



The Clay Center for Young Healthy Minds



MASSACHUSETTS
GENERAL HOSPITAL



HARVARD MEDICAL SCHOOL
TEACHING HOSPITAL

Annual Report ★ 2016



Dear Friends,

In 2013, Mr. and Mrs. Landon and Lavinia Clay stepped forward with a transformational gift that allowed The Clay Center for Young Healthy Minds to become a reality. This, of course, built on the pivotal early support of Mrs. Elizabeth Gail Hayden, who was integral in helping to articulate the mission of the center, and lay the groundwork for its growth into a robust vehicle for public education.

In such a short time, we have welcomed amazing growth here at The Clay Center, and we are pleased to share with you this annual report, which highlights some of our major advances in 2016. As you will see, there is much to be proud of.

We want to express our deepest gratitude to our founding donors, our Advisory Council members, and our supporters along the way. Thank you for helping to fulfill our long-held dream of enhancing the emotional well-being and resilience of youth and families everywhere, and for influencing this work. We are excited for what we will continue to achieve together in the years to come.



Dr. Gene Beresin with Dr. Jerry Rosenbaum, Chief of Psychiatry, and our founding donors (left to right): Elizabeth Gail Hayden, Lavinia Clay, and Landon Clay

Sincerely,
The Clay Center Team

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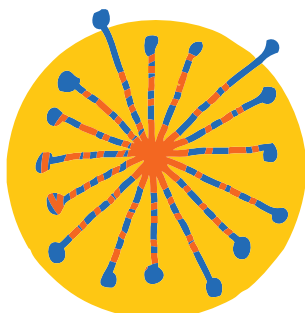
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Mission Statement

The Clay Center for Young Healthy Minds at Massachusetts General Hospital is devoted to promoting the emotional well-being of young people by providing innovative education about mental health.



OUR STORY

1 in 4 individuals will experience a mental illness during the course of his or her lifetime. What's more, 50% begin in childhood, adolescence, or young adulthood. Despite this prevalence, however, stigma remains widespread.

This stark reality fueled Dr. Gene Beresin's belief in the power of public mental health education to make a difference. And thus, in 2013, The Clay Center for Young Healthy Minds was born. Today, The Clay Center has become a valuable online resource where parents and other caregivers, and increasingly youth themselves, can access credible information and practical guidance on a host of mental health and developmental topics to support their emotional well-being and resilience.

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. It is also continuously updated based on new research, current events, and user feedback.

Our strength and credibility come from the expertise of our core team, as well as from our close affiliations with the Massachusetts General Hospital Department of Psychiatry (named #1 in psychiatric care by U.S. News & World Report for 18 of the past 21 years) and Harvard Medical School. 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.

MEET THE CLAY CENTER TEAM



Gene Beresin, MD, MA

Executive Director

Dr. Gene Beresin is executive director of The Clay Center for Young Healthy Minds, a full professor of psychiatry at Harvard Medical School (HMS), and senior educator in Child and Adolescent Psychiatry at Massachusetts General Hospital. He received a BA in music from Princeton University, and an MA in philosophy along with his MD from the University of Pennsylvania.

Dr. Beresin has won a number of local and national teaching awards, including the Parker J. Palmer "Courage to Teach" Award, given annually by the Accreditation Council of Graduate Medical Education to 10 program directors from all medical specialties. He was also awarded the American Psychiatric Association and National Institute of Mental Health Vestermark Award for Outstanding Teaching, and the HMS Department of Psychiatry Cynthia M. Kettyle Award for Medical Student Teaching. As of January 2016, he has also taken on the role of senior educator in adolescent psychiatry for Students Against Destructive Decisions (SADD).

Dr. Beresin has consulted on a variety of television shows, including *ER*, *Law and Order SVU*, and the Emmy Award-winning HBO children's specials *Goodnight Moon and Other Sleepytime Tales* (2000), *Through a Child's Eyes: September 11, 2001* (2003), and *Classical Baby* (2005). He has published numerous papers and chapters on a variety of topics, including graduate medical education, mental health and media, eating disorders, personality disorders, and child and adolescent psychiatric treatments.

Dr. Beresin has been featured in/on CNN, Time, Forbes, Good Morning America, VICE.com, The Boston Globe, and ABC News, among others, and is a regular contributor to The Huffington Post, Psychology Today, and WBUR's CommonHealth.





Ellen Braaten, PhD

Associate Director

Dr. Ellen Braaten is associate director of The Clay Center, director of the Learning and Emotional Assessment Program (LEAP) at Massachusetts General Hospital, and an associate professor of psychology at Harvard Medical School. Dr. Braaten received her MA in clinical psychology from the University of Colorado, and her PhD in psychology from Colorado State University.

Dr. Braaten is widely recognized as an expert in the field of pediatric neuropsychological and psychological assessment, particularly in the areas of assessing learning disabilities and attention disorders. Her book *Bright Kids Who Can't Keep Up* (published August 2014) addresses slow processing speed in children, a topic of growing awareness and interest among parents across the country.

Currently, she is working on a number of books for professionals that will look at defining and assessing intellectual, developmental, and learning disabilities in children and adolescents.

Dr. Braaten has been featured in/on CNN, Boston's Fox 25 News, WBZ Radio's *NightSide* with Dan Rea, NECN, WBUR, and *The [London] Times*, among others.



