

2023

IMPACT

REPORT

**A year of destigmatizing the conversation,
connecting millions to critical resources and
creating quantifiable, measurable impact**

**THE MENTAL
HEALTH
COALITION**

OUR UNIQUE APPROACH

Catalyzing 50+ mental health organizations, 150+ companies and 500+ advocates to destigmatize mental health and increase access to vital resources.

The Mental Health Coalition is socializing, normalizing, and destigmatizing mental health while connecting needs to vital resources and necessary support for all.

MHC serves as a coalition of the most impactful mental health organizations, serving millions of communities.

MHC's approach is quantifiable. Every dollar is treated as an investment (not an expense), with culture-changing, transformative, and live-changing impact.

THE STATE OF MENTAL HEALTH

Mental health is today's most prevalent public health crisis.

~50 M Americans experienced a mental health condition last year. (*Mental Health America*)

1 in 4 people will experience a mental health condition at some point in their lives. (*World Health Organization*)

2 in 3 people with a known mental health condition never seek professional treatment. (*World Health Organization*)

Whether it's you or a loved one, **4 in 4** people are significantly and profoundly impacted directly or indirectly.

MHC'S 2023 IMPACT BY THE NUMBERS

450 M impressions viewing our culture-shifting digital content and programming

55 M people reached across the country with destigmatizing mental health tools

LAUNCH OF SOS

(SAFE ONLINE STANDARDS FOR KIDS' MENTAL HEALTH)

ABOUT S.O.S.

The Mental Health Coalition announced our multi-year effort to transform youth mental health in the digital space via the Safe Online Standards for Kids' Mental Health (S.O.S) initiative, making it easier for people to decipher and decode how to engage with technology in ways that are the most supportive for their mental health.

In partnership with a cross functional group of the most prominent experts in mental health and the world's leading tech organizations, we are developing the first-of-its-kind social media standards and rating for youth ages 13-24 and their caregivers. Led by Dr. Dan Reidenberg, this effort will ensure safer and more responsible online engagement.



Good Morning America

MHC Founder Kenneth Cole sat down with Good Morning America to discuss the Coalition's new S.O.S. initiative.

Mashable

(45 million unique monthly viewers)

"New S.O.S. initiative online rating system targets teen safety."



WELLBEING AT WORK

(AN INITIATIVE TO CHANGE WORKPLACE CULTURE)



“We spend a significant amount of our waking hours in the workplace and it’s the only place where traditional, operational resources — human, administrative, and financial — can be efficiently leveraged to transform the health and wellbeing of large populations and their families. If we all do this together, we will change culture.”
— Kenneth Cole, MHC Founder

The Initiative

With the goal to change the culture around mental wellness at work, The Mental Health Coalition is coordinating a citywide mental health initiative. Together with One Mind at Work, NAMI, Mental Health America and The American Psychiatric Association Foundation we believe this initiative will serve as a model nationally, and even globally.

Inaugural Wellbeing at Work Day

On December 5, we gathered in New York City to lead corporations in committing to advancing, supporting, and sharing mental health “best practices” in the workplace. We received a proclamation from NYC Mayor Eric Adams to memorialize this day annually.

250+ attendees

150+ companies



Impactful programming:

- MHC founder **Kenneth Cole**
- Journalist **Katie Couric**
- Wellbeing icon **Deepak Chopra**
- NYC Mayor **Eric Adams**
- NYC Health Commissioner **Dr. Ashwin Vasani**
- Panel of business leaders led by **Dr. Kathy Pike**
- Performance by singer **Em Beihold**

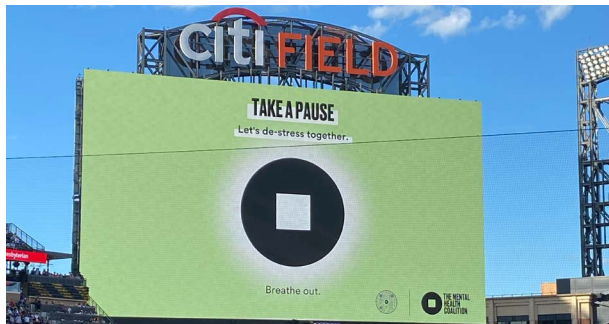
BRINGING PEOPLE TOGETHER, IN REAL LIFE

In 2023, MHC convened like-minded individuals via in-person activations across the country to bring resources and awareness, ultimately building support to forge new solutions.

You may have seen us...



