



2021 Impact

TOGETHER

for Mental Health

THROUGH COVID-19 AND BEYOND IT

America's mental health needs have evolved rapidly this year alongside the pandemic. Thanks to the support of our partners, NAMI has been able to continue to rise to the occasion and support millions during their time of need. This year, we have been focused on:

- **Scaling up our efforts** to help America through the greatest mental health crisis in a generation
- **Increasing our reach and support offerings** for groups hardest hit by the pandemic, including communities of color, youth and young adults, and frontline professionals
- **Strengthening the full NAMI Alliance** of 650+ State Organizations and local Affiliates nationwide
- And, **advocating to protect and expand** both mental health and crisis response services, locally and nationwide



NAMI HelpLine

To meet a steady increase in demand since the onset of the pandemic, NAMI's HelpLine and web chat feature are now open 12 hours a day, five days a week. And, we are now helping **79% more people** in 2021 than we were in 2019.



If you or someone you know needs help,
contact NAMI HelpLine

Mon. – Fri. from 10 a.m. – 10 p.m. ET

1-800-950-NAMI (6264)
or
info@nami.org

More information at www.nami.org/help.



“ While the ongoing impact of the pandemic shines a light on the widespread need for better access to affordable, quality mental health care in our communities, there is a clear need to better understand mood disorders and reduce barriers to care. ”

Dan Gillison, NAMI CEO

Through NAMI's
Mood Disorder survey,
released in summer 2021,
47%
of respondents in the public
reported experiencing
symptoms of a mood
disorder within the
last two weeks.

SCALING OUR EFFORTS

Guided by our five-year strategic plan and under the leadership of NAMI's new Chief Strategy & Operations Officer, Sherman Gillums, Jr., NAMI embarked on a period of significant growth and expansion this year. Three goals are driving this expansion while informing everything that we do:



Sherman Gillums, Jr.
Chief Strategy &
Operations Officer

- GOALS:**
- 1 Get people help early
 - 2 Get people the best care possible
 - 3 Divert people away from the justice system

NAMI launched **three strategic task forces** this year that work across each of NAMI's departments, providing subject-matter expertise, ensuring collaboration and maximizing impact.

- **The Cross-Cultural Innovation & Engagement Task Force**, working to implement an equity-focused, culturally responsive and trauma-informed lens across all NAMI programs
- **The Justice Diversion Task Force**, working to decriminalize mental illness and divert people from the justice system
- **The Youth and Young Adult Task Force**, working to reach more youth and young adults in need, as well as parents, caregivers and educators



During 2021, the number of help seekers experiencing a **mental health crisis** is up **290%**, while the number of help seekers experiencing **suicidal ideation** is up **180%**.

EXPANDING MUCH-NEEDED HELPLINE CAPACITY

NAMI's HelpLine staff has doubled this year, while our number of **HelpLine Specialists (trained volunteers and interns)** has **more than tripled** from 35 to 108.

As a result, our **dropped call rate is down 25%**.

NAMI is helping an average of **5,550 help seekers monthly in 2021**, up from 3,543 help seekers monthly in 2019.

“The operator/call specialist was extraordinary. She spoke slowly, clearly & distinctly & was **VERY polite!** I'm 68 years old. I heard every word & was **indeed HELPED!**”

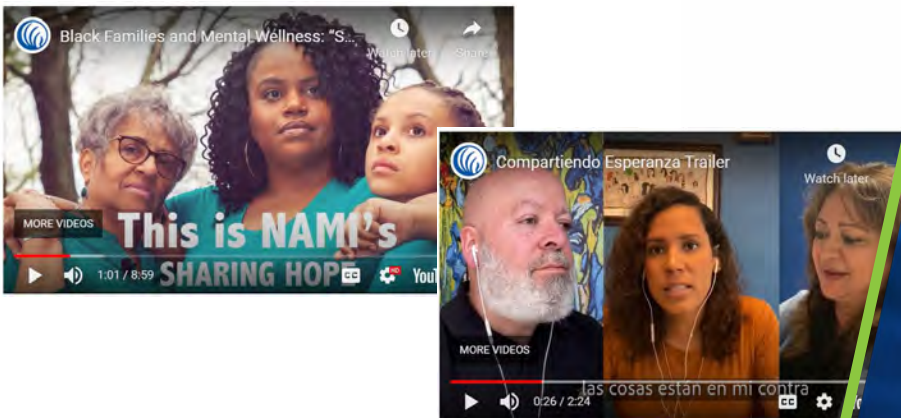
“The person I spoke with was informative, kind and compassionate.”

