



Mental Health America
of Northern Kentucky
& Southwest Ohio

Choose wellness. Choose you.

FY24 ANNUAL REPORT

July 2023 through June 2024

www.mhankyswoh.org

Bell Seal Awarded!

MHA of NKY & SWOH joins just 1 in 4 employers nationwide that meet standards for certification

Mental Health America of Northern Kentucky and Southwest Ohio was awarded a 2024 Gold Bell Seal for Workplace Mental Health by Mental Health America (MHA) in May 2024.

The Bell Seal is a first-of-its-kind workplace mental health certification recognizing employers striving to create mentally healthy workplaces for their employees.

The Bell Seal recognizes employer advances in workplace mental health by awarding Bronze, Silver, Gold, and Platinum recognition levels.

Only 1 in 4 employers meet the standards for Bell Seal certification.

MHA of Northern Kentucky and Southwest Ohio, an affiliate of MHA National, underwent a comprehensive 58-criteria evaluation of its policies and practices in four areas: workplace culture, benefits, compliance, and wellness programs.

Gaining status as a Bell Seal-certified organization demonstrates Mental Health America of Northern Kentucky and Southwest Ohio's ongoing commitment to employee mental health and well-being.



“

Associate Director Amanda Shaw said, *“This award is a tremendous honor, and it wouldn't be possible without the dedication of our leadership team and the commitment of every employee to build a supportive and healthy workplace. We're proud to be recognized as a leader in prioritizing mental health, and we're committed to continuously improving our efforts to support our team's well-being.”*

A Message from Director Liz Atwell

Resilience Through Change and Innovation

As a community, we are influenced by trends, challenges, and an ever changing environment. Our organization has strived to provide in-person, remote, and hybrid work environments, with emphasis on diverse leadership and inclusive spaces. Prioritizing our own mental well-being has been essential, as we advocate for openness about mental health.



Rapid advancements in AI have required us to be tech-savvy and adaptable. Environmental concerns have impacted our decision-making, as we are expected to integrate sustainability into our strategies. In this fast-paced work, nurturing organizational resilience and encouraging adaptability and innovation have been vital. Buzz words like transparency and accountability are everyday considerations for us. Our Leadership Team pushes for the best in everything, ensuring we are good stewards of the funds we receive and we model the organization's core values.

In this presidential election year, the questions of “who will lead us” and “how will they lead us” are prominent. Campaign information is everywhere making it nearly impossible to escape these questions and experience the thoughts that accompany them.

Just as our Leadership Team will be resilient, adaptable, and innovative, it is my hope that our country's leadership will too. Resilience and hope are interconnected and desperately needed.

We are a nonprofit providing support, resources, education, and advocacy to individuals, families, professionals, and communities.

We work to promote mental health and prevent mental illness while decreasing stigma.

Values

Reliable

Person-Centered

Collaborative

Ethical

MHANKYSWOH fulfills its mission to promote mental health and prevent mental illness through education, research, services, and advocacy.



Every day we work to protect the rights and dignity of individuals with lived experience to be sure that peers and their voices are included in all areas of our agency.



We accept all members of the community. We commit to include all. We treat each other with compassion, respect, and understanding.



We respect diversity, which we define as culture, gender, social status, and the values of the community.

Peer Support

Our Certified Peer Support Specialists are trained to use lived experiences in a professional manner to help other people recover.

Peer Support Specialists give encouragement, hope, guidance, and understanding through the recovery process.



- The PIER - Northern Kentucky
- Southwest Ohio Peer Support

From July 1, 2023 to June 30, 2024 we served

5,920

people throughout Northern Kentucky and Southwest Ohio

Success Stories

Darren

Darren started from the bottom and was in a dark place. "I didn't think I could get out from the darkness until I came to the PIER. Slowly but surely I emerged into the light. I'm still working on myself and doing a lot better. I want to do what I can to help others from their own darkness." Darren moved out of the shelter and into his own apartment. He has reached self-sufficiency and continues to thrive in life.



Success Stories

Chris

A year ago, Chris came into the PIER to continue working on his recovery. Practicing basic principles, and relentlessly working on himself. He has gone from homelessness, incarceration and various other legal obstacles to someone that is a beacon of hope. Chris continues to be an example of what acceptance, faith and hard work can produce. Today, Chris works at a treatment facility and works tirelessly to help the community and giveback.



