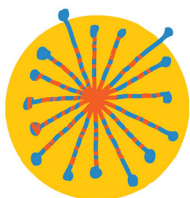


Mental health education
has the power to prevent
suffering and save lives.

2022

Annual Report



**The Clay Center for
Young Healthy Minds**

Shining light on mental health through education.





A Message From Our Managing Director

Dear Friends,



Michelle Marshall, MBA
Managing Director

As we approach our 10-year anniversary, we look back over the last decade with tremendous gratitude for those who helped to establish and continue to support our mission of preventing, reducing and de-stigmatizing youth mental health through education. The ongoing and long-term impact of the COVID-19 pandemic, coupled with the child mental health emergency as pronounced by the Surgeon General, the American Academy of Pediatrics, the American Academy of Child and Adolescent Psychiatry and the Children's Hospital Association, greatly reinforces the critical need for our educational programs and resources now more than ever!

We continued to see significant growth across our multi-media platforms and remain deeply committed to helping parents and caregivers understand our unique 3W model - What to look for, When to worry and What to do, when facing a mental health concern. We know that education has the power to save lives, but public mental health education has not been a priority – and that needs to change for future generations.

Over this past year, we have also worked collaboratively to enhance our strategic plan, formalize our development committee and increase our educational offerings and look forward to sharing more on our progress in the months ahead.

Together, we have an opportunity to effect real change for the wellbeing of future generations!

Warm regards,

Michelle Marshall, MBA
Managing Director





Mission

Our mission is to prevent, reduce, and de-stigmatize youth mental health conditions through education.



1 in 4

People have a psychiatric disorder at any given time.



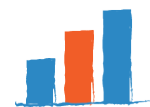
1 in 2

People will suffer from a mental illness over the course of their life.



75%

Of mental health conditions first develop during childhood, adolescence, or young adulthood.



Impact of Suicide

Suicide is the 2nd leading cause of death among people ages 10-24.

The Clay Center Difference: Practical, Empowering Resources

Without knowing the **“3W’s”**: **What to look for, When to worry, and What to do** potential significant mental health problems are missed, disorders are overlooked, suffering is increased, and sadly lives lost, often by suicide, overdose, or other risky behavior.

Our **practical, online educational resources empower caring adults to support the mental, emotional, cognitive, and behavioral well-being of children, teens, and young adults.** We accomplish this through a multimedia approach that delivers high-quality original content in multiple formats, including articles, a podcast, and short videos and films. Our education is presented in an easy-to-understand manner that is both engaging and entertaining, and is continually updated based on new research, current events, and user feedback.



Focus Areas

Our Goals

Through public mental health education, we aim to:



Expand awareness and access to evidence-based mental health education among anyone working with young people.



Free Public Education



Increase knowledge and reduce mental health stigma within **diverse communities.**



Community Programming



Improve accuracy of mental health reporting in popular news media to educate and reinforce thought leadership.



News Media Influence

Our work is guided by the social ecological model framework (McLeroy et al 1998)



“In an era where more and more youth and adults turn to social media for information, the Clay Center’s free online educational resources...provide that information and counter myths and disinformation.”

- Rebecca W. Brendel, MD, JD
2022 President
American Psychiatric Association





2022 Highlights

Expanding School Education

We reached classrooms around the country through self-care resources.



45K

Website Views

25K

Hours Watched



Media Collaborations

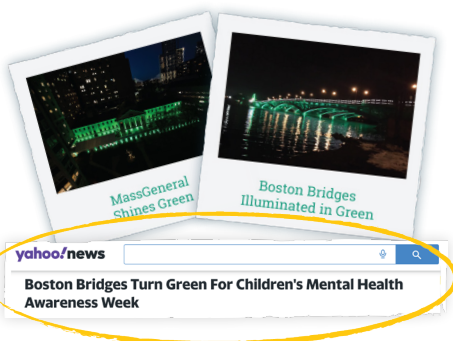
2.8B

Viewers Educated



Live, Weekly Mental Health Beat

Every Thursday at 5:30 PM Dr. Booth-Watkins provided live advice on Child Mental Health reaching 2.8 Billion viewers.



Children's Mental Health Awareness

We partnered with state agencies to “light it up green” across Massachusetts, to highlight the importance of child mental health.

Gun Violence Crisis Response

12M

Viewers Educated



Less than 24 Hours following the devastating tragedy that occurred in Uvalde, TX, we provided the media with much-needed insights and resources to support their local communities. We reached more than 12 Million viewers through a range of news, hospital and social media.

Engagement and Impact

Website

1M

Over 1 Million Visits

31%

Increase in Returning Website Visitors

225

Over 225 Countries Reached Annually



Newsletter



41%

Growth in Newsletter Subscribers

Earned Media Engagement

5.6B

In Media Reach

392%

Growth in Reach



Highlighted by Media Sources Including:

The Washington Post



HUFFPOST

Winner

Digital Health Awards® for Instagram Campaign

School Education



To date, we have engaged thousands of students, teachers, and parents by making our educational videos digitally accessible to classrooms and communities.

Suicide Prevention Film:

This film helped to increase dialog about the impact of suicide on students and their families and communities.