Steve Schlozman, MD

Associate Director

Dr. Steve Schlozman is associate director of The Clay Center, course director of the psychopathology class for the MIT-Harvard Medical School (HMS) Program in Health, Sciences and Technology, and an assistant professor of psychiatry at HMS. He practices child and adult psychiatry at Massachusetts General Hospital, where he also serves as the primary consultant to the pediatric transplant service. Dr. Schlozman received BAs in English and biology from Stanford University, and his MD from the Dartmouth-Brown Program in Medicine.

Dr. Schlozman serves as supervisor for both general psychiatry residents and child psychiatry fellows. He has also been involved in national efforts to increase recruitment in psychiatry and decrease stigma with regard to psychiatric illness.

Dr. Schlozman has been featured in/on *The New York Times*, NBC News, *Boston Magazine*, ABC News, MTV.com, NECN, and WBZ Radio's *NightSide* with Dan Rea, among others, and is a frequent contributor to WBUR's CommonHealth and The Huffington Post.



Deirdre Phillips

Managing Director

Deedee Phillips is managing director of The Clay Center. For the past eight years, Deedee served as executive director of The Autism Consortium, a unique clinical research collaboration based at Harvard Medical School that contributed to making Boston a nationally respected center for autism research and care. She previously served as a senior executive at BankBoston, FleetBoston and Putnam Investments, where she managed relationships with public officials, communicated on policy and represented these companies in Washington. She has served in leadership/board positions at numerous national, regional and state business councils and also on the boards of a number of non-profit institutions. She currently serves on the WGBH Board of Overseers, the Harvard Kennedy School Taubman Center for State & Local Government Advisory Board and the MA Autism Commission, appointed by Governor Charlie Baker.



Sara Rattigan

Communications Director

Sara Rattigan is communications director for The Clay Center. She has an MS in health communication from Tufts University School of Medicine and a BA from Fordham University. Previously, Sara provided oversight for high-level projects on sexual harassment education at Harvard University. The six years prior, she served as a health communication specialist at the MA Department of Public Health (MDPH), working with epidemiologists to translate data into intervention. At MDPH, Sara project managed Getting Hurt Is Not In Your Job Description, a social marketing campaign by eight state and federal agencies to raise awareness among young workers about injury prevention. Sara has presented on injury prevention nationally and locally, including for the Children's Safety Network. She also served as a "Big Sister" for four years, and currently volunteers at Silver Lining Mentoring.

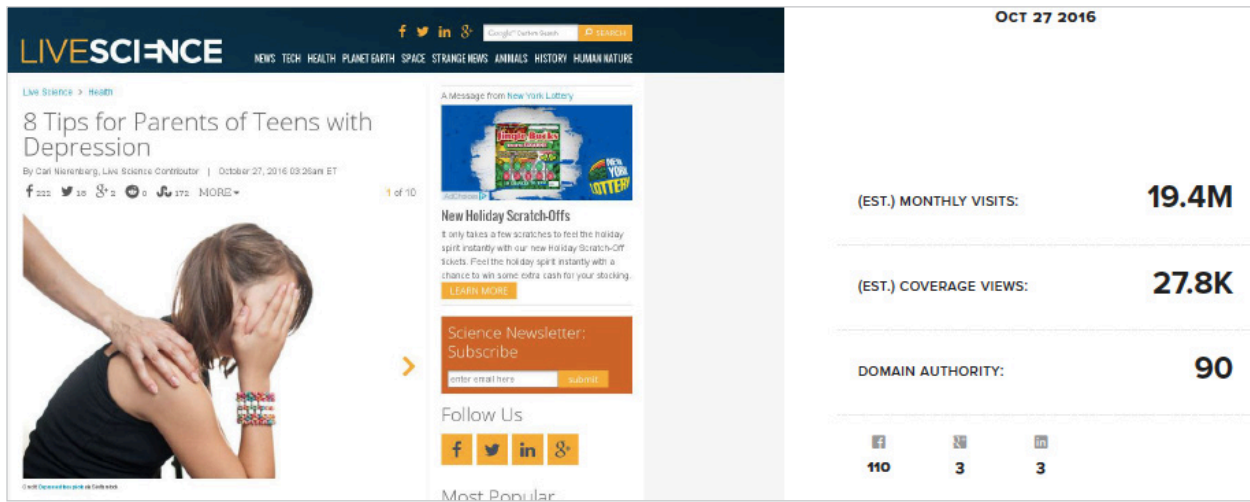


Thank you, Liz

It was with mixed emotions that we bid a heartfelt farewell to Liz Jarrell, The Clay Center's former communications director and centerpiece to our team over the past three years. Through her strategic planning and oversight, Liz was the driving force behind much of our success straight through 2016, making notable contributions to The Clay Center's marketing and awareness-building efforts. She made her graceful exit in December 2016 to embark on a new venture across the country and, while we will miss her dearly, we wish her all the best. Thank you, Liz, for helping to pave the path to our dreams!



2016 YEAR IN REVIEW



STRATEGIC COMMUNICATIONS AND PLANNING

In 2016, The Clay Center team continued to work towards our overarching goals of becoming a go-to resource for families across the U.S. on young people's mental health, and raising significant funding to ensure long-term sustainability. One of our continued objectives in achieving these goals has been to utilize public relations and marketing counsel to a.) implement a comprehensive branding and communications strategy that establishes mainstream awareness of The Clay Center, and b.) leverage those increased awareness levels to generate new and sustainable sources of funding.

