



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

2*23

Annual Report



The Clay Center for
Young Healthy Minds

 **Massachusetts General Hospital**
Founding Member, Mass General Brigham



A Message From Our Managing Director

Dear Friends,



Michelle Marshall, MBA
Managing Director

This past year was one of growth and transformation for us in many ways. At the start of the year, we became a part of the MGH Department of Psychiatry's Division of Professional and Public Education, moving our offices from downtown Boston to Charlestown, MA. We looked at our engagement metrics to help guide the development of new programs, curriculum, and content. We also streamlined our operations to be more efficient. Some of this included moving from paid to pro-bono marketing relationships with WCVB-TV (Channel 5/ABC Boston) and Digitas, Inc. as well as leveraging our Mass General Brigham communications teams to continue expanding our media presence.

This past year, we expanded our collaborations with schools and community organizations. Our collaboration with the Worcester Public School District allowed us to develop a 3-year comprehensive youth mental education plan to help illustrate the importance of integrating SEL learning in school curriculum. In addition, our work with the Greater Boston YMCA's after-school programs helped bring our *Illuminated Collage* participatory art mental health program to over 400 students in five Boston neighborhoods.

In September, Khadijah and other Mass General leaders presented at a State Youth Mental Health Forum on Beacon Hill to educate elected officials and policy makers on the current state of youth mental health. In her presentation, Khadijah highlighted the importance of expanding and funding education to improve the future health and wellbeing of our children.

Thank you for taking the time to review our 2023 Annual Report, and for your support of our mission. **Together, we have an opportunity to effect real change for the wellbeing of future generations!**

Warm regards,

Michelle Marshall, MBA
Managing Director





Mission

Prevent, reduce, and de-stigmatize youth mental health conditions through education.



1 in 4

People have a **psychiatric disorder** at any given time.



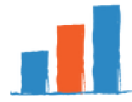
1 in 2

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.

Practical, Empowering Resources

The 3 W's:

What to look for, When to worry, What to do

Without knowing the “3W's” 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



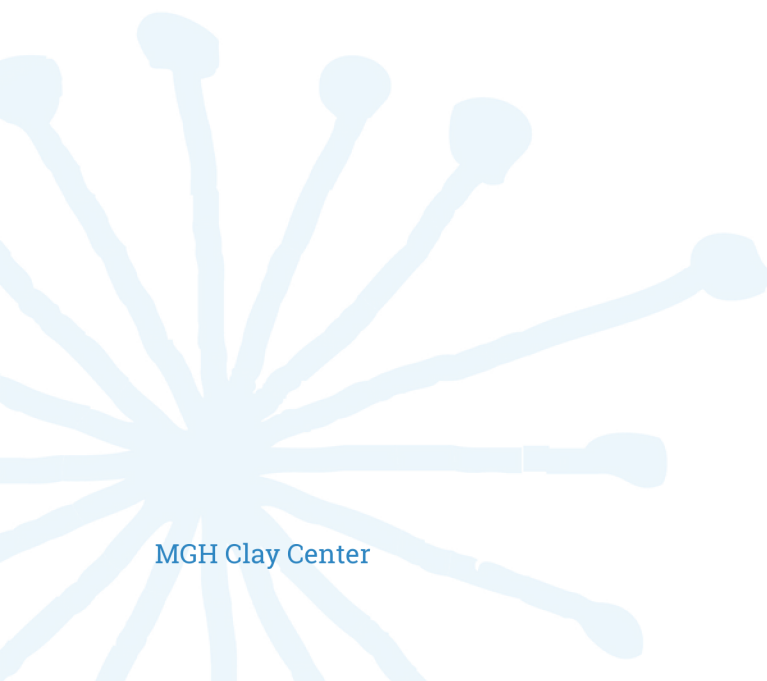
Through public mental health education, we aim to: *



* Our work is guided by the social ecological model (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



2023 Highlights



Mental Health Education through Art

During May, Mental Health Month, we collaborated with the YMCA of Greater Boston to literally shine light on mental health through our Illuminated Collage art activity, which is designed to help foster emotional expression and reduce stigma.

