



MENTAL HEALTH AMERICA'S 2013 ANNUAL CONFERENCE

## whyWELLNESSworks

BREAKTHROUGHS AND PATHWAYS TO WHOLE HEALTH



## OVERVIEW

Mental Health America invites its affiliates to submit nominations in the form of presentation proposals for the Betty Humphrey Cultural Competency and Innovation in Programming Awards to be given at MHA's 2013 Annual Conference, *Why Wellness Works: Breakthroughs and Pathways to Whole Health*, June 5-8, 2013 at the Gaylord National Hotel & Convention Center in National Harbor, Maryland. We are combining the Call for Nominations and the Call for Proposals with the expectation that winning affiliates will present during a breakout session about their award-winning program(s) at the Conference.

### MENTAL HEALTH AMERICA EMBRACES WELLNESS

Wellness is central to the transformation of health care and the integration of physical and mental health. Promoting strategies for achieving wellness is critical to the prevention of and recovery from mental health and substance use disorders. Fully embracing the principles of wellness not only improves health in the mind, body and spirit, but also maximizes one's potential to lead a full and productive life.

Mental Health America's 2013 Annual Conference, *Why Wellness Works: Breakthroughs and Pathways to Whole Health* will take place June 5-8, 2013 at the Gaylord National Hotel & Convention Center in National Harbor, Maryland. Building on Mental Health America's evidence-based *Live Your Life Well* program, the conference will engage and educate attendees on research and scientific developments, management of mental health conditions and other accompanying chronic conditions, strategies for recovery, and a deeper understanding of why wellness is important for everyone. It will empower and equip consumers, MHA affiliates, health care providers, community gatekeepers and the general public with the information and tools needed to advance wellness strategies at work, home and in their communities.

To this end, Mental Health America is seeking submissions from affiliates which will dually serve as presentation proposals and nominations for the Betty Humphrey Cultural Competency and Innovation in Programming Awards. Affiliates selected to present will have the opportunity to share their experience and expertise with fellow affiliates and others involved in the mental health movement and to gain recognition for their exceptional programs at the awards presentation during the Delegate Assembly.

### PRESENTATION DETAILS

- Breakout Sessions will be 90-minutes in length;
- Presenters should incorporate elements of interactivity in their sessions as well as allow time for Q&A;
- Breakout Sessions are limited to 2 presenters; and
- Mental Health America will provide a projector with screen and microphone for all sessions. You are asked to provide your own laptop. Please let us know if you will be using a Mac, as they require special adapters to hook up to the LCD projectors.

### TARGET AUDIENCE

MHA Affiliates, licensed mental health professionals, alcohol and drug counselors, peer support specialists, prevention specialists, case managers, advocates, health care consumers and their families, health care professionals, and other professionals engaged in social services, health care and public policy.

## BEING A PRESENTER

As a presenter at the 2013 Mental Health America Annual Conference, you will have the opportunity to showcase your knowledge, experience, and program successes to a national audience with an interest in increasing whole health for those they serve. Affiliates selected to present and receiving an award will receive travel, lodging for the duration of the Conference at the Gaylord National Hotel & Convention Center, and complimentary registration for the full conference for one person. If an additional presenter is necessary, Mental Health America will provide a complimentary registration for a second person, however, all other costs will be the responsibility of the affiliate.

Presenter(s) must be available to participate in the 2013 Mental Health America Annual Conference June 5-8, 2013 at the Gaylord National Hotel & Convention Center in National Harbor, Maryland. Awards will be presented during the Delegate Assembly on Friday, June 7. Agreement to participate in the conference grants permission for presentations to be audiotaped and/or videotaped.

Mental Health America will be providing thumb drives to conference attendees containing speaker presentations and handouts. If you would like to distribute hard copy handouts during your presentation, you are responsible for bringing them with you. Electronic versions of your handouts must be received by **April 5, 2013** to be included on the thumb drive.

