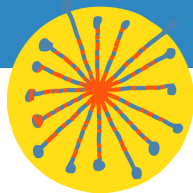


Mental health education
has the power to prevent
suffering and save lives.

2*24

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 year, we focused on addressing critical youth mental health needs through a variety of educational programs and expanding access to them. We launched a new Conflict Resolution Online Curriculum, an on-demand course for parents and caregivers. This course represents our first revenue generating curriculum mode, which we will expand next year. Additionally, we authored a new book, *Ways to Help Your Lonely Teen*, in response to the Surgeon General's 2023 Advisory on teen loneliness, offering practical advice on combating isolation.

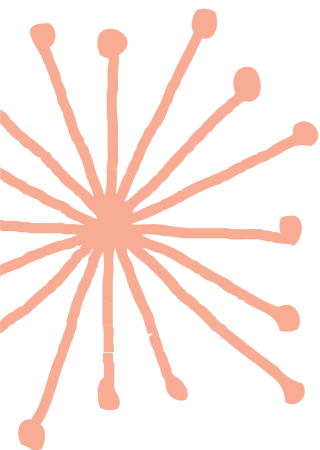
We also focused on measuring the impact of our educational content, implementing qualitative measures to determine our efficacy in daily life. Our YouTube page was officially verified, helping us reach more people with trusted mental health content. In-person education efforts expanded as well, with presentations on teen loneliness, stress, and social media across schools, museums, and community organizations. Our clinicians were featured in over 30 media segments, discussing topics like teen loneliness, family estrangement, and gun violence, helping us further solidify our position as reliable mental health experts.

In a year of significant change across the MGB system, we're proud to announce Dr. Khadijah Booth Watkins has expanded her role as Training Director for the MGH/McLean Child and Adolescent Psychiatry Program. Dr. Gene Beresin served as President of the American College of Psychiatry, focusing on Public Mental Health Education. He also received the MGH Lifetime Education Award and the Lifetime Service Award from the American Association of Directors of Residency Training.

Thank you for taking the time to review our 2024 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.



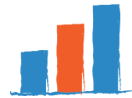
1 in 2

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)

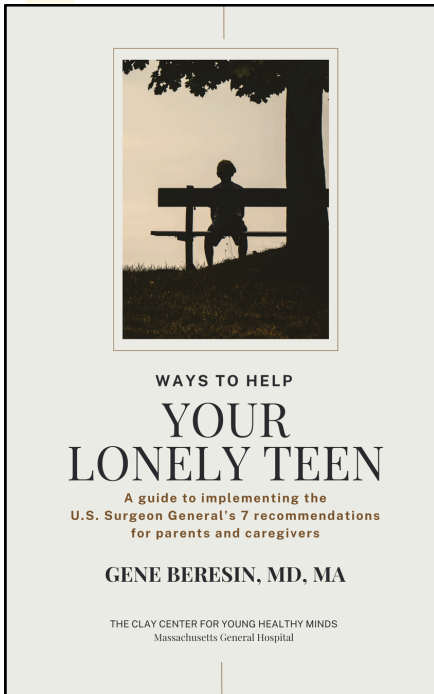


"In an era where more and more youth and adults turn to social media for information, the Clay Center's free online educational resources...provide that information and counter myths and disinformation."

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



2024 Highlights



Trusted Experts in Loneliness

We responded to the Surgeon General's 2023 Advisory on the teen loneliness epidemic by authoring a new book *Ways to Help Your Lonely Teen*. In this guide, Dr. Beresin elaborated on each of the Surgeon General's 7 recommendations and detailed how to practically embrace and implement them in daily life to prevent and combat loneliness in young people.

Amazon Rankings

#21 **#47**

in Adolescent
Psychology on
Audible

in Teen Health
Books



Our clinicians also extended their expertise in loneliness to the greater Boston community, through media appearances, in-school professional development education, and public presentations.