21

Greater Boston YMCA after school programs

40

Staff trained to lead activity with students

420

Children engaged in communities of Chinatown, Dedham, East Boston, Roxbury, and West Roxbury



Mental Health Education through Advocacy

In September, we joined experts from Mass General Brigham to share insights on barriers to child and family mental health with Massachusetts state leaders, at a forum on youth mental health.

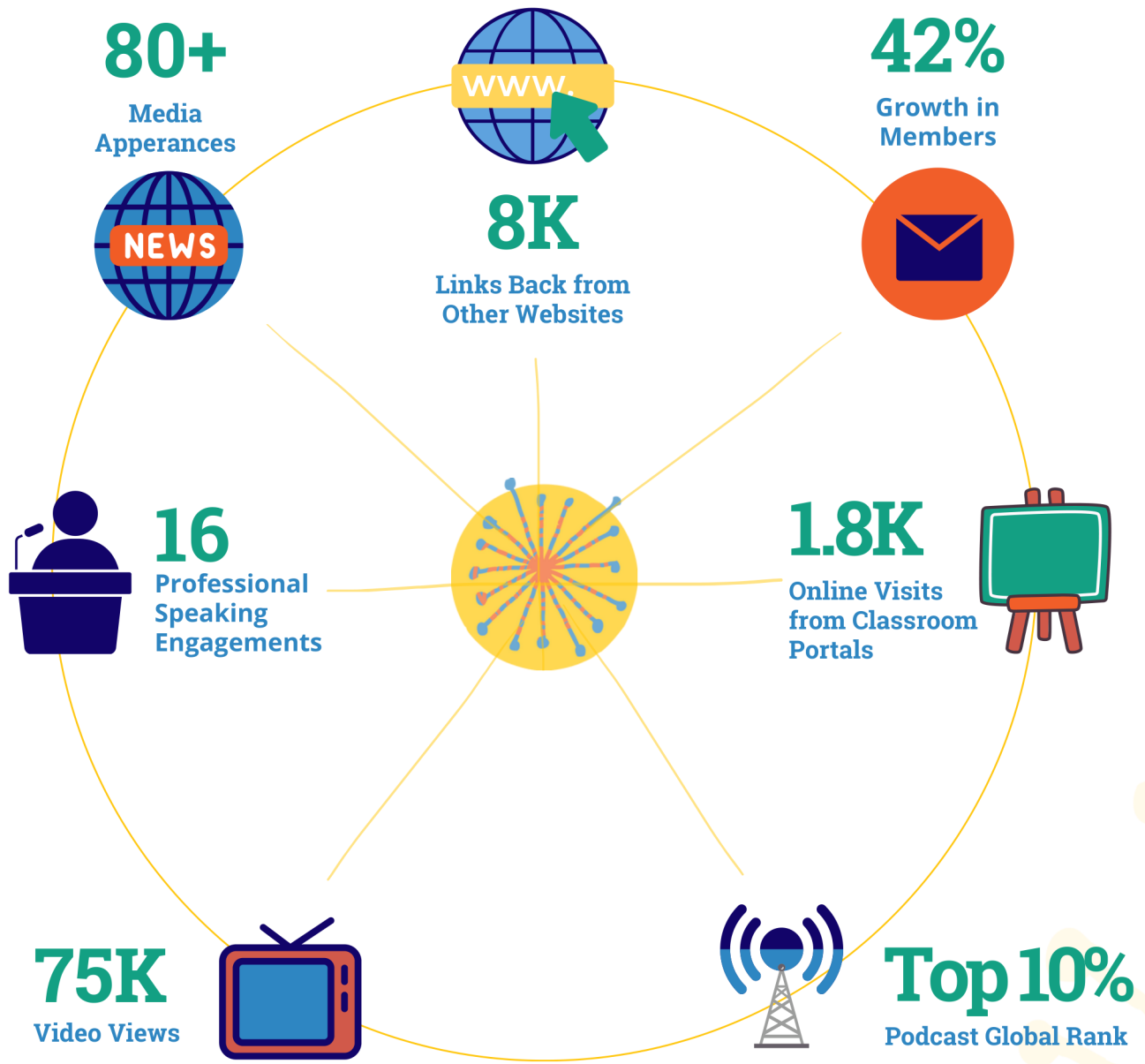
Mental Health Education through Film

Our short film, *Bipolar Disorder and the Arts: Mark Vonnegut's Story*, was an official selection of the 2023 NYC Mental Health Film Festival. We attended and took part in panel of filmmakers.