INCREASING REACH AND SUPPORT OFFERINGS

Certain communities have been disproportionately impacted by the COVID-19 pandemic, and among them are Black/African American, Hispanic/Latinx, youth and young adults, and frontline professionals. NAMI is working hard to reach these populations, ensuring that they have a no-cost entry point to customized resources and care.

REACHING COMMUNITIES OF COLOR

- NAMI launched **Sharing Hope** and **Compartiendo Esperanza** during Bebe Moore Campbell National Minority Mental Health Awareness Month in July. These community outreach and engagement tools explore the journey of mental wellness in Black and Latinx communities. In the form of videos and facilitation guides, they also equip NAMI grassroots leaders with the insights to reconcile the issues of racism, institutional bias, discrimination and other barriers to building trust and promoting understanding in care delivery.



- **NAMI Support Groups** | Thanks to a new two-year partnership with Kohl's, NAMI Support Groups will soon be made available in Spanish and Mandarin – two of the most common languages spoken in the U.S. after English. This new partnership will also enable us to expand and update NAMI Support Groups to include trauma-informed, cross-cultural training enhancements.
- **NAMI HelpLine** | With the introduction of web chat and anticipated texting messaging, the NAMI HelpLine is excited to connect with a growing number of younger and more diverse help seekers. Research has shown that digital communication is preferred and more accessible to these groups, making it an important step in reducing barriers and providing much-needed support.

A new partnership with The Steve Fund, announced in July, combines the expertise of both organizations to address the growing need for mental health support in Black communities and other communities of color.

Together with The Steve Fund, we held a virtual town hall featuring a panel of expert leaders who discussed structural inequities, the pandemic and the economic crisis, while also sharing a full range of support options for Black families and communities.

1,500 registered for the event and the video had a reach of over 6,100.



LIFT EVERY VOICE:
A CALL TO ACTION TO PROMOTE THE MENTAL HEALTH OF THE BLACK FAMILY

THURSDAY, OCT. 7, 2021 • 1 – 2:45 p.m. ET (10 – 11:45 a.m. PT)

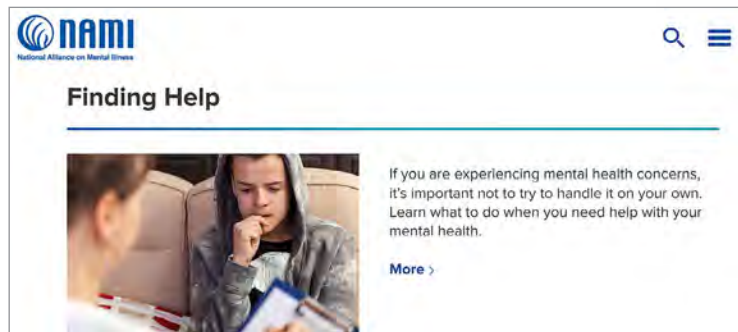
Virtual Town Hall
Hosted by The Steve Fund and NAMI



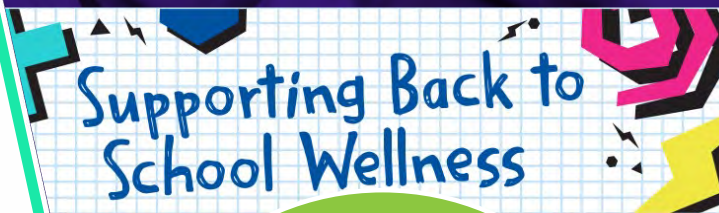
INCREASING REACH AND SUPPORT OFFERINGS continued

REACHING YOUTH AND YOUNG ADULTS

- **New Youth Web Content** | We released comprehensive [new Youth Web Content](#) just in time for back-to-school season this year, including a one-page “[Back-to-School Wellness Guide](#)”; information, resources and in-depth guides on how to get help; what to do in crisis situations; how to talk about mental health; and the different situations that you might run in to as a parent, teen or young adult.