Since the fall of 2014, we have been working with **Nancy Marshall Communications (NMC)** out of Augusta, Maine, to do this. Thanks to our cumulative efforts, we have made great strides in establishing a cohesive brand for The Clay Center; building awareness of the center among our target audiences; and setting benchmarks from which to measure future success.

Some of the tactical accomplishments in these areas include:

- Continued improvements in our targeted digital outreach, including development of a video marketing strategy (**p. 12**)
- Formally establishing our partnership with SADD (**p. 18**), an instrumental player in helping us to better engage transitional-age youth, of who make up a third of our website visitors
- Through Nancy Marshall Communications, regular news release distribution and coordinated media pitching to secure interviews, along with monthly reporting to gauge success and identify areas of improvement
- Outlining tools and strategies for quantifying positive change resulting from our work, which will help us to both 1) demonstrate our value and impact to potential donors and future partners, and 2) evaluate and fine-tune our content on an ongoing basis, as a means of maintaining and increasing our impact over time

THE WEBSITE

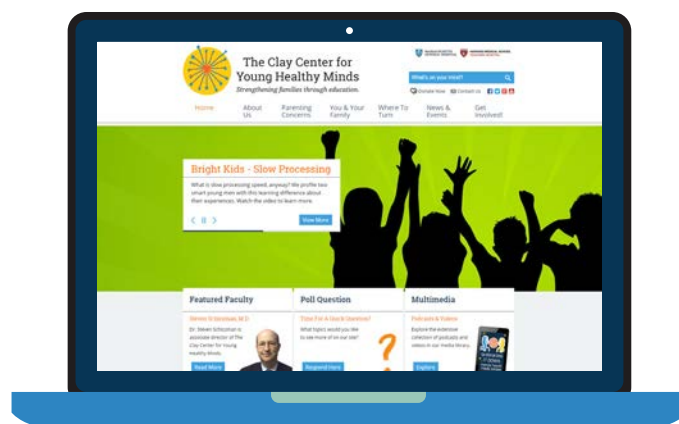
The Clay Center is pleased to report tremendous growth in our website (www.mghclaycenter.org) metrics over the past year:

102,446 visits
 a **43%+** increase
 over 2016

84,585 unique visitors
 a **45%+** increase
 over 2016

18,025 returning visitors
 a nearly **32%**
 increase over 2016

The nearly 103,000 visits to the site was an increase in overall traffic by 42.5% compared to 2015. More than half (approximately 55%) of visitors found us through search engines, a positive indication that our audience is not only finding us in their search queries, but also choosing to click through. We also continued to receive significant traffic from referral sources including Twitter, Facebook, Reddit, Massachusetts General Hospital, WBUR's CommonHealth, and The Huffington Post.



Media Room

Welcome to The Clay Center for Young Healthy Minds' media room. Members of the press will find here a variety of resources to assist with stories, features and other news items about The Clay Center, our team and our mission.

For media inquiries, please contact:

Liz Jarrell
 Communications Director
 The Clay Center for Young Healthy Minds
 P: 617-643-1590
 M: 207-210-8844
elizabeth.jarrell@partners.org

Thanks in advance for the opportunity!

About The Clay Center [More](#)

- [View](#) [Download](#) Our Mission Statement
- [View](#) [Download](#) Our Brand Story
- [View](#) [Download](#) Our Boilerplate
- [View](#) [Download](#) Why We Exist

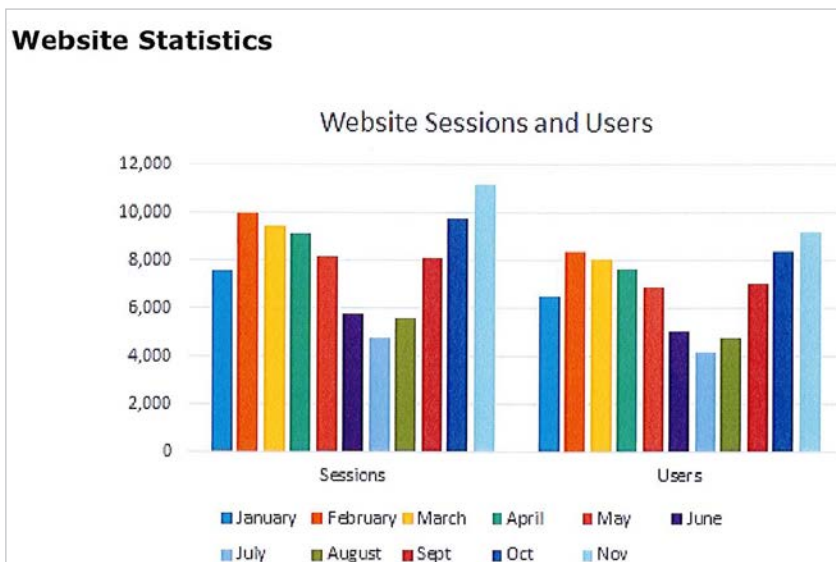
Our Doctors [More](#)

- Gene Beresin, M.D.** [View](#) [Download](#)
- Ellen Braaten, Ph.D.** [View](#) [Download](#)
- Steven Schlozman, M.D.** [View](#) [Download](#)

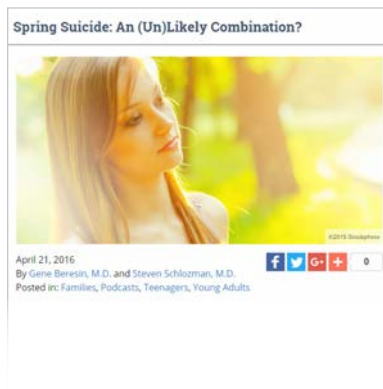
Trending Topics [More](#)

March 4, 2016
 Hot Topic:
 Talking To Kids About 2016 Politics: A Parent's Duty In Our Volatile Political Climate

Website Statistics



CONTENT



BLOGS

Our blog content is a central educational component to our mission. While video is a growing focal point of our content strategy, we continue to grow our library of accessible, written information on mental health-related issues. In 2016, our website featured 295 blog posts spanning a variety of topics, including both timely “hot button” issues and “evergreen” (always relevant) issues of interest to parents and other caregivers of children, teens, and young adults.

