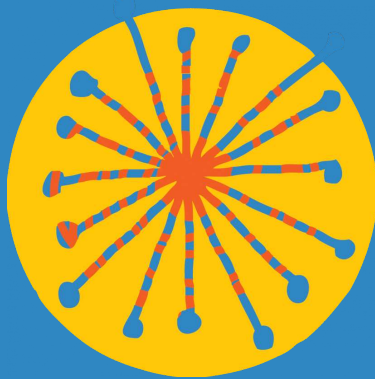


# 2020 IMPACT REPORT



## The Clay Center for Young Healthy Minds

*Shining light on mental health through education.*

*"We need the MGH Clay Center to help integrate science and human behavior, empower youth, and train adults to recognize signs of mental illness so that we can strengthen young people's resilience and help them cope in healthy ways with whatever challenges they may face."*

– Landon T. Clay



# MISSION

## WHAT WE DO

*The Clay Center for Young Healthy Minds empowers parents and caregivers to promote and support the mental, emotional, and behavioral well-being of children, teens, and young adults.*

### The Problem

One in 4 individuals will experience a mental or neurological disorder during the course of their lifetime. Moreover, ***half of all mental health conditions begin before age 14***, and 75% by the age of 25. In order to prevent issues from developing or from becoming more complicated, we must intervene while young minds are still developing.

### The Public Education Solution

We know that there aren't enough child psychiatrists, psychologists, social workers to go around. Yet there is an incredible need for resources and guidance to support the mental, emotional, and behavioral well-being of our future generation.

The Clay Center is a free, multi-media educational platform to help fill the gap in this need. We can make the biggest public health impact by sharing trusted, accessible information with as many families as possible -- families who may not otherwise have access to this kind of services and advice.



#### We aim to:

- ✓ **Increase access to reliable mental health education among individuals and families**
- ✓ **Decrease mental health stigma within diverse communities**
- ✓ **Influence accurate mental health reporting among popular news media, in order to demonstrate thought leadership**

[mghclaycenter.org](http://mghclaycenter.org)