- **NAMI Ending the Silence (ETS) 2.0** | ETS is NAMI's flagship presentation program for middle and high school students. To help us reach more young people, in this moment and over the long-term, NAMI is developing **NAMI Ending the Silence 2.0: a virtual adaptation** to offer alternative opportunities for young people to learn and engage in conversations about mental health. We're excited to launch ETS 2.0 in spring 2022.
- **Partnering with Harvard** | In May, Harvard and NAMI streamed a live event that registered **over 7,500 virtual attendees**.



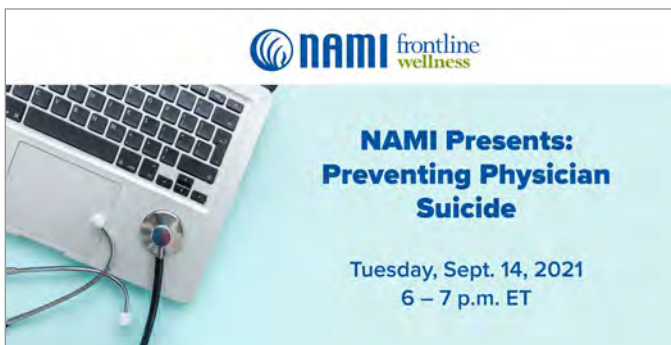
During back-to-school season from August-September 2021, this new site garnered nearly **80,000 page views** and NAMI reached over **1.3 million people** organically on social media.

“ This conversation is so amazing and so necessary. Thank you all, especially the youth, for sharing. ”

“ This is absolutely wonderful, peers speaking to peers is most effective. ”

INCREASING REACH AND SUPPORT OFFERINGS continued

- **Expanding NAMI Frontline Wellness** | Launched on World Mental Health Day in 2020, NAMI Frontline Wellness is an initiative to meet the mental health needs of health care and public safety professionals across the country. This year, NAMI provided more than **\$110,000 in grants** and delivered **thousands of Frontline Wellness Outreach Kits and implementation guides** to NAMI State Organizations and Affiliates from Maryland to Tennessee, Ohio, South Carolina, Texas, Florida and beyond.



So far, NAMI State Organizations and Affiliates have hosted **80+** online and offline Frontline Wellness activations including awareness events, educational forums, peer support groups and much more.

In less than 10 months, our NAMI Frontline Wellness web section received **293,400+** views and our Frontline Wellness blog received over 7,200 views.

Through two ad campaigns targeted at doctors, nurses, firefighters, members of law enforcement and others, NAMI Frontline Wellness content also received **25 Million** impressions.

REACHING MORE MILITARY SERVICE MEMBERS, VETERANS AND THEIR FAMILIES

Introducing NAMI Homefront Mental Health Resources for Military Service Members, Veterans and Their Families

NAMI is excited to announce the launch of our **free online suite of resources** for caregivers, family members, and military service members and veterans designed to increase understanding, communication, wellness and advocacy skills. NAMI Homefront Mental Health Resources is available 24/7 and accessible by computer or mobile device.



“ I was truly impressed by the formatting of the website, the images displayed, the live video segments, the take-aways, easy to navigate, very engaging. ”



Prioritize Your Health

Health, wellness and recovery resources for Veterans, military service members and their families.



STRENGTHENING THE NAMI ALLIANCE

SUB-GRANTS TO THE FIELD

By the end of 2021, NAMI will have **distributed \$3.5 Million** to support the NAMI Alliance across the country through **grants ranging from \$500 to \$150,000**

NAMIWALKS

Each year, our NAMIWalks raise awareness about mental health in communities across the nation and raise much-needed funding for our state and local Affiliates.

To keep communities safe, local NAMIs have offered a hybrid of virtual (“NAMIWalks Your Way”) and in-person Walks this spring and fall. Despite these COVID-related changes, NAMIWalks is going stronger than ever in 2021.

NAMICON

NAMI hosted NAMIcon 2021, one of the nation’s largest gatherings of mental health advocates, virtually for the second year in a row.

NAMIcon 2021 featured a special plenary session with Michelle Williams, former Destiny’s Child member and author of “Checking In: How Getting Real About Depression Saved My Life - and Can Save Yours,” who spoke candidly about her own mental health journey.