## SUBMISSION CRITERIA

Submissions should fall into one of the following categories:

### BETTY HUMPHREY CULTURAL COMPETENCY AWARD

Created in honor of Dr. Betty Humphrey, a tireless advocate of culturally competent mental health care, the Betty Humphrey Cultural Competency Award recognizes a Mental Health America affiliate for outstanding achievements in the creation of culturally competent programs/services that address racial, ethnic and cultural disparities in mental health and substance abuse systems. This year's candidate should showcase how its programs/services also promote the wellness and whole health of those it serves.

*Criteria— An eligible Mental Health America affiliate program/service must have:*

- A successful culturally competent initiative that has been in place for at least 3 years;
- Measurable outcomes indicating a positive effect on its community;
- Included a communication component (e.g., benchmarking data, and materials development and dissemination plan) that reaches a diverse audience and underserved populations; and
- Collaborated with diverse groups that support the program.

### INNOVATION IN PROGRAMMING AWARD

The Innovation in Programming Award recognizes the continuing innovation and creativity of the MHA affiliate network in program development and implementation. This year's candidate should showcase how its programs/services also promote wellness and whole health.

*Criteria— An eligible Mental Health America affiliate program/service must:*

- Reflect the vision, mission and values of MHA;
- Show measurable outcomes;
- Represent state-of-the-art thinking and research in the mental health field;
- Incorporate consumer or family involvement and empowerment as a central component;
- Be replicable in other settings or agencies; and
- Have existed for at least three years.



## SUBMISSION CHECKLIST/REQUIREMENTS

Submissions should include:

- Application form
- Letter of support for the program/service
- A **brief** (4-6 sentences) biographical narrative, including education/professional history, for each presenter associated with this submission (If selected to present, the narratives will be used for introductions at the conference as well as in conference-related materials)
- A power point presentation no more than 30 slides long which provides the following information:
  1. **Program Overview**
    - a. Description of how it was determined that there was a need for this type of program/service in the affiliate service area
    - b. Description of the program/service provided
    - c. Description of the evidence-based/promising practices the program/service incorporates
    - d. Target Audience
    - e. Program Goals
  2. **Financing**
    - a. How was start-up funding for the program attained?
    - b. What types of funding does that program receive now? (Note: Eligible programs must have been in existence for 3 years or more)
    - c. What does the program cost to operate?
    - d. Does this program/service generate unrestricted income for the organization?
  3. **Operations**
    - a. How many staff/volunteers does it take to operate the program/service?
    - b. What are the roles of those who run the program/service?
  4. **Outcomes**
    - a. What are the program benchmarks?
    - b. How are outcomes measured?
    - c. What outcomes has the affiliate seen for those who participate in the program/service?  
How have outcomes improved since the program began? (Please include specific data)

Proposals may be e-mailed with subject "Affiliate Submission" to Wendi Fralick at [wfralick@affexconsulting.com](mailto:wfralick@affexconsulting.com) or sent via post to:

Wendi Fralick  
Affex Consulting  
29 Dora Drive  
Middletown, CT 06457

The extended deadline for Call for Presentations/Award Nominations is **February 15, 2013**.



# Application Form

## First Presenter/Primary Contact:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Second Presenter:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

### \*Please note there is a maximum of 2 presenters per submission

It is the responsibility of the primary contact to relay all information between conference coordinators and fellow co-presenters.

### Please indicate which award best applies to this submission:

Betty Humphrey Cultural Competency Award

Innovation in Programming Award

## Information for Conference Brochure

Suggested title of presentation as it should appear in the conference brochure:

\_\_\_\_\_  
\_\_\_\_\_

A **two** or **three** sentence description/summary of the presentation to appear in conference materials:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Proposals may be e-mailed with subject "Affiliate Submission" to Wendi Fralick at [wfralick@affexconsulting.com](mailto:wfralick@affexconsulting.com) or sent via post to: Wendi Fralick c/o Affex Consulting, 29 Dora Drive, Middletown, CT 06457. Deadline: February 15, 2013