60+ Total Events
1800+ Individuals

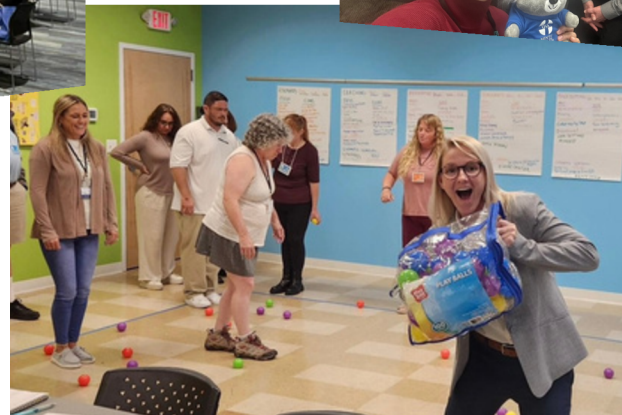
Prevention & Education

We aim to decrease stigma and help build resilience by helping people gain new insights about mental health, substance use disorders, recovery, and overall wellness.

The Education Department trained more than

9,000

individuals during Fiscal Year 2024.



During fiscal year 2024 the Prevention and Education Department completed **81** outreach activities, reaching **9,266** individuals.

Peer2Peer Program

408

People Trained

8 Kentucky Certified Peer Support Specialist Classes

9 Wellness Recovery Action Plan Courses

Wellness Coaching

10

Partner Agencies

1050+

One to One Sessions

237

Group Activities

1,900+

Rural and Underserved Healthcare and Public Safety Employees

Mental Health First Aid

311

Classes

4,889

People Trained

Boone County Alliance

Boone County Alliance is a non-profit organization working towards building a healthy community by preventing and reducing drug and substance use among the youth. The current focus is vaping, cannabis, underage drinking, and mental health.

Angela Boone serves as the BCA Program Director.

Activity from July 1, 2023 to June 30, 2024

41 Members

54 Community Partners

32 Outreach Events Attended

75 Lock Boxes Distributed

200+ Drug Disposal Pouches Distributed

450 Operation Parent Handbooks Distributed

BCA served **5, 179** people during the fiscal year.



Northern Kentucky ASAP

The **Northern Kentucky Agency for Substance Abuse Policy** Board was formed in 2000 with funding provided by the Kentucky Office of Drug Control Policy to develop a strategic plan to reduce the prevalence of alcohol, tobacco, and other drug use among youth and adult populations in Northern Kentucky (NKY), and to help coordinate efforts among local and state agencies.

The work spans **eight counties** of Northern Kentucky:
Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, Pendleton

Courtney New, NKY ASAP Director, is employed by Mental Health America of Northern Kentucky and Southwest Ohio.

Activity from July 1, 2023 to June 30, 2024

54 Community Partners

540 Lockboxes Distributed

2695 Deterra medication disposal bags distributed

6 Community-led Projects: **3** Prevention, **2** Treatment, **1** Harm Reduction

5 Community events attended

Community-led Projects received a total of **\$137,455**

More than **30,000** individuals were reached in the 8 counties of Northern Kentucky with campaigns, projects, and awareness initiatives

The board met with **6** state legislators representing Northern Kentucky. They provided education on marijuana, vaping, and kratom.

The logo for Northern Kentucky ASAP, featuring the letters 'NKY' in a bold, black, sans-serif font on a light gray background, followed by 'ASAP' in a bold, white, sans-serif font on an orange background.

NORTHERN KENTUCKY AGENCY for SUBSTANCE ABUSE POLICY

MENTAL HEALTH SCREENING

Several approaches were utilized to help build awareness of this important resource. These resulted in

11,416

completed screenings in the service area during FY24.



Approaches included:

- increased distribution of QR code cards and stickers
- increased mentions during outreach and network events
- more social media posts with video and graphic mentions
- posting content in public locations such as libraries, laundromats, and restaurants



Online screening is a quick & easy way to find out if you are having symptoms of mental health conditions.



Recovery: (859) 431-1077

Our Online Activities

We facilitate and maintain an online presence for many of the MHA projects. Here's a snapshot of some activities during Fiscal Year 2024.