Virtual July 27 – 28
NAMIcon 2021

BRINGING PEOPLE TOGETHER FOR MENTAL HEALTH THE TIME IS NOW



\$12.6 Million+
Raised*

300+
NAMI State/Local
Affiliates participated*

32,000+
Participants*

123+
Events*

1.6 Million+
Page views on
namiwalks.org*

* To date in 2021.

6,000+
registered for
NAMIcon
2021

NAMI 720, our interactive dashboard, will also be fully operational by the end of 2021. NAMI 720 will enable each NAMI Affiliate and State Organization to schedule education programs and share data in one streamlined, central location.

ADVOCACY & PUBLIC POLICY

NAMI advocates, and develops policy solutions, to improve the lives of people living with mental health conditions across the issue areas of health care, housing, criminalization and so much more.

AMERICAN RESCUE PLAN ACT

This year, we helped to achieve major wins for mental health in the American Rescue Plan Act. NAMI fought for robust investments in mental health services and supports in the federal COVID-19 relief legislation that was passed in March 2021. Thanks in part to this advocacy, the **American Rescue Plan Act** included:

Nearly

\$4 Billion

for state and local mental health and substance use services, school-based mental health programs and workforce training

More than

\$25 Billion+

for Emergency Rental Assistance and housing vouchers to help people maintain housing, including individuals with serious mental illness

Enhanced funding for mobile crisis teams through Medicaid

\$140 Million

to promote mental health among health care professionals and first responders

\$128 Billion

for schools, including use for mental health services

And, the extension of postpartum Medicaid coverage for new mothers so they can access mental health care

62,000+

Advocates took over **62,000 advocacy actions** in 2021, signing petitions and emailing their members of Congress on issues like crisis response, workforce issues and appropriations.

8,800+


During May alone, advocates took over **8,800 actions in the #MentalHealthMonth Advocacy Challenge** to urge Congress to support mental health, crisis services and mental health research.

300+

Supported NAMI State Organizations and Affiliates in state and local advocacy by responding to **more than 300 technical assistance requests** around policy issues and advocacy strategy.

And NAMI released a series of **state-specific fact sheets** on gaps in the mental health system to aid state-based advocates.

Mental Health in California



1 in 5 U.S. adults experience mental illness each year.



5,566,000 adults in California have a mental health condition. That's more than **6X** the population of San Francisco.



More than half of Americans report that COVID-19 has had a negative impact on their mental health.

In February 2021, **46.1% of adults in California** reported symptoms of anxiety or depression. **21.9% were unable to get needed counseling or therapy.**



1 in 20 U.S. adults experience serious mental illness each year.

In California, **1,243,000 adults** have a serious mental illness.



1 in 6 U.S. youth aged 6–17 experience a mental health disorder each year.

396,000 Californians age 12–17 have depression.

It is more important than ever to build a stronger mental health system that provides the care, support and services needed to help people build better lives.



Californians struggle to get the help they need.



More than half of people with a mental health condition in the U.S. did not receive any treatment in the last year.

Of the **4,562,000 adults in California** who did not receive needed mental health care, **35.3% did not because of cost.**

7.8% of people in the state are uninsured.



Californians are over **5x more likely to be forced out-of-network** for mental health care than for primary health care — making it more difficult to find care and less affordable due to higher out-of-pocket costs.

9,398,534 people in California live in a community that does not have enough mental health professionals.

988: MORE THAN A NUMBER

Last year, NAMI advocates sent tens of thousands of messages to Congress, leading to the passage of legislation that created **988, a three-digit emergency number for mental health and suicide crises**. The number will go live across the country in July 2022, but **NAMI knows that this milestone will only become a success when local crisis response infrastructure is firmly in place** to provide an alternative to justice system involvement for people in mental health crisis.

NAMI is leading the conversation to #ReimagineCrisis nationally by:

- Convening a **monthly meeting series with 300+ state advocates and policymakers**.
- Hosting a four-part [‘Help Not Handcuffs’ NAMI Ask-the-Expert series](#). More than **10,500 people registered from all 50 states and 24 different countries and territories**.



HELP Not Handcuffs

- Introducing [REIMAGINE: A Week of Action to Reimagine Our National Response to People in Crisis](#), a groundbreaking virtual event to build momentum around changing how we address crises, bringing together **35+ partner organizations and 6,700+ attendees including members of the public, advocates and policymakers**.