At the United Nations, co-hosting a luncheon with The Alliance for Eating Disorders and Dove to bring attention to World Eating Disorders Action Day



On the Citi Field Jumbotron, hosting a Mindful Moment during the New York Mets' Mental Health Awareness Day Game



At conferences & events across the country, including the Clinton Global Initiative, Kate Spade New York Global Summit on Women's Mental Health, Brand Innovators, and more



Center-stage at NAMIcon, with a keynote from MHC Founder Kenneth Cole and NAMI CEO Dan Gillison

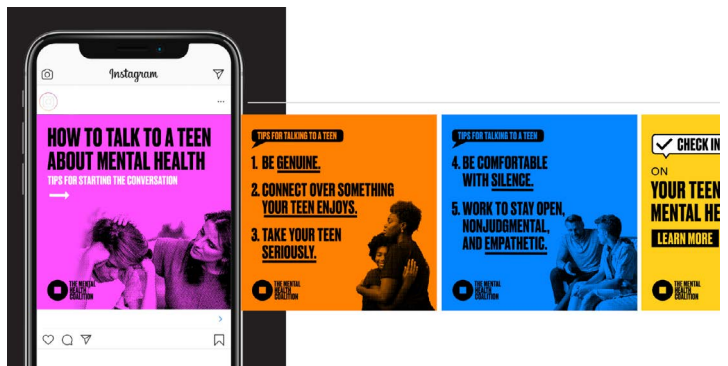


ENDING STIGMA BY EXPANDING AWARENESS & BUILDING EMPATHY

MHC has collaborated with **over a dozen** partners to develop campaigns and programs reaching close to 100M new people with life-changing mental health tools and resources, including:

YOUTH SUICIDE PREVENTION, April 2023:

Peer support, parental support, and self-coping strategies co-created by 9 of our partner organizations specializing in youth mental health, with the goal of reducing suicide in youth and young adults. Reached 26 million, with especially strong click-through rates from parents at +28% higher than the benchmark.

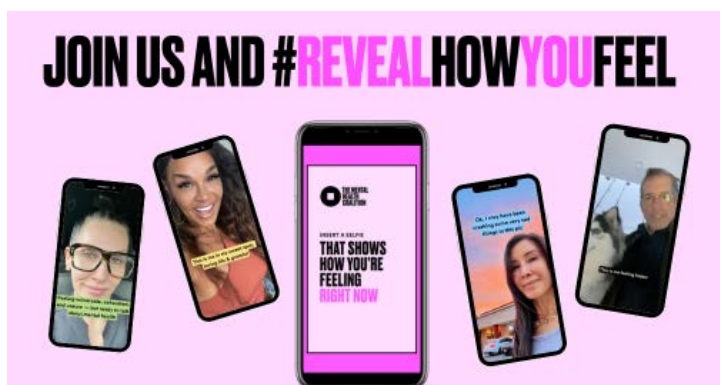


ROADMAP TO CLASSISM, April 2023:

Interactive web resource designed to demystify how systematic inequality affects mental health & provide resources for low-cost care — a void in the mental health landscape. Drove 4.5 million social impressions.



REVEAL HOW YOU FEEL, May 2023: Social media challenge that creatively encouraged people to share their authentic emotions. Activated 500+ participants to create videos around the prompt, leading to a nationally trending audio on Instagram, reaching 23 million.



ENDING STIGMA BY EXPANDING AWARENESS & BUILDING EMPATHY

TRAUMA & PTSD ROADMAP, June 2023:

Interactive, expert-written online guide educating the public about trauma & PTSD, featuring resources from over 20 of our partners & other leading organizations. Drove half a million impressions and an average time spent on the page of over 8 minutes (8x the universal average), signifying deep reader interest in this content and format.

COLLEGE TOOLKIT, August 2023: Online toolkit for college students to learn about self-care, support resources, and how to get involved in mental health advocacy on campus, including resources from 13 mental health organizations and partners.

PARENTING THE DIGITAL GENERATION, October 2023: Social media campaign to equip parents of teenagers with strategies for increasing youth online safety, featuring expert videos from our partners at Child Mind Institute and resources from 7 family-focused organizations in our network. Reached over 6 million parents of teens.

TYPES OF TRAUMA

While there are many types of trauma, below are some of the more common ones. Click each term to learn more.

Acute Trauma	Chronic Trauma	Complex Trauma	Collective Trauma
Interpersonal Trauma	Non-Interpersonal Trauma	Intergenerational Trauma	Secondary Trauma

THE COLLEGE STUDENT MENTAL HEALTH CRISIS: WHAT TO KNOW

Ask a Pediatrician

Is my teenager on social media too much?

with Dr. Dyan Hes, Concorde Medical Group



TROPHY CASE

We were honored to be recognized this year for some of our most impactful 2022-23 work.



Anthem Awards
Bronze Winner
"Feel Your Feelings"



Telly Awards
Silver Winner
"Reclaiming Our Roots"



Shorty Awards
Silver Winner
"Reveal How You Feel"



THANK YOU TO ALL WHO HELPED US MAKE AN IMPACT IN 2023.

Learn More & Support

Join us on our mission. Reach out to Executive Director Jen Moore to help spark new ways for impact at - jen@thementalhealthcoalition.org.

Help us ignite even bigger impact in 2024 by making a donation. The Mental Health Coalition is a 501(c)(3) nonprofit organization and can also be identified for tax purposes with our EIN 81-3992495. Your contribution is 100% tax deductible. Visit thementalhealthcoalition.org/donate.

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