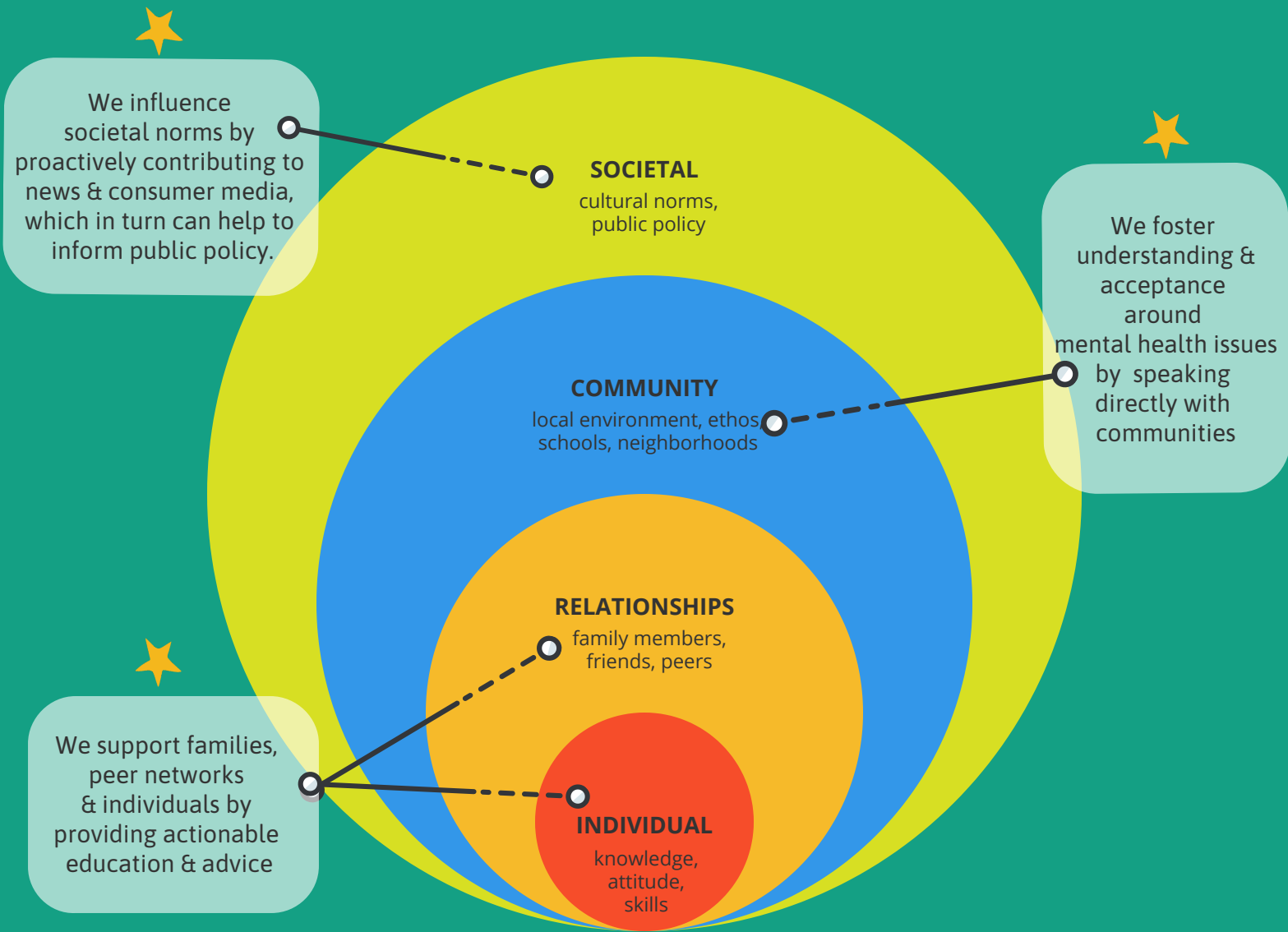


# STRATEGY

## HOW WE DO IT

Public education has the power to influence minds and change lives. Through our multi-media platform we share evidence-based, approachable, actionable guidance; through speaking engagements we foster understanding and greater acceptance; through news media interviews and appearances we help to shape the story around mental health as an integral part of our society's overall health and well-being.

### THE SOCIAL ECOLOGICAL MODEL A Framework for Behavioral Prevention & Intervention (McLeroy, et al. 1988)





# Clay Center for Young Healthy Minds

Empowering caregivers to support the mental, emotional, and behavioral well-being of children, teens, and young adults. **We aim to:**



Increase access to reliable mental health education among individuals and families



Decrease mental health stigma within diverse communities



Influence accurate mental health reporting among popular news media, to demonstrate thought leadership



2020 was a record breaking year for the Clay Center in **reaching new and existing audiences through our online platforms** in our effort to support family mental health during this challenging time.

**1.1M+** organic pageviews

Over **3x web traffic** of 2019

**22K user engagements** on social media



**543K+** new users

This includes **95K+ Spanish-language users**



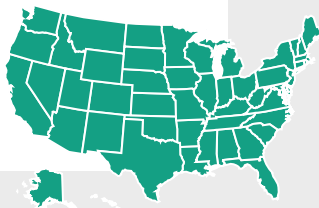
**113K+** video views

Of our **self-care for resilience** series for young people, **5x viewership** of 2019



**50 States** reached

With **140+ orgs linking back** to our COVID resources.



## Referral Traffic



Google Classroom



schoolology<sup>®</sup>  
Learn. Together.



nearpod



UW DEPARTMENT OF PSYCHIATRY  
University of Wisconsin School of Medicine and Public Health



m DEPARTMENT OF EDUCATION



TOWN OF DRACUT  
PUBLIC SCHOOLS



pear



children's  
institute  
STRENGTHENING SOCIAL AND EMOTIONAL HEALTH



SAHM



ProjectTEACH  
TEACHING AND OTHER SKILLS FOR THE JOINTMENT OF TEACHING AND LEARNING



hand hold



ALERA GROUP



Vox



BOSTON 25 NEWS



PARTNERS  
HEALTHCARE



MaineHealth



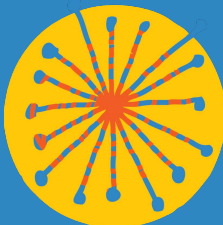
CNYHHN  
Care Management Services  
Where Care Comes Together



BuzzFeed News



Harvard Health Publishing



[mghclaycenter.org](https://mghclaycenter.org)

# Clay Center for Young Healthy Minds

Empowering caregivers to support the mental, emotional, and behavioral well-being of children, teens, and young adults. **We aim to:**



Increase access to reliable mental health education among individuals and families



Decrease mental health stigma within diverse communities



Influence accurate mental health reporting among popular news media, to demonstrate thought leadership



**We decreased stigma around mental health through education and conversations** in diverse communities: We collaborated with MGH community health centers to reach Spanish-speaking families, partnered with organizations for parent Q+A events, and encouraged school use of our Self-Care Videos.