REIMAGINE *Crisis Response*

NAMI believes every community must have access to the three components of a crisis continuum of care:

24/7 Local

Crisis Call Centers

988 call centers that provide a rapid and well-trained response to mental health and suicidal crises, including for rural and underserved communities, and are able to dispatch mobile crisis teams.

Mobile

Crisis Teams

Mobile crisis teams staffed by behavioral health professionals and peer support specialists who can effectively de-escalate situations and connect people to other services and supports.

Crisis Care

and Short-Term Stabilization Centers

When more intensive care is needed, crisis stabilization options should provide observation and stabilization in a safe, home-like environment and connections to more intensive services or other follow-up care.

LEADING ON RESEARCH

NATIONAL SURVEY ON MOOD DISORDERS

In spring 2021, NAMI conducted a national survey to learn more about the public perception of mood disorders, such as bipolar disorder and major depression disorder, and the lived experience of people affected by these diagnoses.

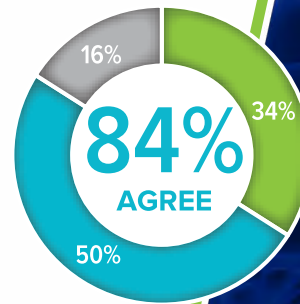
Some key findings from the survey include:

- Among people who have a mood disorder, **about half (52%) say cost prevents them from trying a treatment they're interested in** — a proportion that is even higher among the uninsured (74%).
- **The vast majority of all adults, 84%, agree that stigma is a major barrier to people accessing treatment for mood disorders.**

Although we have a long way to go, the results of this survey confirm that we are making progress. Awareness is growing that mental health challenges can affect anyone, and the COVID-19 pandemic has encouraged more people to talk openly about their mental health.

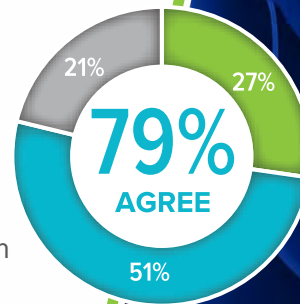
Progress, and access to mental health resources, are not experienced equally among groups, however. **NAMI is committed to the task ahead: Working to build a world where all people affected by mental illness can lead healthy, fulfilling lives.**

Read the full report on our [website](#).



“Stigma is a major barrier to people accessing treatment for mood disorders.”

■ Strongly agree
■ Somewhat agree
■ Disagree



“Many people diagnosed with a mood disorder lack access to quality care.”

ACCELERATING MEDICINES PARTNERSHIP (AMP) FOR SCHIZOPHRENIA YEAR ONE

In collaboration with the Stanley Center for Psychiatric Research at Broad Institute, NAMI led a five-year effort calling for collaborative research on mental illness that involves public and private partners. These efforts resulted in the September 2020 launch of the Accelerating Medicines Partnership (AMP) for Schizophrenia (SCZ). AMP-SCZ is managed by the Foundation for the National Institutes of Health (FNIH) and includes a five-year, \$100 million investment of partners focused on identifying the underlying biological risk factors for psychosis in order to dramatically improve the diagnosis of and treatment for schizophrenia and other clinically high-risk conditions. During year one, NAMI has participated as a voting member on the Steering Committee for AMP-SCZ and NAMI Board Member, Carlos Larrauri, has served as the co-chair of that committee. Carlos is the only committee member living with schizophrenia.

nami
National Alliance on Mental Illness

2021 Scientific Research Awards

Inspiring Hope
THROUGH RESEARCH

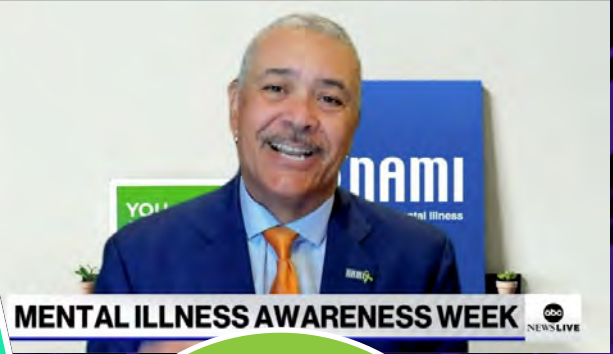
VIRTUAL EVENT • OCTOBER 6, 2021

Honoring
Gail Daumit, M.D., MHS, FACP and A. Eden Evins, M.D., MHP

Inspiring Hope Through Research Virtual Event: During Mental Illness Awareness Week in October, NAMI honored Gail Daumit, M.D., MHS, FACP, and A. Eden Evins, M.D., MHP with the 2021 Scientific Research Award for their tireless work in the mental health field.