Growth in Engagement

We accomplish our mission through a multimedia approach that delivers high-quality education in formats including website articles, news interviews, a podcast, a member newsletter, short videos and films, school curricula, and live presentations.



2023

Impact



Contributing to Mental Health Education in Classrooms

A comprehensive school mental health model includes SEL as well as wellbeing and mental health education. The Clay Center engaged in a project for the Worcester Public School District (WPS), the second largest school district in New England, to create **a 3-year SEL, well-being and mental health education program recommendation**. Our completed educational framework includes 12 essential components to:

- help foster a positive school climate;
- reduce the prevalence of mental illness; and
- increase awareness of both social and environmental factors that impact student mental health outcomes.

This work represents an important step for schools taking action to prioritize student wellbeing for the health and wellness of future generations.

Providing adults with Practical, Actionable Guidance

½ Million Visitors

To our website's free content pages
700% more users than the education industry median

Very helpful.
Wish I had found
your article earlier.
Thank you.

*Once You've Discovered
Your Teen Is Using Pot,
What's the Next Step?*

I needed guidance when I found out my child was self-harming and I had no clue what to do. I felt panicked and scared that they may be suicidal, but after reading this it helped me calm myself and I decided to get a health-care provider as well as ask my child why they did it and if they needed any help mentally.

My Child Is Deliberately Cutting. What Do I Do?

Great information
to share with my
students and their
families.

*The Challenges of
First-Generation
College Students*

News Media Influence



2023 Media Appearances

January

Jewish Boston | Consumer Article - mental health resources
The Wall Street Journal | News Article - adolescent depression
WCVB-TV Boston | Broadcast Segment - breaking news story
HuffPost | Consumer Article - anxiety in kids
AARP Arrow | Consumer Article - tweens and music
WCVB-TV Boston | Broadcast Segment - school mental health

February

Boston.com | News Article - daylight savings time
WCVB-TV Boston | Broadcast Segment - coping with tragic news
Now This News | News Video - black youth suicide
WCVB-TV Boston | Broadcast Segment - mass shootings
Paste Magazine | Consumer Article - smartphone use
WCVB-TV Boston | Broadcast Segment - provider shortage

March

MGH Mind, Mood & Memory | Journal Article - music and memory
WCVB-TV Boston | Broadcast Segment - teen stress
Yahoo! Entertainment | News Video (syndication) - teen stress
MSN | News Video (syndication) - teen stress
WCVB-TV Boston | Broadcast Segment - digital safety
WCVB-TV Boston | Broadcast Segment - college dropout rates

April

NJ Spotlight News | News Article - domestic violence
WCVB-TV Boston | Broadcast Segment - social media
WCVB-TV Boston | Broadcast Segment - prom stress
Yahoo! News | News Video (syndication) - prom stress
Daily Trojan | Consumer Article - first-generation students
WCVB-TV Boston | Broadcast Segment - stimulant use
Yahoo! News | News Video (syndication) - stimulant use

May

Voice of Islam | Podcast Episode - teen self-esteem
WCVB-TV Boston | Broadcast Segment - breaking news story
MGB Health Plan | Consumer Article - mental health education
Word In Black | News Article - black youth suicide
The San Diego Voice & Viewpoint | News Article (syndication) - black youth suicide
GBH News | Broadcast Segment - loneliness epidemic
WCVB-TV Boston | Broadcast Segment - mother's day
Yahoo! Entertainment | News Video (syndication) - mother's day
GBH News | News Article - loneliness epidemic
GBH News | News Article - combating loneliness
WCVB-TV Boston | Broadcast Segment - positive thinking
Yahoo! Life | News Video (syndication) - positive thinking
CBS Boston | Broadcast Segment - swatting incidents
WCVB-TV Boston | Broadcast Segment - prom pressures
Hand to Hand (Association of Children's Museums) | Consumer Article - coping after covid

June

WCVB-TV Boston | Broadcast Segment - youth suicide, homicide
Yahoo! Finance | News Video (syndication) - youth suicide, homicide
WCVB-TV Boston | Broadcast Segment - flavored tobacco and teens

