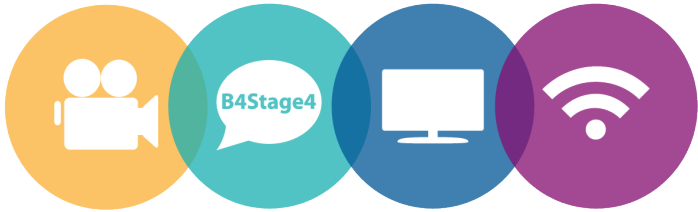




2016 ANNUAL CONFERENCE



**MEDIA, MESSAGING
AND MENTAL HEALTH**

AWARDS NOMINATION GUIDE

JUNE 8-10, 2016 · HILTON MARK CENTER · ALEXANDRIA, VA



NOMINATION INSTRUCTIONS

Each year, Mental Health America (MHA) recognizes outstanding work in the field by its affiliates, young people and adult mental health consumers. All award recipients will be honored during events held at Mental Health America's 2016 Annual Conference, June 8-10, in Alexandria, Virginia. This year, MHA will be distributing the Clifford W. Beers Award, the mPower Award, the Ruth P. Brudney Award, the Betty Humphrey Cultural Competency Award, and the Innovation in Programming Award. Our 2016 Media Awards and Legislator Awards will be awarded under a separate process.

WHO IS ELIGIBLE?

- Each award has different eligibility criteria, which are outlined in this brochure.
- Self-nominations will be accepted.
- Previous nominees who did not receive an award may be nominated again.

HOW CAN I NOMINATE A PERSON OR ORGANIZATION?

- **Complete a nomination form** (included in this brochure) for each nomination. Nominators can photocopy the forms to submit multiple nominations. Please note that nominations for the mPower award should be made on a separate form (also included in this brochure).
- **Attach a statement of no more than three pages to your application.** The statement should include relevant biographical information about the nominee and describe how the nominee meets award criteria.
- **Electronic submissions are strongly preferred.**
- **For hard copies, package the nomination form, statement and materials in one notebook, binder or folder.** The entire packet must not exceed seven pages in length. Do not send videos, books or CDs. Packets will not be returned.
- **Submit your application packet by March 31, 2016 in one of the following ways:**

Post: 2016 Awards Program
c/o Erin Wallace
Mental Health America
2000 N. Beauregard Street, 6th Floor
Alexandria, VA 22311

Fax: (703) 797-2588

Email: ewallace@mentalhealthamerica.net
(Please note: emailed submissions must have signature of consent)

A photo (for promotional purposes) will be requested of each award recipient once selections have been made.



AWARDS FOR AFFILIATES

INNOVATION IN PROGRAMMING AWARD

This award recognizes the continuing innovation and creativity of the MHA affiliate network in program development and implementation.

Criteria—An eligible Mental Health America affiliate program 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; and
- Be replicable in other settings or agencies.

One representative from the winning affiliate will receive an expense paid trip to MHA's 2016 conference, including full registration fees, travel and hotel expenses for the entire conference.

The award will be given out during MHA's *Innovation Nation* on June 9, 2016.

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 an MHA 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.

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.

One representative from the winning affiliate will receive an expense paid trip to MHA's 2016 conference, including full registration fees, travel and hotel expenses for the entire conference.

The award will be given out during MHA's Delegate Assembly on June 8, 2016.



AWARDS FOR ADVOCATES

MPOWER AWARD

The mPower Award celebrates the life and work of a teen or young adult who has spoken out about mental health issues to educate his or her peers and fight stigma.

Criteria—Nominees must:

- Be between the ages of 13-23;
- Have personal experience in dealing with a disorder that has affected them, a friend or a family member; and
- Have addressed mental health issues in their communities, such as forming a peer support group or club; advocating for mental health policy or system change; speaking to classmates or a youth group; writing a song, article or essay; or talking with the media.

The award winner (and a guardian if recipient is under the age of 18) will receive an expense paid trip to MHA's 2016 conference, including full registration fees, travel and hotel expenses for the entire conference.

Recipients will be asked to offer brief remarks at the Awards Dinner on Wednesday, June 8. (Nominators of youth under the age of 18 must submit parental permission.)

CLIFFORD W. BEERS AWARD

Mental Health America's highest award is given in honor of Clifford W. Beers, the founder of Mental Health America and the country's volunteer mental health advocacy movement. Created in 1976, the Clifford W. Beers Award has been presented annually to a consumer of mental health and/or substance abuse services who best reflects the example set by Beers in his efforts to improve conditions for, and attitudes toward, people with mental illnesses.

