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Commissioner

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I am pleased to submit the report from the Office of Mental Health (OMH) on the Anti-Stigma Program. Pursuant to Mental Hygiene Law section 7.47, part c, OMH is required to report expenditures from the prior year.

The Mental Illness Anti-Stigma tax check-off program was launched in 2016 and allows NYS taxpayers to easily contribute to and help fund anti-stigma activities across the state when filing their NYS taxes.

Contributions to the fund are used by the New York State Office of Mental Health to provide grants to organizations that are focused on educating New Yorkers about mental illness and addressing the stigma often associated with mental illness. Eligible activities include but are not limited to targeted messaging and advertising, production of printed materials, speakers, training, engaging with individuals with lived experience, and multimedia productions.

The OMH Anti-Stigma Program is dedicated to assisting these organizations as they work to eliminate stigma and educate the community. The following pages contain details of the expenditures and programs that are supported.

Sincerely,

A handwritten signature in black ink, appearing to read "Ann Marie T. Sullivan, M.D.", written in a cursive style.

Ann Marie T. Sullivan, M.D.
Commissioner

2022 Anti-Stigma Expenditures

Activity	Expense	Recipient/Legal Entity	Activity Purpose
Mental Health News Education	\$45,000.00	Mental Health News Education Inc.	Anti-stigma education in the form of two Special Editions of Behavioral Health News with an estimated annual readership of 160,000; and four 90-minute Roundtable Discussions featuring subject area experts, people with lived experience, government officials, and representatives of community-based advocacy and provider organizations
Phil Yanos, PhD Educational Webinar	\$2,000.00	Mental Health Mediate, LLC; Mr. Omar James	Anti-stigma education and contact with people with lived experience provided in the form of a 90-minute interactive webinar delivered to nearly 200 statewide mental health leaders A Webinar was recorded and made available statewide through the Center for Practice Innovations Learning Management System (LMS).
Seven (7) mini grant awards, \$11,250.00 each	\$78,750.00	Hands Across Long Island (HALI), Inc. National Alliance for Mental Illness (NAMI)- NYC, Integrated Community Alternatives Network (ICAN), Special Research and Treatment (STAR) SUNY Downstate, United Way of Dutchess Orange Region, Yates Community Services, Montefiore Medical Center	Community-centric targeted messaging and education with engagement of marginalized groups *Further details attached
Statewide Grand Rounds Educational Webinar	\$2,000.00	Mental Health Mediate, LLC; Mr. Omar James	Anti-stigma education and contact with people with lived experience delivered to nearly 500 clinical leaders in State-operated psychiatric centers
Sidney Hankerson, MD Technical Assistance	\$24,999.00	Dr. Sidney Productions LLC	Providing technical assistance in community messaging and education, engagement of marginalized groups, building community coalitions to reduce stigma, including support and oversight of the Western New York Coalition, serving LGBTQ+ youth, as well as consultation related to three baseline surveys and their subsequent data analysis

Asian American Communities Stigma Reduction	\$49,999.00	Asian American Federation	Messaging and education relating anti-stigma activities supporting the Asian-American community (primarily in New York City) to address the debilitating effects of increased violence, hate crimes, and the subsequent reluctance to seek help among some members of these communities
Total Spent in 2022	\$202,748.00		

Each of the following agencies was paid \$11,250 in Calendar Year 2022 for anti-stigma work:

Hands Across Long Island (HALI)

Location: Central Islip

Region: Long Island

Target Audience: Individuals with Serious Mental Illness (SMI) and physical health conditions on Long Island (both Nassau and Suffolk Counties), outpatient medical providers, and three health networks

Deliverables: Create and disseminate printed resources, videos, three presentations for health care providers, email, phone outreach to five medical providers/provider groups, one webinar/focus group, and generate impact and outcomes reports

Integrated Community Alternative Networks (ICAN)

Location: Utica

Region: Central New York

Target Audience: 450 students, 75 teachers, staff at three schools in Central New York, BIPOC and Latino, recently arrived refugees and immigrants, and 120 plus parents with a mental illness

Deliverables: Identify Mental Health Ambassadors (celebrities, musicians, etc.), social media content, traditional and earned media (TV, radio, newspapers, newsletter Mental Health education campaign); as well as hold community events aligning with the opening of a Family Resource Center, three BOCES events, and nine parenting groups

Montefiore & Adelphi University

Location: Manhattan

Region: New York City

Target Audience: BIPOC community members of East Harlem, Southeast Bronx, and East Brooklyn

Deliverables: Raise awareness about mental health, combat mental illness stigma in BIPOC and marginalized communities in New York City, create website & Anti-Stigma Toolkit, and hold three community events

National Association of Mental Illness (NAMI) – New York City

Location: Manhattan

Region: New York City

Target Audience: New York City communities experiencing mental illness and their families

Deliverables: Create video with Latino individuals with mental illness telling personal stories and finalize for approval by NAMI-NYC's senior leadership, and distribute video to the community

Special Research & Treatment (STAR) – SUNY Downstate Medical Center

Location: Brooklyn

Region: New York City

Target Audience: Black and Latino populations in New York City Brooklyn communities served by SUNY Downstate Medical Center

Deliverables: Create a dedicated website (www.stopthestigmany.org), video(s) on stigma and info regarding mental health resources, with interviews including lived experience and mental health providers; as well as project briefing

United Way of Dutchess-Orange Region (UWDOR)

Location: Poughkeepsie

Region: Hudson River

Target Audience: BIPOC, LGBTQ+, and other under-served populations, as well as include the general population

Deliverables: Lead two 21-day equity challenges, large community conversations dedicated to mental health stigma, two non-profit professional development seminars, and distribute monthly email to promote UWDOR Watch Listen & Learn series

Yates Community Services

Location: Penn Yan Yates

Region: Western New York

Target Audience: Yates County residents, children, adult and families of migrant populations and Mennonites also middle to high socioeconomic status groups not seeking help/services/treatment

Deliverables: Create two billboard displays, bus wraps and advertisements, 100 large posters, brochure/booklet for distribution, postcard mailing to households, large radio podcast, social media, community conversations, and community-wide training