Engagement - All Accounts



Audience 20,665



Post Engagements 5,633



Posts Sent 1,297



Paid Reach 80,792



Paid Impressions 218,618



MHANKYSWOH

Facebook Visits 4,000
Facebook Follows 463
Organic Reach 54,900
Instagram* Visits 353
Instagram Follows 37

PIER

Facebook Visits 7900
Facebook Follows 118
Organic Reach 13,500
Instagram Visits 67
Instagram Follows 12

Mental Health First Aid

Facebook OH

- Visits 9100
- Follows 781
- Organic Reach 46,800

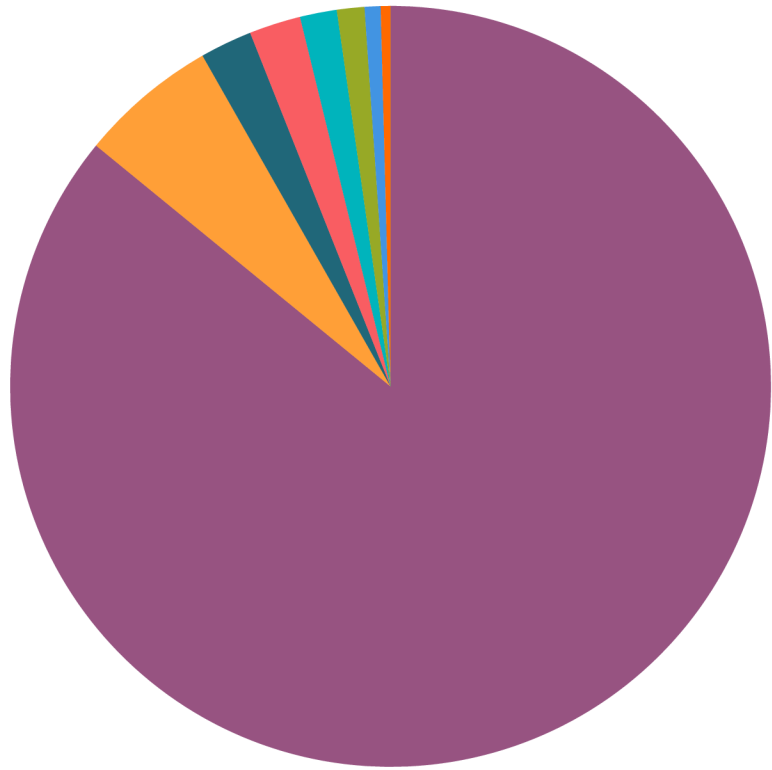
Facebook NKY

- Visits 158
- Follows 26
- Organic Reach 213

NKY ASAP

Facebook Visits 1400
Facebook Follows 128
Organic Reach 36,700
Instagram* Visits 353
Instagram Follows 37

MHANKYSWOH Instagram is a renewed account which began posting content regularly in late FY23. LinkedIn data is incomplete for FY24. Tracking is now available and will be reported for FY25.



Government Grants	\$4,115,605
Government Fees	\$280,796
Foundations	\$105,958
Program Fees	\$104,907
United Way of Greater Cincinnati	\$75,000
Associated Organizations	\$55,994
Contributions	\$32,472
Special Events	\$19,717
Miscellaneous	\$64

Total \$4,790,514

pending final audit

Funding and Financial Data

Thank you to our generous funders and supporters!

Care Source Foundation • Centers for Disease Control and Prevention • City of Cincinnati • Clinton County Job and Family Services (Ohio Start) • Clinton County United Way • Greater Cincinnati Foundation • Hamilton County Job and Family Services (Ohio Start) • Hamilton County Board of Commissioners • Hamilton County Mental Health and Recovery Services Board • Health Resources and Services Administration • Interact for Health • Kentucky Office of Vocational Rehabilitation • Meijer • Mental Health and Recovery Services Board of Warren and Clinton Counties • National Alliance on Mental Illness Ohio • National Institute of Health • North Eastern Ohio Medical University • Northern Kentucky Agency for Substance Abuse Policy • Northern Kentucky Fiscal Courts (Boone, Campbell, and Kenton Counties) • Northern Kentucky Health Department • NorthKey Community Care • Ohio Mental Health and Addiction Services • Substance Abuse and Mental Health Services Administration • United Way of Greater Cincinnati

and many generous individual donors!