Criteria—Nominees must:

- Be, or have been, consumers of mental health services;
- Have made or are making major contributions to improve the lives of people who have mental illnesses, substance use or co-occurring disorders;
- Demonstrate a strong ability to effectively educate the public about mental health, mental illnesses, substance use or co-occurring disorders;
- Effectively promote the concept of recovery to local, statewide and/or national audiences; and
- Illustrate his or her commitment to consumer advocacy despite risks to career, finances and public acceptance (strongly encouraged).

The award winner will receive an expense paid trip to MHA's 2016 conference, including full registration fees, travel and hotel expenses for the entire conference.

He or she will be honored at the Awards Dinner on the evening of Wednesday, June 8, 2016, asked to offer remarks and ring the Mental Health Bell.

RUTH P. BRUDNEY AWARD

The Ruth P. Brudney Award was established by the Board of Directors of the National Mental Health Association (now MHA) in November 1986. The award's establishment was made possible through a gift by George Brudney, a member of the NMHA Board of Directors, in memory of his wife Ruth, a psychiatric social worker.

Criteria—Nominees must:

- Hold a master's degree (or higher) in social work from an accredited college or university;
- Hold a professional position in a public or private organization or agency and be primarily engaged in the provision of social work services to clients or patients who have a mental illness, the direct supervision or management of such services, or the development or implementation of innovative programs serving people with mental illnesses;
- Have demonstrated interest in and commitment to the profession of social work; and
- Have demonstrated dedication to improving the care and treatment of people who have mental illnesses.

The award winner will receive an expense paid trip to MHA's 2016 conference, including full registration fees, travel and hotel expenses for the entire conference.

This award will be given out during MHA's Annual Conference at a time yet to be determined.

NOMINATION FORM

Please use this nomination form for all awards, except the mPower Award which uses a separate nomination form on next page. If necessary, please make copies or download this form at www.mentalhealthamerica.net/annualconference

PLEASE SELECT THE AWARD FOR WHICH YOU ARE SUBMITTING A NOMINATION:

- Innovation in Programming Award
 Betty Humphrey Cultural Competency Award

- Ruth P. Brudney Award
 Clifford W. Beers Award

NOMINEE

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____

NOMINATING ORGANIZATION OR INDIVIDUAL

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Connection to Nominee: _____

CONSENT (Full consent of nominees for all awards is required for consideration)

I, (print name) _____, hereby consent to be nominated to receive the award indicated on this form and authorize the use of my name, brief bio and photograph in any publicity of the award.

Signature of Nominee: _____ Date: _____

IN ADDITION TO COMPLETING THIS FORM:

- Attach a statement of no more than three pages to your application. The statement should include relevant biographical information about the nominee, describe how the nominee meets the award criteria and include any additional support material.
- Package the application, statement and materials in one notebook, binder or folder. The entire packet must not exceed seven pages in length. Do not send videos, audiotapes or CDs. Packets will not be returned.
- Email submissions are preferred. Email or mail your application packet by **March 31, 2016** to the address indicated to the right.

QUESTIONS?

Contact Erin Wallace at ewallace@mentalhealthamerica.net

SEND ALL MATERIALS BY MARCH 31, 2016, TO:

Post: 2016 Awards Program
c/o Erin Wallace
Mental Health America
2000 N. Beauregard Street, 6th Floor
Alexandria, VA 22311

Email: ewallace@mentalhealthamerica.net
Subject Line: Award Nomination
Please note: *Emailed submissions must have signature of consent*

Fax: (703) 797-2588



MPOWER AWARD NOMINATION FORM

If necessary, please make copies or download this form at www.mentalhealthamerica.net/annualconference

NOMINEE

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Guardian's name and number (if under the age of 18): _____

NOMINATING ORGANIZATION OR INDIVIDUAL

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Email: _____
Connection to Youth Nominee: _____

CONSENT (Full consent of nominee is required for consideration)

I, (print name) _____, hereby consent to be nominated to receive the mpower award and authorize the use of my name, brief bio and photograph in any publicity of the award.

Signature of Nominee: _____ Date: _____
Signature of Nominee Guardian (if under 18): _____ Date: _____

IN ADDITION TO COMPLETING THIS FORM:

- Attach a statement of no more than three pages to the application. This statement should include relevant biographical information about the nominee and describe how the nominee meets the award criteria along with any additional support material (e.g., essay, poem, song or newspaper article). Specifically, the statement should address which mental health issues the youth nominee has addressed, and whether and how they affect the nominee or someone in his or her life.
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