Some examples:

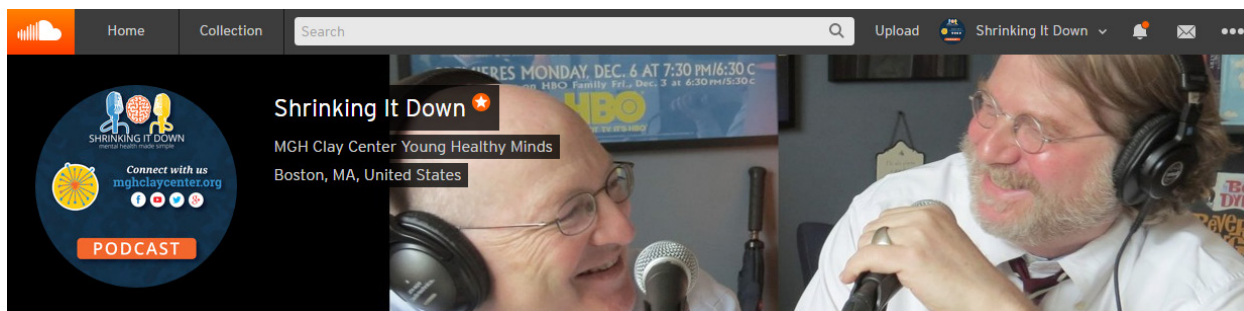
- When you have an explosive child, what are some of the major theories of development?
- The implications of poverty on children's mental health
- Spring suicide: An (un)likely combination
- Are increased academic demands causing ADHD?
- Helping your kids following the Orlando tragedy
- Talking to kids about 2016 politics: A parent's duty in our volatile political climate

An excerpt from Dr. Ellen Braaten's blog,
“What Are The Different Types Of Evaluations?”



“Arielle's mother, Adele, was confused. She had taken Arielle, an active first grader who was struggling to learn how to read, to her pediatrician for guidance. Arielle's teacher was complaining that Arielle seemed impulsive and hyperactive, and of course Adele was worried about Arielle's struggles with reading. Upon presenting Arielle's case to her pediatrician, the pediatrician suggested that Adele obtain an evaluation for her daughter. Adele, rightfully confused, left the appointment wondering, ‘What did she mean by an evaluation? What should I do?’”

To read the full blog, visit us at
www.mghclaycenter.org.



PODCASTS

Shrinking It Down: Mental Health Made Simple

Our audio podcast, hosted by Dr. Gene Beresin and Dr. Steve Schlozman, had a great run in 2016. A key component of becoming a go-to resource for families is building trust and relationships, and our podcast platform gives listeners a chance to “get to know” Gene and Steve as they banter, discuss, reflect and provide guidance on a range of topics important to the wellbeing of youth.



To date, we have released **more than 40 episodes**, including:

- Living with a Chronic Mental Illness: Grace’s Story
- Leaving Home: A Student’s Perspective
- The Addiction Free Futures Project – Conversations with Youth
- Raising Moral Children
- The Importance of Civility in Today’s Political Climate

In 2016, we also took the first step in moving towards more regular video content by recording our first video podcast, “Should My Child See A Therapist?” We look forward to kicking off our video podcast series in 2017.

You can subscribe to our podcast on iTunes, GooglePlay, Tunein, Stitcher and SoundCloud.

ONLINE VIDEOS

Rounding out our multimedia library, of course, is video. Of all our three media types—written, audio, and visual—video is the medium that will help most in continuing to increase our web traffic, as well as our visitors' retention of the important information we share.

In 2016, through our partnership with **films that heal**, we completed production of three professional short films that we'll launch on Clay Center TV and beyond throughout 2017, and completed the filming of two others. Each film aims to raise awareness, promote dialogue, and reduce stigma of a different issue related to the mental health and wellbeing of youth. Each film also opens doors to building new community partnerships and more collaborative efforts to achieving success in increasing visibility and awareness of each topic.

Greatest Strength

A glimpse into the everyday lives of five young individuals, with varying abilities, as they apply their greatest strengths.



HOME

Intimate conversations with a group of young homeless children on what "home" means to them, and what they aspire to.



Looking for Luke

Looking for Luke is a short documentary following Luke's parents, Wendell and Christina, as they attempt to understand why he did this by reading through his journals and talking to his closest friends. As



Luke Tang was a well-liked, passionate and brilliant Harvard sophomore who took his family and friends by surprise when he decided to take his own life. Looking for

they piece together what happened, they begin to uncover the truth about their son's death. through the realization of depression as a mental illness.

