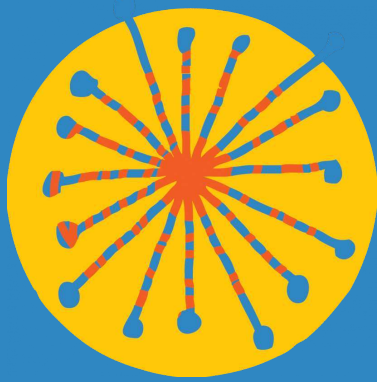




2021 IMPACT REPORT



The Clay Center for Young Healthy Minds

Shining light on mental health through education.

*"We need the **MGH Clay Center** to help integrate science and human behavior, empower youth, and train adults to recognize signs of mental illness so that we can strengthen young people's resilience and help them cope in healthy ways with whatever challenges they may face."*

– Landon T. Clay

This is an interactive report with external hyperlinks.



MISSION

WHAT WE DO

The [Clay Center for Young Healthy Minds](#) is a free, practical, online educational resource to promote and support the mental, emotional, and behavioral well-being of children, teens, and young adults.

The Problem

Nearly 1 in 2 individuals will experience a mental illness during their lifetime.*+ Of all chronic mental health conditions, **half start by age 14, and 75% by age 24.**+ In order to prevent issues from occurring or becoming more severe, we must intervene while young minds are still developing.

* + According to the [CDC](#) and [Archives of General Psychiatry](#).

The Public Education Solution

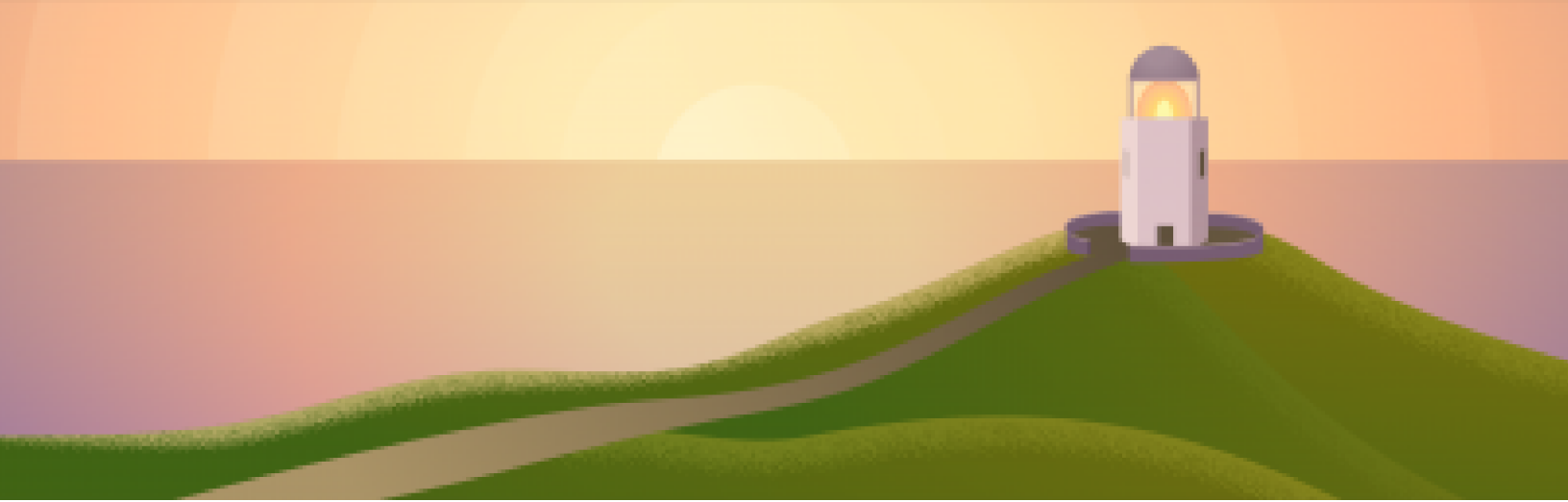
There aren't enough child-trained mental health clinicians to meet the demand for these services, but there is an ever-increasing need to support the mental health of future generations. **Education has the power to prevent suffering and change lives.**

Through a narrative, multi-media approach, the Clay Center helps to transform the well-being of children and communities. We share trusted, evidence-based information to help caregivers know **what to look for, when to worry, and what to do** about mental health concerns in young people - caregivers who may not otherwise have access to this advice.



