**Our Brand Story**

1 in 4 individuals will experience a mental illness during the course of his or her lifetime. Moreover, it’s estimated that 50% of psychiatric disorders begin in childhood, adolescence, or young adulthood. Despite such prevalence, however, stigma remains widespread, the public perception further compounded by an extreme shortage of child and adolescent psychiatrists in the U.S. today—approximately 8,000 to care for some 20 million young people who will require their services at some point in their lives.

This stark need fueled Dr. Gene Beresin’s belief in the power of public mental health education to make a difference. And so, thanks to the generous support of Landon and Lavinia Clay and Elizabeth Gail Hayden, Dr. Beresin’s vision was realized in 2013 with the birth of The Clay Center for Young Healthy Minds.

Since its founding, The Clay Center for Young Healthy Minds has become a valuable online resource where parents and other caregivers can access credible information and practical guidance on a host of mental health and developmental topics to support the emotional well-being and resilience of children in their care.

At The Clay Center, we strive to stand apart from other sources of mental health information through a narrative multimedia approach that delivers high-quality content via multiple formats, including blogs, audio podcasts, online videos, and social media. Our information is presented in an easy-to-understand manner that is both engaging and entertaining.

The Clay Center’s strength and credibility are derived from the expertise of our core team, as well as from our close affiliations with the Massachusetts General Hospital (MGH) Department of Psychiatry (named #1 in psychiatry by U.S. News & World Report for 17 of the last 19 years) and Harvard Medical School (HMS). We are also able to draw from an extensive community of local and global peer experts in all facets of youth development and emotional well-being, thereby delivering a range of topics spanning psychiatric disorders, general pediatric concerns, and learning differences.