Mental Health Education through Online Education

We developed and launched our first on-demand educational Conflict Resolution course for parents and caregivers.

This asynchronous, fee-based course teaches the four principles of conflict resolution in three easy to learn online modules:

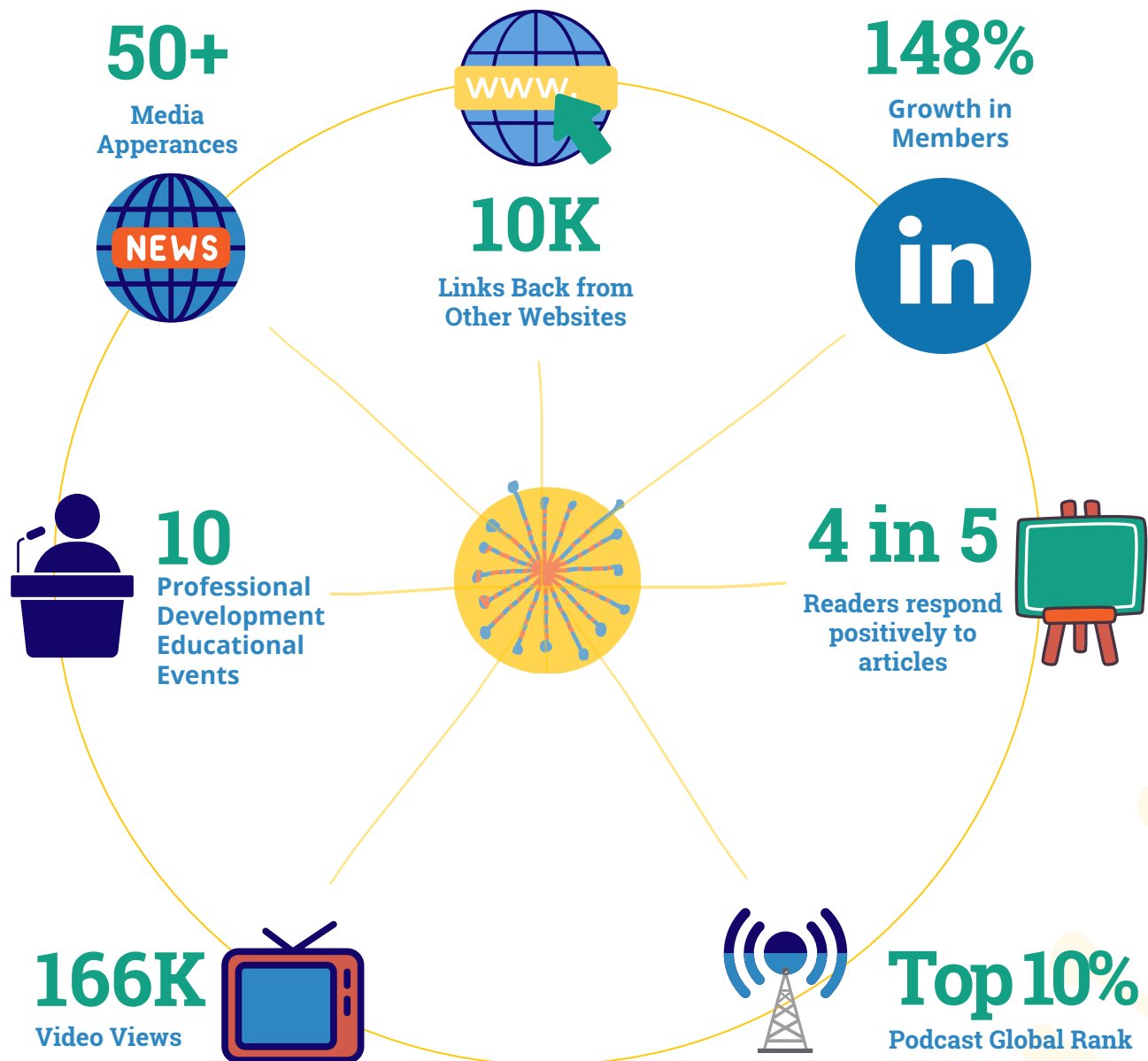
1. Learning from the Arts and Media
2. Applying to Real Life Scenarios
3. Changing the Culture of a Community

In addition, we secured funding to develop a second on-demand course focusing on the current loneliness epidemic that will launch in late spring of 2025.