MGH Clay Center

"As a writer who focuses on creating helpful service journalism for our readers, I am so grateful I can call on the organization's trusted experts for researched-backed advice.... [they have] a knack for **distilling complex aspects of psychiatry into understandable guidance.**"

~ **Caroline Bologna**, Senior Reporter, *HuffPost*

July

WCVB-TV Boston | Broadcast Segment - USWNT as role models

August

WCVB-TV Boston | Broadcast Segment - eating disorders
Yahoo! News | News Video (syndication) - eating disorders
SheKnows | Consumer Article - school shooting drills
WHDH-TV | Broadcast Segment - back to school anxiety
Global Village Space | News Video (syndication) - back to school anxiety
WCVB-TV Boston | Broadcast Segment - back to school anxiety
Yahoo! News | News Video (syndication) - back to school anxiety
Yahoo! Life | News Video (syndication) - back to school anxiety
WCVB-TV Boston | Broadcast Segment - campus shootings
Yahoo! News | News Video (syndication) - campus shootings
Yahoo! Life | News Video (syndication) - campus shootings

October

HuffPost | Consumer Article - resentment in kids
WCVB-TV Boston | Broadcast Segment - processing Israel-Hamas war
Yahoo! News | News Video (syndication) - Israel-Hamas war
Yahoo! News Canada | News Video (syndication) - Israel-Hamas war
South Florida PBS | Broadcast Segment - youth mental health crisis
Duquesne Duke | Consumer Article - college mental health
GBH News | Broadcast Segment - coping with fearful news
WCVB-TV Boston | Broadcast Segment - local mass shooting

November

HuffPost | Consumer Article - parentification
Middlesex District Attorney's Office | News Article - combatting loneliness
The Weather Channel | Broadcast Segment - seasonal affective disorder
Beacon Hill Times | News Article - local collaboration
The Boston Sun | News Article (syndication) - local collaboration
WCVB-TV Boston | Broadcast Segment - holiday stress
Yahoo! News | News Video (syndication) - holiday stress
Learning Well | Consumer Article - college mental health

December

Bite Your Tongue | Podcast Episode - young adult children
BeliefNet | Consumer Article (syndication) - resentment in kids
Public Health Post | Consumer Article (syndication) - college mental health
WCVB-TV Boston | Broadcast Segment - holiday loneliness
Yahoo! Finance | News Video (syndication) - holiday loneliness
Yahoo! News Hong Kong | News Video (syndication) - holiday loneliness
GBH News | Broadcast Segment - melatonin use in kids
Sparking Equity | Podcast Episode - college mental health
The Weather Channel | Broadcast Segment - seasonal affective disorder
WCVB-TV | Broadcast Segment - youth mental health crisis
WCVB-TV | Broadcast Segment - teen alcohol use
Yahoo! News | News Video (syndication) - teen alcohol use



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,
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,
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,
Clay Center for Young Healthy Minds,
Massachusetts General Hospital
Business Director, MGH Division of
Professional and Public Education,
Department of Psychiatry



Sara Rattigan

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



Spenser Egnatz

Outreach Assistant,
Clay Center for Young Healthy Minds,
Massachusetts General Hospital
Youth Coordinator, MGH Revere
Youth Zone

Advisory Board

Our Advisory Council includes parents, grandparents, teachers, other professionals, and individuals concerned with the landscape of youth mental health and the power of education to make a difference. Their invaluable insight has added dimension and experience to our thinking and endeavors.

Lauren Aguirre
Jim Braver
Debbie Fellman

Mary Herman
Vicki Milstein
Phil Neason

Peggy Slasman
Richard Spurzem
Evan Welch

If you are interested in learning more about The Clay Center Advisory Council, please contact Michelle Marshall, Managing Director.



The Clay Center for Young Healthy Minds

MGH Institute for Health Professions

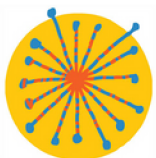
Attn: The Clay Center

1 Constitution Road

Charlestown, MA 02129



Shining Light
on Mental Health
Through Education



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Young Healthy Minds**

Shining light on mental health through education.



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