Luke's parents have made it their mission to help other parents, particularly Asian parents, identify and understand the signs and signals of depression and other behavioral health disorders that can lead to suicide. Through strategic screenings and discussions at colleges and communities across the country, Looking for Luke and The Clay Center aim to raise awareness of depression as an illness, and destigmatize seeking help for mental health issues. View the trailer at: **LookingForLukeFilm.com**

E-NEWSLETTER

Our monthly e-newsletter is our primary means of keeping subscribers abreast of happenings at The Clay Center such as highlights of our latest content and notable media appearances by our team. We are pleased to report that we've grown our distribution list by **59%** over the past year. Those interested in signing up can do so on the homepage of our website, or by clicking on the "Connect with us" tab on our Facebook page.

Text MGHCLAYCENTER to 22828 to sign up now.



SOCIAL MEDIA

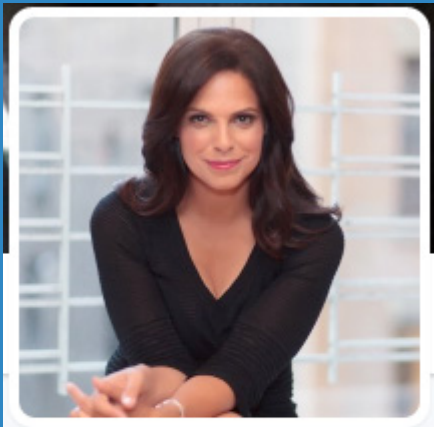
Creating an interactive and vibrant presence on major social media networks like Facebook, Twitter, Google+, and YouTube is an important part of The Clay Center's communications strategy.

Our approach has always been to first establish credibility—primarily by balancing messages that promote our content on the website with others that reference articles, studies, and resources by respected third-party organizations and influencers that are relevant to our audience, and aligned to the overall mission and focus of The Clay Center. In the past year, we increased our number of "Likes" on Facebook by **41%**, and our following on Twitter by **43%**. We also achieved tremendous growth when it comes to audience engagement (the number of times someone interacts with a post—clicks, "likes," shares, etc.) on each platform: more than **50%** increased engagement on Facebook, and on Twitter our content and posts were retweeted and liked more than last year, resulting in more than **259,000 impressions**. We also expanded our presence on Google+, LinkedIn and YouTube. Video views on YouTube were up **423%** in 2016!



Last year, we launched our YouTube channel, Clay Center TV, which hosts our range of educational and entertaining video content. This year we put a lot of strategic energy into producing and planning the release of not only new video podcasts and educational webinars, but also community-informed, professionally produced short films to appeal to a wide range of audiences. The topics of films include mental health stigma in Asian-American communities, children with disabilities, child homelessness, kids with mental illness, and adoption. These will be launched in 2017.





Soledad O'Brien ✓

@soledadobrien FOLLOWING YOU

CEO StarfishMedia. Host:

@MatterofFacttv this weekend!



VAMN-TV

@VAMNTV_USA FOLLOWING YOU

US- & Eng-based Viet-American network: Edutainment for the Next Generation. VAMNtv.com
GirlGotGameTV.com ...



CampaignForChildren

@Campaign4Kids FOLLOWING YOU

The First Focus Campaign for Children is a bipartisan child advocacy group dedicated to improving U.S. public policy for kids. Affiliated with @First_Focus.



As a result of these and other efforts, we also gained and maintained some notable, influential connections on Twitter:

Media



- **Soledad O'Brien**, award-winning journalist, CEO of Starfish Media Group, and host of 'Matter of Fact with Soledad O'Brien' political magazine program (634,000 followers)
- **Sue Scheff**, contributor to 20/20, CNN, *Dr. Phil*, *The New York Times*, and *The Wall Street Journal* (43,300 followers)
- **Michelle Wojciechowski**, humor columnist, writer, speaker, and contributor to Parade Magazine (11,800)
- **Your Teen for parents**, a magazine to help parents raise teenagers during those fast and furious years (8,400 followers)
- **Carlene Wild**, health editor of LifeZette online lifestyle magazine and former news anchor (5,100 followers)
- **VAMN-TV**, a Vietnamese American television network (1,230 followers)

Mental Health & Youth Advocates

- **Rehman Siddiq**, Youth Ambassador for various United Nations campaigns and chief editor of The Youth Observer (150,000 followers)
- **Having Time**, a digital "story" magazine devoted to sharing inspiration and mental health (60,000 followers)
- **Campaign For Children** (31,800 followers)
- **Understood.org** (28,900 followers)
- **End The Stigma** (26,000 followers)
- **NAMI Massachusetts** (18,000 followers)
- **SADD Nation**, national headquarters for Students Against Destructive Decisions (7,600 followers)
- **Estelle Erasmus**, contributor to *Newsweek*, *The Washington Post*, and *Psychiatry Today* (12,100 followers)
- **Dan Rea**, host of *NightSide* on WBZ Radio (8,103 followers)





Post Details

The MGH Clay Center for Young Healthy Minds
Published by Eliza Abdu-Glass · July 5, 2016 ·

Does your child sometimes act "fresh" or talk back? Our new blog post provides some pointers on what's typical behavior of a child striving to become an independent individual, and what might indicate more concerning behaviors.

<http://www.mghclaycenter.org/.../fam.../child-talks-back-part-1/>



What If My Child Talks Back: Part 1 - The MGH Clay Center for Young Healthy Minds

"He's just too fresh." That's a phrase you hear often if you work with kids in Boston. Since I didn't grow up here (I still include the "r" in "car" for example), I didn't...