## Coping During a Pandemic: Tools for Promoting Mental Health in Children



Mass General Brigham

**DISCOVERY**  
MUSEUM  
science. nature. play.

MassGeneral Hospital  
for Children

RAPPAPORT CENTER  
FOR LAW AND PUBLIC POLICY  
BOSTON COLLEGE LAW

www

**16 Translated Articles**

**≈ 200k web visits**

Supporting families particularly on topics of

Coping with COVID-19  
Sleep  
Anxiety

## Clay Center En Español

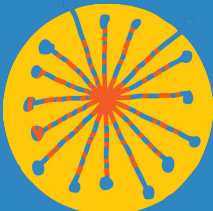
### Featured Articles



## Self-Care in Middle School

"We are using the [videos] in a Self-Care lesson district wide for 15,000 students. We are having a Wellness Wednesday to equip the students with a "toolbox" to take home with them for the holiday break and these videos were perfect."

~ Leon County Schools  
Tallahassee, FL



[mghclaycenter.org](http://mghclaycenter.org)



# Clay Center for Young Healthy Minds

Empowering caregivers to support the mental, emotional, and behavioral well-being of children, teens, and young adults. **We aim to:**



Increase access to reliable mental health education among individuals and families



Decrease mental health stigma within diverse communities



Influence accurate mental health reporting among popular news media, to demonstrate thought leadership



**We demonstrated ongoing thought leadership on a range of mental health issues** in news and consumer media, contributing to one of the *first national news pieces*\* on talking to kids about COVID-19.

\* 4 Feb 2020, Time Magazine

## 2020 Coverage Snapshot



# \$9.4M

earned media value

# TIME

The Washington Post

The New York Times

# INSIDER

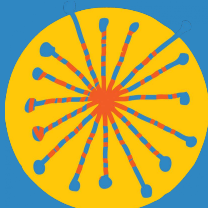
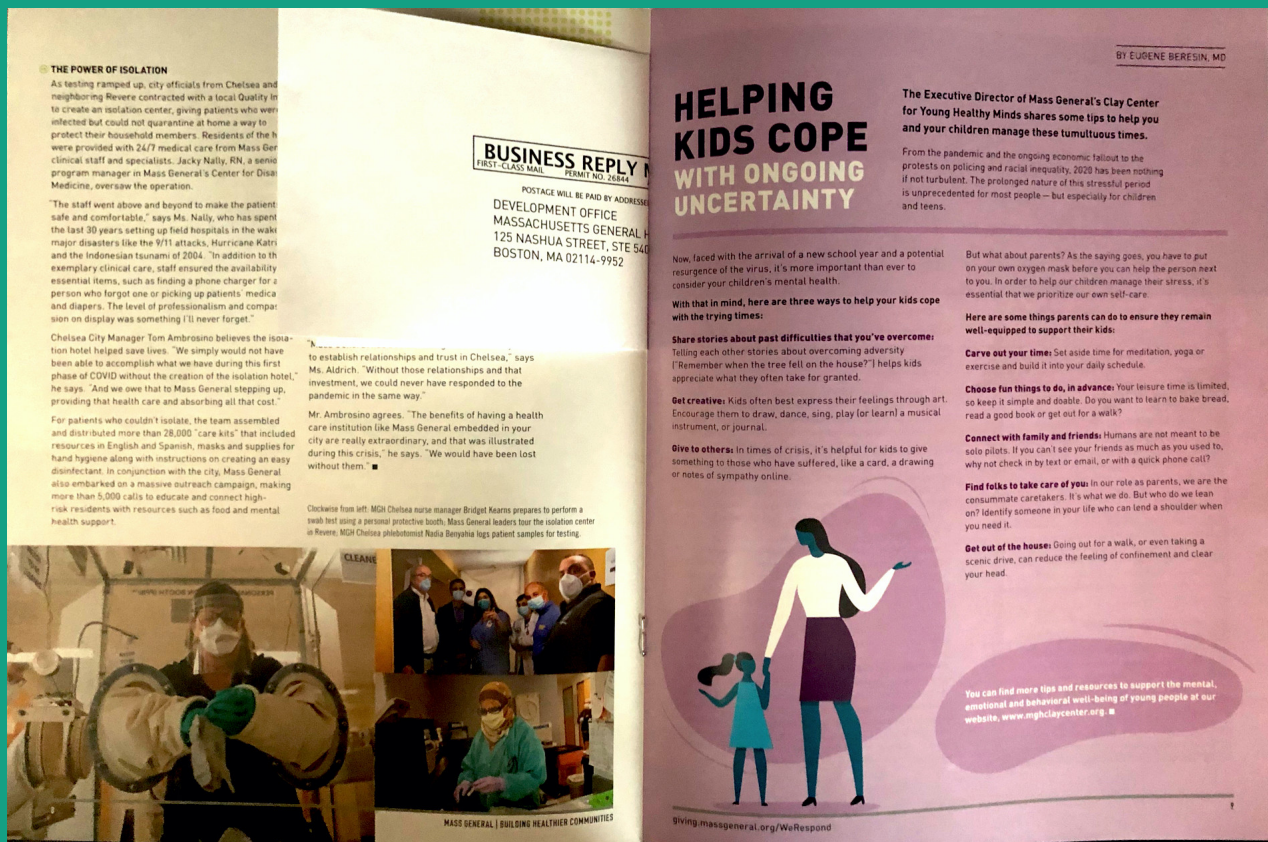
# SLATE

