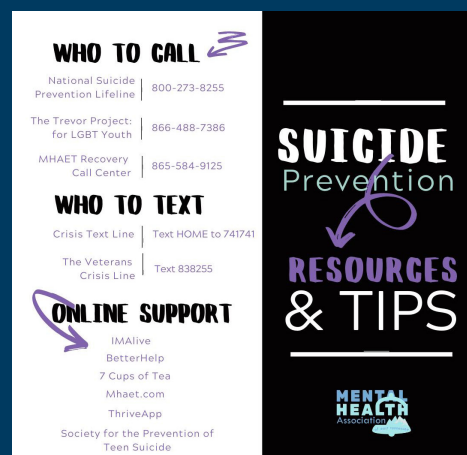
2.4K ENGAGEMENTS 40.3K REACH



2.1K ENGAGEMENTS 26K REACH



1.4K ENGAGEMENTS 22K REACH



FOLLOW US ON:



VIRTUAL SYMPOSIUM

Due to COVID-19, we moved the Symposium to a virtual platform to keep attendees, faculty and staff safe while still providing essential continuing education and training.

306 TOTAL REGISTRANTS

22.5 CE CREDIT HOURS

23rd Fall PSYCHIATRIC SYMPOSIUM

Psychopharmacology
Update & Addiction
Institute



SPEAKER HIGHLIGHTS



Jami Woods, MD
University of California
Riverside School
of Medicine



Rakesh Jain, MD
Texas Tech University
School of Medicine



Vladimir Maletic, MD
University of South
Carolina School
of Medicine



**Stephanie Vanterpool,
MD, MBA, FASA**
President of the TN Pain
Society

PRAISE FROM ATTENDEES

"These sessions really 'prescribe hope' for practitioners so we can go back and help our patients."

"MHA IS A ROCK STAR."

**"Today's speakers
were fabulous and
did not disappoint!"**

THANKS TO ALL OUR Funding Partners



BELL SOCIETY

TENNESSEE DEPARTMENT OF MENTAL HEALTH & SUBSTANCE ABUSE SERVICES

TENNESSEE DEPARTMENT OF HUMAN SERVICES

UNITED WAY OF GREATER KNOXVILLE

UNITED HEALTH COMMUNITY PLAN

MENTAL HEALTH AMERICA

JOHNSON & JOHNSON

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NATIONAL LIFE GROUP

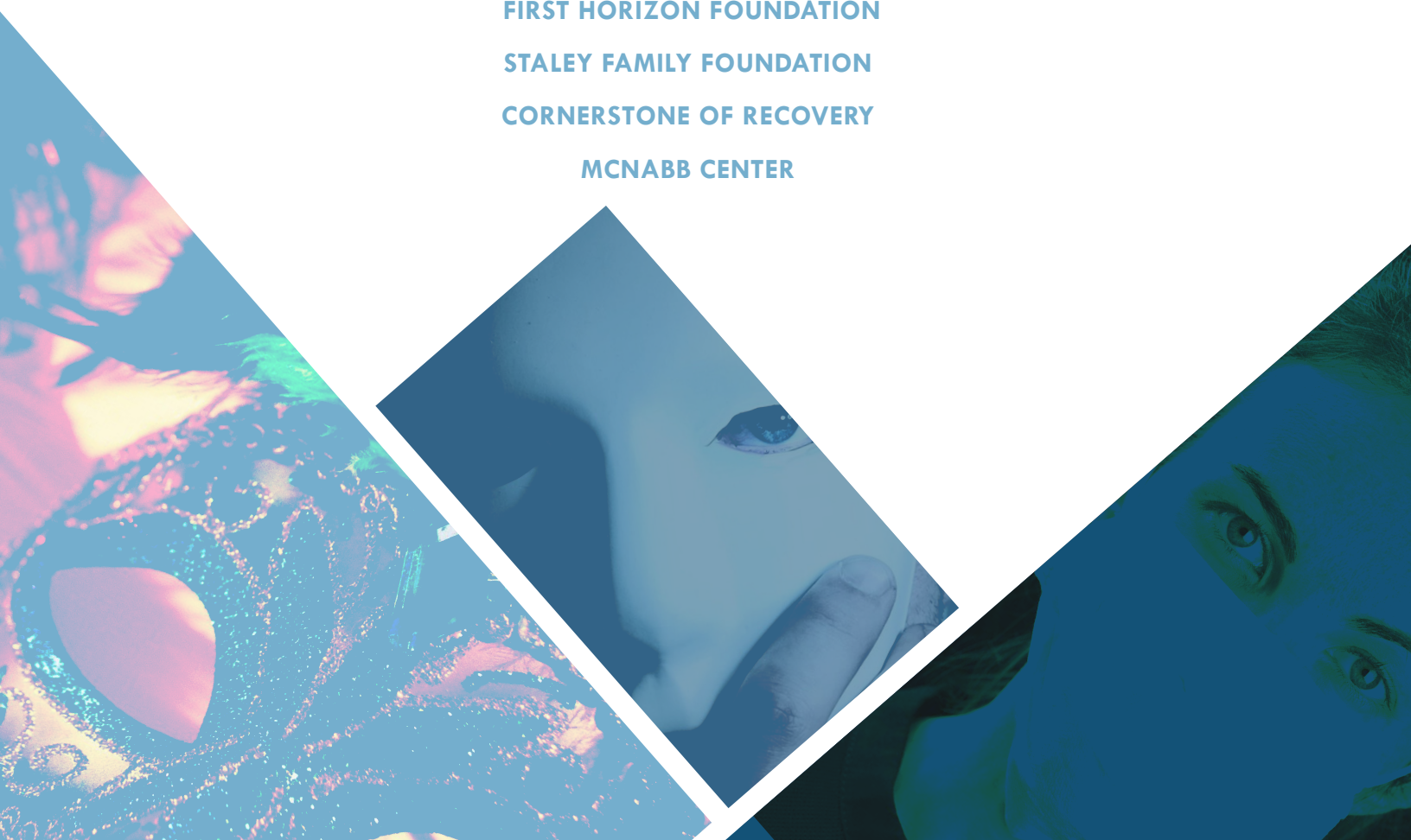
RYAN OYER / PLAY IT FORWARD

FIRST HORIZON FOUNDATION

STALEY FAMILY FOUNDATION

CORNERSTONE OF RECOVERY

MCNABB CENTER



MENTAL HEALTH Association

of east tennessee



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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.