MGHCLAYCENTER.ORG

1,749 People Reached

23 Likes, Comments & Shares

11 Likes	3 On Post	8 On Shares
0 Comments	0 On Post	0 On Shares
12 Shares	2 On Post	10 On Shares

117 Post Clicks

0 Photo Views	61 Link Clicks	56 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Medicine & General Health

- **Angela Sellari**, founder and editor of About a Mom online resource website (117,000 followers)
- **The Coffee Klatch Special Needs Radio** (70,200 followers)
- **MassGeneral News** (36,200 followers)
- **Boston Children's Innovation News** (3,807 followers)
- **Massachusetts General Hospital for Children** (3,560 followers)
- **McLean Hospital** (5,749 followers)

Personalities

- **Taye Diggs**, actor and children's book author (661,000 followers)
- **Chelsea Krost**, TV/radio talk show host and 'millennial' spokesperson (129,000 followers)
- **Natalie Gray**, comedian, actor, TV series writer, and host of the Gray Escape podcast (47,400 followers)
- **Dr. Deborah Serani**, a psychologist, award-winning author, TED^x speaker (15,300 followers)
- **Kazoops**, a new animated preschool TV series produced by CBeebies UK/ABC KiDS Australia, available on Netflix (2,140 followers)

MassGeneralChildren @mghtc Following

Is your teen is having typical turmoil or struggling w/depression? @MGHClayCenter's @GeneBeresinMD breaks it down.



8 Tips for Parents of Teens with Depression
The teen years are a time of emotional turmoil, so it can be hard to tell when a teen is suffering from depression. Here are some facts about depression in teens. [bverscience.com](http://www.bverscience.com)

RETWEETS 3 LIKES 3

9:09 AM · 2 Nov 2016


Parent Nation Kennedy-Kline

Tara Kennedy-Kline @ParentNationRad FOLLOWS YOU

This ain't your mama's parenting show! Host of the internet's top talk radio show featuring real talk for real parents, shaken AND stirred with a twist.

FreedmanCenterWJEdu @FreedmanWJEdu Follow

MT @MGHClayCenter: @SSchlozman talks AAP recommendations on #screentime for #kids & need for #parental involvement



How young is too young for screen time?
The American Academy of Pediatrics released its updated recommendations on how much screen time children should get, while cautioning continued risks. [deseretnews.com](http://www.deseretnews.com)

LIKE 1

9:55 PM · 12 Nov 2016

Kazoops @_Kazoops FOLLOWS YOU

New animated preschool TV series. Join Monty and his pet pig Jimmy Jones as they explore new perspectives on an imaginative musical adventure. Now...





"We have come to rely on The Clay Center to help us inform the public about urgent mental health issues, whether it's how to talk to kids about the latest school shooting, or how to prevent suicide. What Gene [Beresin] and Steve [Schlozman] write is not just accurate and informative, but wise and compassionate. They're speaking out in the best of all possible ways—and very skillfully, too! For us as journalists, they're also modeling how fruitful a collaboration—really, a partnership—between a media outlet like WBUR and experts driven by a mission of public education can be."

– Carey Goldberg,
former Boston bureau chief
of *The New York Times*
and co-host of WBUR's
CommonHealth

90.9wbur
Boston's NPR® news station

MEDIA COVERAGE

Part of our communications strategy involves extensive outreach to both local and national media outlets in order to increase our sphere of influence, and raise awareness of The Clay Center among our key target audiences.

Our team had the honor of appearing in/on a variety of noteworthy publications and media channels in 2016, including:

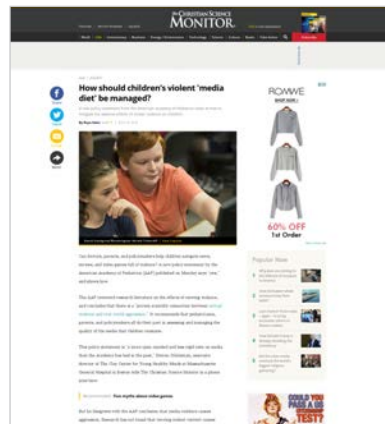
- CBS Boston
- MarketWatch
- The Christian Science Monitor
- Psychology Today
- NPR, Philadelphia
- Understood.org
- The Huffington Post
- Live Science
- The Boston Herald
- MSN
- Parent Nation
- LifeZette
- HealthZette
- New England Cable News (NECN)
- WBUR's CommonHealth
- WBZ
- Fox News
- News 9 Oklahoma





All together, The Clay Center team had more than 260 media results that produced over 207,000,000 impressions across local and national media, including television and radio, and pitched 87 story and interview ideas to producers and editors at media outlets across the country.

This equates to an estimated media value of \$3,752,826, up more than 200% from 2015.



So what do we mean by 'media impressions' and 'media value'?

Media impressions represent the gross number of items that could have been seen by all people, including repeats.

Media value is a tool used to gauge the return on investment for public relations activities. Unlike advertising, which is purchased, media value is print, electronic, and non-traditional news coverage that results from editorial content generated by press releases, interviews, photos, videos, and special events. The simplest way to generate raw data is by using the advertising value equivalency; this involves determining what such editorial coverage in traditional media would cost were it purchased as paid advertising. For example, an ad on CNN would cost far more than an ad in a local newspaper.

However, since public relations is subjective, intangible items are also taken into account: the tone of the article, how The Clay Center is portrayed, whether key messages are delivered, hyperlinks to our website included, etc.