We aim to:

- ✓ Expand awareness and access to evidence-based mental health education among anyone working with young people
- ✓ Increase knowledge and reduce mental health stigma within diverse communities
- ✓ Improve the accuracy of mental health reporting in popular news media to both educate and reinforce thought leadership



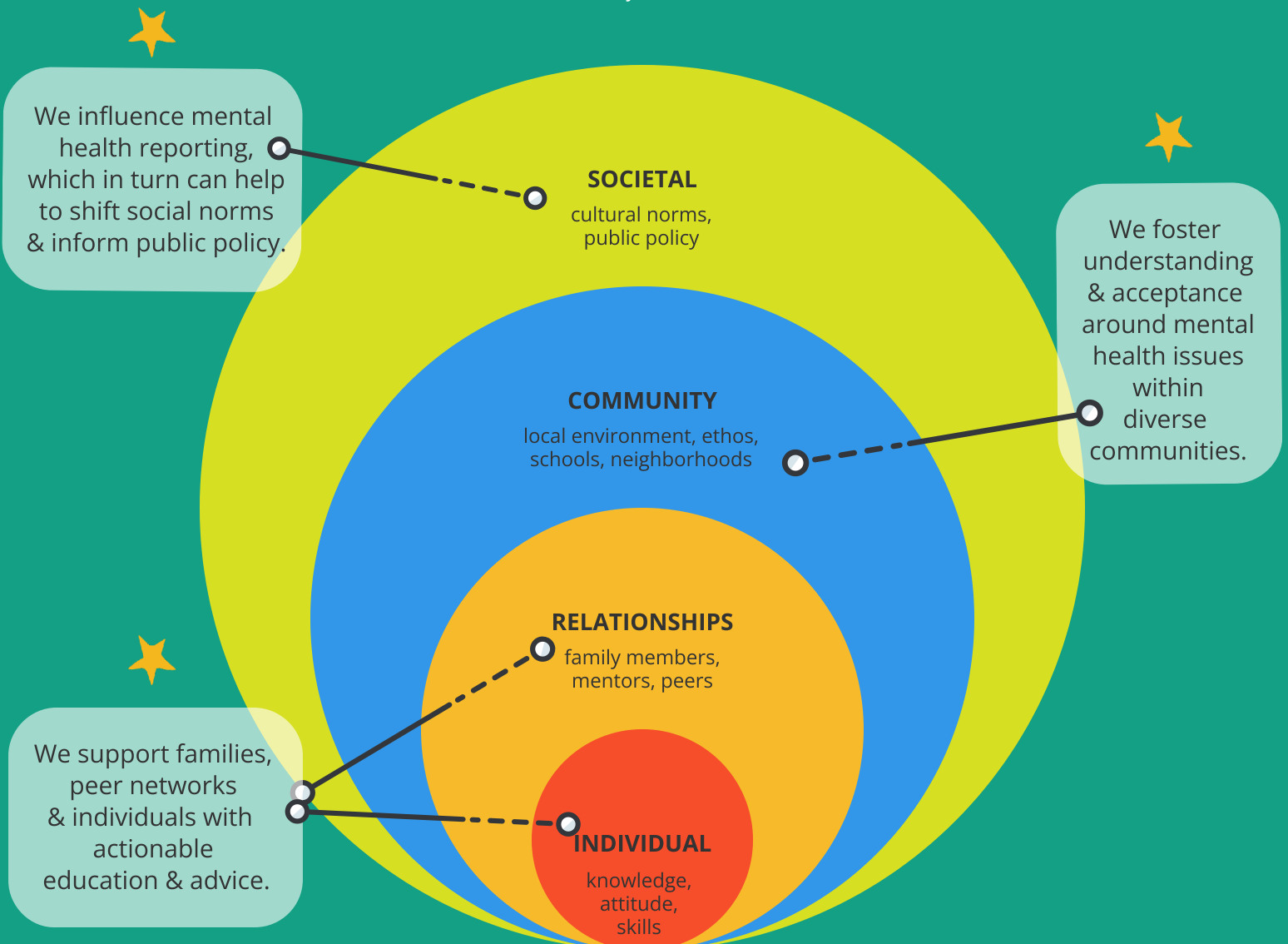
STRATEGY

HOW WE DO IT

There are four levels through which public education has the opportunity to positively impact and effect change (see below model). Most public health initiatives focus on just one of these levels. The Clay Center is in a unique position to target all four because of our **multimedia advantage**. At the **individual and relational levels** our online platform connects folks with approachable, evidence-based, actionable guidance; at the **community level**, through speaking engagements and culturally responsive outreach, we foster greater understanding around mental health challenges and pathways toward change for a range of communities; at the **societal level**, we are regularly looked to by reputable news and media outlets to contribute expertise and thought leadership on the diversity of mental health issues that affect young people today.

THE SOCIAL ECOLOGICAL MODEL A Framework for Behavioral Prevention & Intervention

(McLeroy, et al. 1988)



Clay Center for Young Healthy Minds

Shining light on mental health through education.



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



Increase knowledge and reduce mental health stigma within diverse communities



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

In 2021, we sought to reach new individuals through our online platforms and demonstrate the value of our resources.

Highlights:

- 497,000 new website visitors, and 29,000 Spanish-language visitors
- 230% increase from prior year in the average webpage visit by users
- 81,000 new video views of our "self-care for resilience" series
- Increase in referral links to our website by reputable media outlets, in particular from educational platforms and school-based portals



School Classroom Use
Self-Care for Resilience
accessed by students in schools across the country

2 Minutes 21 Seconds
Clay Center average page visit compared to 55 second average* across industries