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.



News Media Influence

2024 Media Appearances



"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

January

Psychology Today | Journal Article - New Year's Resolutions
WCVB-TV Boston | Broadcast Segment - see something programs
Haystack News | News Video (syndication) - see something

February

WCVB-TV Boston | Broadcast Segment - Valetine's Day
WCVB-TV Boston | Broadcast Segment - drug and alcohol use

March

HuffPost | News Article - parentification
The Boston Globe | News Article- teen loneliness
South Florida PBS | Town Hall - social media and teens
BYU Radio | Podcast episode - teen mental health

April

Mind Dive | Podcast Episode - youth mental health challenges
WCVB-TV Boston | Broadcast Segment - college rejection
Microsoft News | News Video (syndication) - college rejection
Springer | Journal Article - youth mental health epidemic
A Gentlemen's Disagreement | podcast episode - loneliness

May

MGB Health Plan | Consumer Article - loneliness epidemic
WCVB-TV Boston | Broadcast Segment - college campus protests
Haystack News | News Video (syndication) - college campus protests
The Weather Channel | Broadcast Segment - hurricane safety
NJ Spotlight News | News Article - domestic violence
GBH News | Broadcast Segment - loneliness epidemic
WCVB-TV Boston | Broadcast Segment - graduation season
Yahoo! Entertainment | News Video (syndication) - graduation season
The 016 Worcester | News Video (syndication) - graduation season
Psychology Today | Journal Article - youth mental health epidemic
WCVB-TV Boston | Broadcast Segment - loneliness epidemic
Yahoo! Life | News Video (syndication) - loneliness epidemic
Microsoft News | News Video (syndication) - loneliness epidemic
WCVB-TV Boston | Broadcast Segment - summer jobs

June

The Cool Grandpa Podcast | Podcast Episode - loneliness epidemic
WCVB-TV Boston | Broadcast Segment - internet addiction
Yahoo! Finance | News Video (syndication) - internet addiction
WCVB-TV Boston | Broadcast Segment - summer activities

July

WCVB-TV Boston | Broadcast Segment - summer S.A.D

August

WCVB-TV Boston | Broadcast Segment - summer romance
WCVB-TV Boston | Broadcast Segment - fall sports
Yahoo! News | News Video (syndication) - fall sports

September

WCVB-TV Cityline | Broadcast Segment - back to school anxiety
Yahoo! News | News Video (syndication) - back to school anxiety
WCVB-TV Boston | Broadcast Segment - school shootings
Microsoft News | News Video (syndication) - school shootings
Boston Channel 25 News | Broadcast Segment - loneliness epidemic

October

MGB Healthplan | Consumer Article - parents and stress
WCVB-TV Boston | Broadcast Segment - parents under pressure
Microsoft News | News Video (syndication) - parents under pressure
WCVB-TV Boston | Broadcast Segment - election
Microsoft News | News Video (syndication) - election

November

WCVB-TV Boston | Broadcast Segment - soldiers returning home
Microsoft News | News Video (syndication) - soldiers returning home
GBH News | Broadcast Segment - family estrangement

December

NBC 10 | Broadcast Segment - child gift giving

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
Program 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



Spenser Egnatz

Outreach Associate,
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

Maura McCaffrey

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

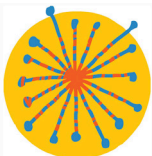
Attn: The Clay Center

1 Constitution Road

Charlestown, MA 02129



Shining Light on Mental Health Through Education



**The Clay Center for
Young Healthy Minds**

Shining light on mental health through education.



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