

MEDIA, MESSAGING AND MENTAL HEALTH

MENTAL HEALTH AMERICA 2016 ANNUAL CONFERENCE

JUNE 8-10, 2016 | ALEXANDRIA, VA

CALL FOR WORKSHOP PROPOSALS

Deadline for Submission: December 31, 2015

Notification of Acceptance: January 29, 2016

INTRODUCTION

Mental Health America (MHA) - founded in 1909 - is the nation's leading community-based nonprofit dedicated to helping Americans achieve wellness by living mentally healthier lives. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention for all, early identification and intervention for those at risk, integrated health, behavioral health and other services for those who need them, and recovery as a goal.

Much of our work is guided by the Before Stage 4 (#B4Stage4) philosophy – that mental health conditions should be treated long before they reach the most critical points in the disease process. When we think diseases like cancer or heart disease, we don't wait years to treat them. We start before Stage 4—we begin with prevention, identify symptoms, and develop a plan of action to reverse and hopefully stop the progression of the disease. So why don't we do the same for individuals who are dealing with potentially serious mental illness? Like other diseases, we need to address these symptoms early, identify the underlying disease, and plan an appropriate course of action on a path towards overall health. Mental Health America is committed to addressing mental health #B4Stage4.

OUR PEOPLE, OUR REACH

Mental Health America has an established record of effective national and grassroots advocacy and achievement. With over 200 affiliates in 41 states, 6500 affiliate staff and over 10,000 volunteers, we are a powerful voice for healthy communities throughout the nation. Our virtual reach is also wide—with 26,000 email supporters, over 60,000 Twitter followers, 108,000 Facebook fans, and 2.7 million visitors to our website annually. With our new web-based mental health screening tools, we estimate an average of 300,000 screens will be conducted each year. Since the start of our screening program in the spring of 2014, over 700,000 screens have been completed. We currently have confidential screens for anxiety, depression, bipolar disorder, post-traumatic stress disorder (PTSD), psychosis, drug and alcohol use, workplace wellness, as well as a youth-oriented screen and a parent-focused screen.

MHA 2016 ANNUAL CONFERENCE: MEDIA, MESSAGING AND MENTAL HEALTH

The MHA Annual Conference is designed to provide educational opportunities for a diverse group of individuals and organizations working to advocate for and implement innovative interventions within the Before Stage 4 philosophy. Each year, Mental Health America's Conference brings together advocates, educators, researchers, business and community leaders, Members of Congress and the Administration, and health professionals from across the country. Past speakers include Tipper Gore, U.S. Surgeon General Vivek Murthy, Senator Debbie Stabenow, Rosalynn Carter, Glenn Close, Glennon Doyle Melton, George Stephanopoulos, and entertainer Demi Lovato.

MHA's 2016 conference will take an in-depth look at the impact and influence of media and the entertainment industry on the complex issues of mental health and mental illness. With a particular focus on film, television, the digital landscape and the press, we will explore the good and the bad of portrayals on the big and small screen; how celebrity can be used to influence the conversation; how messaging and language can sometimes contribute to and perpetuate the destructive stigma and discrimination of people living with mental illness; and how mental health advocates can work together to change the conversation.



SUBMISSION CRITERIA

WORKSHOP FORMAT

To be considered, workshop presentations must:

- Be applicable to one of the three dedicated tracks: The Power of Storytelling, Non-Fiction and Reporting, and The World of Digital;
- Be interactive;
- Allow time for group discussion;
- Be realistic within a 90 minute timeframe; and
- Be conducted with no more than **three** presenters.