8K

8,000 Attendees at Screenings and Panel Discussion

45K

45,000 Video Views

Post-Screening Action Steps by College Campuses:

- Increase community forum spaces for young people to obtain resources on how to talk about mental health.
- Plan mental health first aid sessions focused on youth.
- Host more emotional wellbeing events for young people.
- Expand peer and student mentoring programs.

Self Care for Resilience Educational Series:

350K

350,000 Viewers Engaged in Education Series Content

6K+

Web Visits and Video Views from Classroom Portals

25K

25,000 Hours Watched



"In my role, I set up parent/caregiver wellness education events. The resources provided by the Clay Center are always outstanding."

- School Wellness Director



Podcast

Shrinking It Down: Mental Health Made Simple

Extra special thanks to:

Steven Schlozman, MD
Co-host, Seasons 1-3

Ellen Braaten, PhD
Recurring Guest, Seasons 1-3



"I loved the interview for its authenticity and simplicity. I also enjoyed the different angles from which you looked at the issue."

- Podcast Subscriber



LISTEN NOTES®



Global Rank

Top 10%



Thank you to our featured guests!

Season 1

Eric I. Lu, MD, *Films That Heal*
Kathleen, *Hope Beyond Anorexia*

Season 2

Robert, *Our Greatest Strengths, Part 2*
J. Stuart Ablon, PhD, *Changeable*
Susan Sprich, PhD, *Cognitive Behavioral Therapy*
Rebecca Schrag Hershberg, PhD, *Surviving Tantrums With Toddlers*
Jodi Gilman, PhD, *Cannabis and the Teen Brain*
Elisa H. Hamilton, *Illuminating Mental Health Through Art*

Season 3

Rand Spero, CFP, *Money and Mental Health*
Ming Sun, CHES, *Stay In Shape*
Anne Fishel, PhD, *Making Family Dinner Possible*
Jordan Smoller, MD, ScD, *Nature vs. Nurture*
Hillary Hurst Bush, PhD, *Growing Up With a Parent on the Autism Spectrum*
Khadijah Booth Watkins, MD, PhD, *COVID-19 and College Students*
Elizabeth G. Pinsky, MD, *Climate Anxiety and Kids*
J. Stuart Ablon, PhD, **Managing Challenging Behavior During Stressful Times**
Timothy Wilens, MD, *Medications for Better or Worse?*
O'Neil Britton, MD, *Moving Towards Anti-Racism for Future Generations*

Season 4

Mary Lyons Hunter, PsyD, *The Power of Community Health During COVID-19*
Joseph Betancourt, MD, MPH, *Tackling Racism Internally to Better Serve Our Communities*
Michael Robb, PhD, *Media Literacy and Mental Health*
Janet Wozniak, MD, *The Nuts and Bolts of Telepsychiatry*
Mary Dunne, *Teen Breakup Violence Part 1*
Malcolm Astley, *Teen Breakup Violence Part 2*
Darshan Mehta, MD, MPH, *Medicating With Meditation?*
Robyn Thom, MD, *A Closer Look at High-Functioning Autism*
Angel Caraballo, MD, *Mental Health Challenges and Latinx Children and Teens*
Bernard Kinane, MD, *Everything You've Wanted to Know About Sleep*

Season 5

John F. Kelly, PhD, ABPP, *Alcohol and Adolescents*
Holly Peek, MD, MPH, *Body Image and Young People*
Mai Uchida, MD, *Young Athlete Mental Health*
Annabel Reddick, *A Teens Take on the Pandemic*
Valerie Grison-Alsop, *The Power of Peer Support*
Julia Esposito, *The Power of Peer Support*
Gagan Joshi, MD, *How Do you Find Out If Your Teenager Has Undiagnosed ASD?*
Abigail Donovan, MD, *How Does Schizophrenia Affect a Young Person and Their Caregivers?*
Marshall Forstein, MD, *How Do I Talk to My Kids About Gender and Sexuality?*



Our Team

Leadership and Staff

Our staff are dedicated to promoting and supporting the mental, emotional, and behavioral well-being of young people through their work at the Clay Center.



Gene Beresin

Executive Director,
The Clay Center for Young Healthy Minds,
Massachusetts General Hospital
Professor of Psychiatry,
Harvard Medical School
Senior Educator in Child and
Adolescent Psychiatry at MGH



Khadijah Booth Watkins

Associate Director,
The Clay Center for Young Healthy Minds,
Massachusetts General Hospital
Associate Director, Child and Adolescent
Psychiatry Residency Training Program
of Massachusetts General Hospital
and McLean Hospital



Michelle Marshall

Managing Director,
The Clay Center for Young Healthy Minds,
Massachusetts General Hospital



Sara Rattigan

Communications Director,
The Clay Center for Young Healthy Minds,
Massachusetts General Hospital

Advisory Board

Lauren Aguirre
Jim Braver
Debbie Fellman

Mary Herman
Vicki Milstein
Phil Neason

Peggy Slasman
Richard Spurzem
Evan Welch



The Clay Center for Young Healthy Minds

MGH Institute for Health Professions

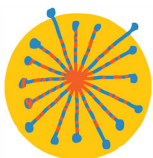
Attn: The Clay Center

1 Constitution Wharf

Charlestown, MA 02129



Shining Light
on Mental Health
Through Education



**The Clay Center for
Young Healthy Minds**

Shining light on mental health through education.



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