"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:

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

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)

We influence societal norms by proactively contributing to news & consumer media, which in turn can help to inform public policy.

We support families, peer networks & individuals by providing actionable education & advice.

We foster understanding & acceptance around mental health issues by speaking directly with communities.

SOCIETAL
cultural norms, public policy

COMMUNITY
local environment, ethos, schools, neighborhoods

RELATIONSHIPS
family members, friends, peers

INDIVIDUAL
knowledge, attitude, skills

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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:**

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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.

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**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.

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**Referral Traffic**

- Google Classroom
- schoolology
- nearpod
- nearpod
- Children's Institute
- Alera Group
- MaineHealth
- American Academy of Child & Adolescent Psychiatry
- Partners Healthcare
- UW Department of Psychiatry
- Department of Education
- Our Family Wizard
- Project Teach
- handhold
- CNY HHN
- Buzzfeed News
- Harvard Health Publishing

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**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**

- **Videos:** How to Talk to Your Kids About Coronavirus
- **Self-Care Videos:** How to Cope in School, Coping with Sleep, Coping with Anxiety

**Translated Articles**

- Supporting families particularly on topics of Coping with COVID-19, Sleep, Anxiety

**Clay En Español**

**Featured Articles**

- **Conseguir el’vez de los Niños:** Felicifca el Servicio de Emergencias
- **Conseguir el’vez de los Niños:** Cómo Ayudar a Sus Hijos Con El Estrés

**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
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*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

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**2020 Coverage Snapshot**

$9.4M earned media value

- **NBC NIGHTLY NEWS**
- **THE WEATHER CHANNEL**
- **WCVB5**
- **npr**
- **CANADA TALKS**
- **TIME**
- **The Washington Post**
- **The New York Times**
- **INSIDER**
- **SLATE**
- **The Boston Globe**
- **verywell**
- **woman's day**
- **BRIT+CO**

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HELPING KIDS COPE WITH ONGOING UNCERTAINTY

The Executive Director of Mass General's Clay Center for Young Healthy Minds shares ways to help parents and young children manage mental health issues.

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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.

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