March 27, 2018

Clifford W. Beers Nomination Statement – Michelle Hammer

Dear Ms. Wallace-

Schizophrenia and Related Disorders Alliance of America (SARDAA) proudly nominates Michelle Hammer, mental health consumer and advocate, to receive the 2018 MHA Clifford Beers Award. Michelle is a remarkable woman who was diagnosed with schizophrenia at the age of 22. Through positive support from her family, her doctor, and through medication, she now lives a fruitful life in New York City, free from the stigma and discrimination associated with psychosis.

Michelle meets the Clifford Beers Award criteria because she best reflects the example set by Beers’ through her efforts to improve conditions for, and change attitudes toward, people affected by mental illnesses.

Michelle courageously shares her journey of living with schizophrenia on *Web*MD, “*Schizophrenia Through My Eyes*.” Her story raises awareness of schizophrenia to change the perceptions of mental illness and how family members and the broader community can be supportive.

Featured in Buzzfeed, The Daily Mail, and Mashable, Michelle is the creator of Schizphrenic.NYC, a Mental Health Clothing Line in New York City, which is changing the way New Yorkers perceive people with mental health issues. A portion of the company’s profits are donated to organizations who support mentally ill homeless, such as Fountain House, NYS Health Foundation, MHA-NYC, and NAMI. The clothing designs and artwork by Schizophrenic.NYC spark discussions in the community like what do the Rorschach Tests make you think of? How do the company slogans, Don’t Be Paranoid, You Look Great and more, make you feel? Michelle believes only through an open dialogue about mental illness can stigma and discrimination be reduced.

As 1:5 New Yorkers live with a mental health condition, Schizophrenic. NYC is using its unique clothing line and artwork to make a difference to raise awareness of psychosis, not only in the New York City area, but around the world through its website and social media platforms. The company’s message conveys hope that people with a mental health condition can lead fruitful lives in the community.

Thank you for the opportunity to recognize the outstanding accomplishments of Schizophrenic.NYC. To learn more about Schizophrenic.NYC and view Michelle’s story, please visit the following platforms:

*Web*MD- Video-

<https://youtu.be/C7JI9_59tfY>

Schizophrenic.NYC website-

<https://www.schizophrenic.nyc/>

Instagram – @schizophrenic.nyc

Twitter- @schizophrenicNY

FaceBook- SchizophrenicNYC

If you need additional information or have any questions, please feel free to contact me at [flora.davis@sardaa.org](mailto:flora.davis@sardaa.org) or at 817.925.4421.

Regards,

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