COLLABORATIONS

The Clay Center has many everyday partners with whom we work to promote our mission, but we have a number of larger, strategic partnerships, as well. Among them:

SADD (Students Against Destructive Decisions)



With Dr. Beresin taking on his new leadership role of senior educator in adolescent psychiatry for SADD in January, this collaboration truly began to unfold. At

the 2016 SADD national conference, Dr. Beresin presented on The Clay Center to the SADD Board of Directors and a plenary for the entire conference on "Anxiety & Depression: Breaking the Silence," in addition to facilitating several workshops. As we expand our reach and influence among transitional age youth, this relationship will be key. SADD benefits by receiving expert advice on important mental health issues—Dr. Beresin has already provided valuable guidance on suicide, for example, that is shared on their

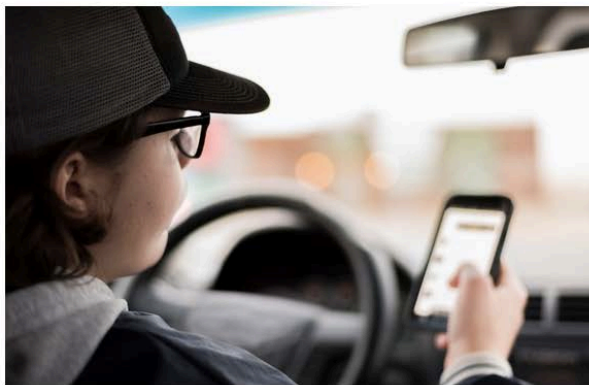
website. Likewise, The Clay Center gains insight into our content from the best teachers of teens and young adults—the youth themselves.

Dr. Beresin has also been named a senior advisor to a SADD national teen driving study, which completed year one in 2016. Among the findings were that 2 out of 3 teens admit to using apps while driving (compared to around 1 in 4 who admit to texting while driving). These findings were picked up in news media across the country, through which Dr. Beresin received notable attention. They also identified important new content for The Clay Center website. In 2017, year two of the driving study will be completed, along with planning our first video podcast featuring guests from SADD.

THE BLOG 10/21/2016 05:05 pm ET

New Concerns About Distracted Teen Driving: The Role Of Apps


By Gene Beresin




co-author: Steve Schlozman, MD

As parents, we share some really big milestones with our children. There's riding that bike for the first time, braving the first day of school, or marching off to sleep-away camp.

TRENDING

Reese Witherspoon Shows What Happens When You Give Your Kid A Hard-To-Spell Name 

5 Things No One Ever Told Me Would Destroy My Marriage 

Project TEACH (Training and Education for the Advancement of Children's Health)

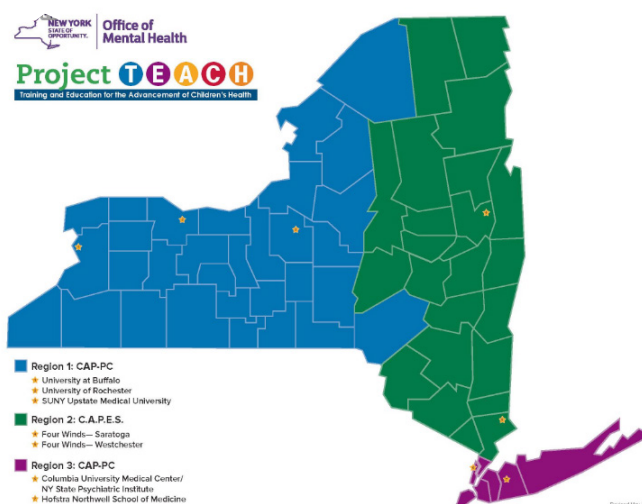


The initial planning for Project TEACH—an initiative to facilitate consultations with child and adolescent psychiatrists, and educate primary care physicians and pediatricians in children's mental health

—is underway! The Psychiatry Academy at Massachusetts General Hospital, in partnership with The Clay Center, was awarded this five-year grant in 2015 by the **New York State Office of Mental Health** with the cumulative goal of improving the mental health outcomes of children across New York. Serving as an affiliate to the Psychiatry Academy on the implementation of the program, The Clay Center will produce public education materials geared toward parents, caregivers, and professionals who work with children to help encourage effective communication with primary care providers; enhance mutual understanding of psychiatric and behavioral problems; and ultimately foster

prevention and early identification/intervention of mental health disorders in children and adolescents.

The project's Statewide Coordination Center, which will be operated by the Psychiatry Academy, officially launched in October 2016. While reaching out directly to families and youth will always be a critical component of The Clay Center's work, this project is exciting because of potential for true public health intervention and impact due to the focus of educational outreach at the institutional level.



"On behalf of the leadership of Massachusetts General Hospital, we are proud to be chosen by the New York State Office of Mental Health to collaborate on this initiative," said David Rubin, M.D., executive director of the Massachusetts General Hospital Psychiatry Academy.

"This effort marks a progressive and innovative response to the national crisis in children's mental health care access. Mobilizing our expertise in the delivery of psychiatric care, continuing medical education and public education, New York has honored us with this opportunity to contribute to this shared grand mission."