The Boston Globe

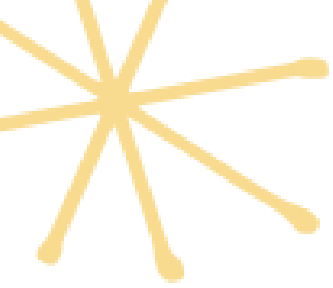
# verywell

woman's day

# BRIT+CO



[mghclaycenter.org](http://mghclaycenter.org)



# Our Team

Clay Center Leadership



**Gene Beresin, MD, MA**  
Executive Director



**Khadijah Booth Watkins, MD, MPH**  
Associate Director



**Deirdre Phillips**  
Managing Director



**Sara Rattigan, MS**  
Communications Director



## Our Advisory Council

The Clay Center Advisory Council includes parents, grandparents, teachers, other professionals and concerned individuals who are committed to bringing insight and openness about mental health to youth and families everywhere. Their invaluable insight has added dimension and experience to our thinking, helped us to refine our mission, and kept us focused on ensuring our long-term sustainability. We are most grateful to each of the following members.

**Lauren Aguirre**

**Paula Bentinck-Smith**

**Jim Braver**

**Jen Defresne**

**Debbie Fellman**

**Gail Hayden**

**Mary Herman**

**Vicki Milstein**

**Laurie Schoen**

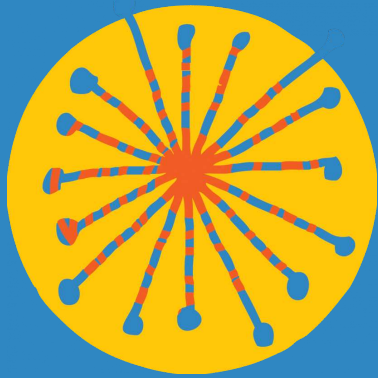
**Rand Spero**

**Richard Spurzem**

**Evan Welch**

*If you are interested in learning more about The Clay Center's Advisory Council, please contact Deedee Phillips, Managing Director, at [dphillips13@mgh.harvard.edu](mailto:dphillips13@mgh.harvard.edu).*

**[mghclaycenter.org](http://mghclaycenter.org)**



# The Clay Center for Young Healthy Minds

*Shining light on mental health through education.*

[mghclaycenter.org](https://mghclaycenter.org)



MASSACHUSETTS  
GENERAL HOSPITAL