CHANGING THE CONVERSATION

With pandemic and racial injustice-related anxiety and depression at historic highs, we are working hard to reach more Americans with timely, relevant, and trauma-informed care and resources. NAMI maintains the strongest media presence of any mental health organization in the country and had the majority share of voice in 2021 with **70% of media coverage** compared to our colleague mental health organizations.



Dan Gillison, NAMI CEO, joined ABC News Live for a segment highlighting Mental Illness Awareness Week, discussing the increase in mental illness amid the pandemic and breaking stigmas that keep many from seeking help.

NAMI was mentioned in **27,500+** earned media articles so far this year, a 15% increase over 2020

62 Million+ social media impressions during Mental Health Awareness Month alone

16.4 Million+ visits to our website so far in 2021 (12% increase over 2020)

Our Mental Health Awareness Month page was viewed **281,019** times through the first half of this year, up 59% from 2020

146.4 Million+ social media impressions so far this year

963,700+ social media followers so far this year



Dr. Ken Duckworth, Chief Medical Officer of NAMI, was featured in multiple segments of 'The Me You Can't See,' Oprah and Prince Harry's documentary series on mental health and mental illness challenges.

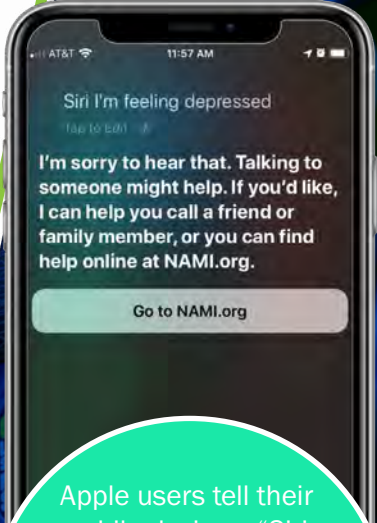
NAMI engaged in a series of conversations this year on how to support mental health among LGBTQIA populations, garnering **nearly 365,000 impressions** across media platforms.



CHANGING THE CONVERSATION continued

Over the past few years, and even more since the onset of the pandemic, NAMI has embarked on unprecedented efforts to reach more Americans through partnerships with dozens of corporations and major media companies. We also have partnerships with **26 of the nation's Fortune 100 companies** and **dozens of high-profile influencer ambassadors**. Thanks to these widespread relationships, NAMI has the unique ability to flood media markets with messages that speak directly to our target demographics.

2021 NAMI Entertainment Industry Partners

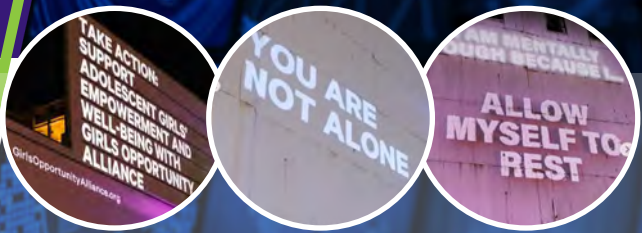


Apple users tell their mobile devices, "Siri, I'm feeling depressed,"

Siri now recommends NAMI as a resource.



Following Mental Illness Awareness Week, **NAMI announced its partnership with MTV Entertainment Group and the Biden-Harris Administration** for a Mental Health Youth Action Forum that will address our current mental health crisis by **empowering youth through storytelling**. Learn more about this partnership, which will culminate in a White House event in early 2022, [here](#).



NAMI's partners at Lululemon produced a series of dynamic art installations in key markets to encourage hope, help, inclusion and healing for World Mental Health Day. NAMI is proud to stand alongside Lululemon, The Trevor Project and the Obama Foundation's Girls Opportunity Alliance as a part of this initiative.



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NAMI HelpLine 800-950-6264