(<https://apps.cio.ny.gov/apps/mediaContact/public/view.cfm?parm=ABF44634-5056-9D0B-1A354C6C62DAD187>)



SPEAKING ENGAGEMENTS

We welcome public and industry speaking engagements, as they provide a forum in which to forge personal connections with the audiences we serve, as well as share the mission of The Clay Center. We had a number of opportunities in 2016:



Dr. Gene Beresin presented at numerous events across the country in 2016. His engagements included speaking on health policy and social justice, and the role of public education in collaborative care at the American Psychiatric Association annual meeting. He was the plenary speaker at the Annual Meeting of the Oregon Physicians Psychiatric Association, at which he gave two additional lectures on the impact of violent media on youth, and modern parental worries about social media. Specific to transitional age youth, Dr. Beresin also presented on several topics for Grand Rounds and other events at Louisiana State University School of Medicine, and delivered the keynote speech at Maine's Daniel Hanley Center for Health Leadership 2016 forum on stress and depression in our adolescents and young adults.



Dr. Ellen Braaten continued her work connecting with both professional and lay audiences about various learning issues. Dr. Braaten's engagements ranged from presenting on non-verbal learning disabilities at the 2016 American Psychiatric Association annual meeting, delivering the keynote address at the 2016 McLean School's Cecily Advocacy Workshop, and presenting a national webinar on processing speed with Understood.org, to supporting community-based initiatives, such as speaking on teen suicide at Falmouth Public Library during Mental Health Awareness month.



Dr. Steve Schlozman presented both internationally and locally, traveling to Seville, Spain, to address the Health for Humanities Network as the plenary speaker for the Association for Academic Psychiatry, participating in a WGBH-hosted panel for Google and MIT on how technology affects brains, habits and outlook of young people, and giving a local talk at the Coolidge Corner Theatre in Brookline on the psychology of politics. He rounded out the year by presenting right here at Massachusetts General Hospital on medical ethics and Frankenstein.



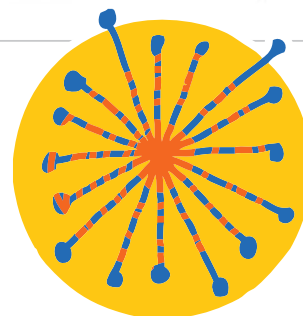
For the third year in a row, both Dr. Beresin and Dr. Schlozman returned to Lake Wales High School in Florida to deliver an interactive presentation with the student body on "The Critical Role of Identity" among youth.



ADVISORY COUNCIL

Since The Clay Center's launch, one of our biggest priorities has been to engage with and seek direction from our Advisory Council—those parents, grandparents, and concerned individuals who have committed to advancing our mission and ensuring our long-term sustainability through philanthropy, strategic advisement, and ambassadorship.

Our Advisory Council continues to be among our most valuable collaborators. By adding dimension and experience to our thinking, advising on our strategy, and expanding our contacts and networks, they are helping to advance our mission and ensuring our long-term sustainability.



The Clay Center for Young Healthy Minds Advisory Council



Lauren Aguirre



Lavinia Clay



Jen Defresne



Debbie Fellman



Gail Hayden



Mary Herman



Laurie Schoen



Rand Spero



Richard Spurzem



Serita Winthrop

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.



A GLIMPSE AT 2017

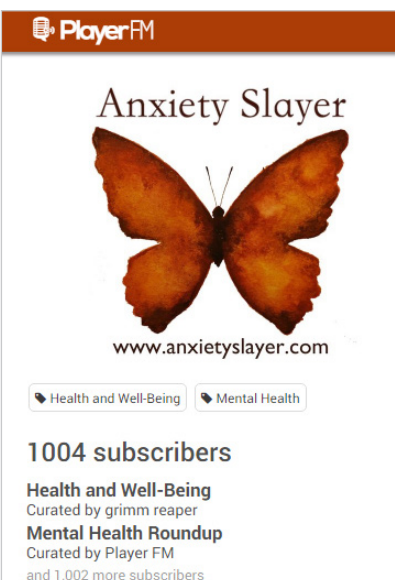
Video Production

Eric and Elaine of films that heal are already at work on our next video productions for 2017, and Gene is gearing up to compose the original scores for our short films and new video podcasts!



Speaking & Media Engagements

The Clay Center Team is already booked for numerous national, high-level speaking and media engagements in 2017. Here's just a glimpse of what's to come...





The overarching goal for this year is to significantly expand the reach and impact of our content, while also growing our return-visitor audience base. The primary ways we hope to do so are by:



Revamping our website to provide easier access to sought after content, better showcasing of our featured content, and a more interactive and engaging user experience, overall.



Engaging in heavy media outreach that is focused on continuing to forge relationships with key media outlets and journalists on a national level.

Focusing on film as a call-to-action. Capitalizing on the popularity of online video, this year Clay Center TV will truly take off as we launch and market not only new video podcasts and educational webinars, but also community-informed, professionally produced short films to appeal to a wide range of audiences (P. 12) , on topics including mental health stigma in Asian-American communities, children with disabilities, child homelessness, kids with mental illness, and adoption.



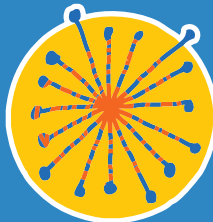
Measuring our impact on communities, organizations and individuals with whom we engage. A significant goal of 2017 is to gain a better sense of how Clay Center content is contributing to positive change in our communities, through more tailored outreach and quantifiable follow-up with specific populations.





Your support will help us expand the reach and impact of our work. Please visit us online to learn more:

MGHClayCenter.org/Your-Support



The Clay Center for Young Healthy Minds
One Bowdoin Square, 7th Floor, Boston, MA 02114 ★ (617) 643-1590
www.mghclaycenter.org



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