SAMPLE PRESENTATION TOPICS (Samples only, not indicative of final agenda)

The Power of Storytelling

- Influencing the Script: Reaching Producers and Writers
- Making an Impact through Music and Songwriting
- Comedy and Mental Health
- Case Study: The Evolution of the LGBTQ Character
- Individual Activism Through the Written Word

Non-fiction and Reporting

- Training the Messengers: How Can Journalists Get it Right?
- Mental Illness = Violence? Dispelling the Myths
- Mental Health and Political Messaging in an Election Year
- Documentaries and Mental Health
- Reporting on and Understanding Racial or Ethnic Mental Health Concerns Without Stereotyping

The World of Digital

- Stigma Fighting Through Video Blogs and YouTube
- Gaming: Helping or Hurting Those with Mental Illness?
- Bridging Access Gaps through Technology
- Social Media and Mental Health Advocacy: Helpful or Hashtag Activism?
- Not Everyone is Plugged In... How to Make Sure We are Engaging Everyone

SUBMISSION INSTRUCTIONS

Online submissions are greatly preferred. Submit online at www.mentalhealthamerica.net/2016cfp. Otherwise, please complete the attached forms and return them to Erin Wallace using the contact information below by no later than **December 31, 2015**.

By E-mail: Send to Erin Wallace at ewallace@mentalhealthamerica.net

By Mail: Mental Health America
ATTN: Conference Proposals
2000 N. Beauregard Street, 6th Floor
Alexandria, VA 22311

REVIEW AND SELECTION PROCESS

The process to accept workshops is very selective. There are a very limited number of slots available, and the **final decision is at the discretion of Mental Health America**. Plenary sessions and keynotes will be determined solely by MHA. If a submission warrants a plenary session instead of a workshop, MHA will make that determination and inform the submitter. If you are not selected, please feel free to consider re-applying next year.

1. Acknowledgement: Upon receipt of your submission, you will receive an e-mail acknowledgement.
2. Notifications: We will notify all submitters about the status of their presentation by **January 29, 2016**.
3. Follow Up: MHA staff will contact presenters to discuss each workshop and bring together participants and moderators to discuss details. Final presentations will be collected no later than **May 31, 2016**. MHA staff will also help presenters ascertain audiovisual needs and manage materials for the sessions. Handouts are allowed but not required for each session.

IF ACCEPTED

If accepted, presenters will receive a free conference registration and are welcome to attend the entire conference. **Workshop presenters are responsible for all travel-related expenses, including transportation and hotel accommodations.** MHA will arrange for a room block at the Hilton Mark Center where presenters can receive a discounted rate.

PRESENTATION APPLICATION

**Deadline for Submission:
December 31, 2015**

SUGGESTED TITLE: _____

RELEVANT TRACK: ☐ The Power of Storytelling
☐ Non-Fiction and Reporting
☐ The World of Digital

PRESENTERS:

1. _____
2. _____
3. _____

ABSTRACT: Please provide a summary (250 words or less) of your proposed presentation.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

OBJECTIVES: Please provide two brief objectives for the attendees of your presentation. (For example, what will attendees learn, how will your presentation further the discussion on issues involving media, messaging and mental health?)

1. _____
2. _____

DATES AVAILABLE: (Check all that apply)

☐ June 8, 2016 (afternoon)

☐ June 9, 2016 (morning)

☐ June 9, 2016 (afternoon)

☐ June 10, 2016 (morning)



FIRST PRESENTER:

[illegible]**SECOND PRESENTER (IF APPLICABLE):**[illegible]

PRESENTATION APPLICATION CONTINUED

THIRD PRESENTER (IF APPLICABLE):

Name: _____ Degrees (if applicable): _____

Title and Organization (if applicable): _____

Street Address: _____

City: _____ State: _____ ZIP: _____ Phone: (____) _____ - _____ ext. _____

E-mail: _____

Biography (briefly describe the presenter's relevant professional training and experience in 100 words or less. Link to additional information only—do not attached resume or CV):





SUBMISSION DEADLINE: DECEMBER 31, 2015

Electronic submissions preferred.

By E-mail: Send to Erin Wallace at ewallace@mentalhealthamerica.net

By Mail: Mental Health America
ATTN: Conference Proposals
2000 N. Beauregard Street, 6th Floor
Alexandria, VA 22311



 facebook.com/mentalhealthamerica
 [@mentalhealtham](https://twitter.com/mentalhealtham) #b4stage4
mentalhealthamerica.net/annualconference

QUESTIONS ABOUT THIS APPLICATION OR MHA'S 2016 ANNUAL CONFERENCE?
Please e-mail Erin Wallace at ewallace@mentalhealthamerica.net.