* [Contentsquare](#)



Highlights: **Referral Traffic by Reputable Media Outlets**



Google Classroom

schoolology
Learn. Together.

AMERICAN ACADEMY OF
CHILD & ADOLESCENT
PSYCHIATRY



BuzzFeed News



Blackboard

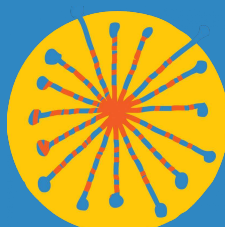


m DEPARTMENT OF EDUCATION

SAHM
SOCIETY FOR ADOLESCENT
HEALTH AND MEDICINE



UW DEPARTMENT OF PSYCHIATRY
University of Wisconsin School of Medicine and Public Health



Clay Center for Young Healthy Minds

Shining light on mental health through education.



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



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



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

In 2021, we focused on expanding our resources in diverse communities and interacting more directly with a range of caregiver audiences.

Highlights:

- Expanded Spanish-language resources on our 'En Español' webpage through collaboration with MGH Community Health Centers, to address expressed needs in underserved communities as reported by community and school leaders
- Partnered with community organizations for specific caregiver Q+A events - a total of 15 events through the year.

EN ESPAÑOL



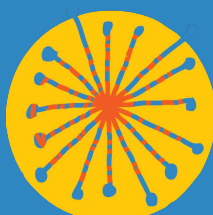
En Español

View Topic →

Spanish-language resources on new topics:

- Coping with COVID-19
- Trauma
- Self-Care for Resilience
- Autism Spectrum Disorder
- How to Find a Therapist

Highlights: Community Q+A Events



Clay Center for Young Healthy Minds

Shining light on mental health through education.



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



Increase knowledge and reduce mental health stigma within diverse communities



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

In 2021, we aimed to build ongoing relationships with select journalists and producers to expand our network as well as increase our visibility and credibility within diverse audiences.

Highlights:

- More than 80% of coverage in top-tier news and consumer media
- *Repeated coverage* throughout the year in both national and local outlets
- First-time-ever contributions to a range of notable media
- BONUS: Increase in organic media requests from top-tier outlets

Highlights: Repeated Coverage



The Washington Post

Parents.



Vox

Highlights: First-time Coverage



WebMD

BLACK NEWS CHANNEL



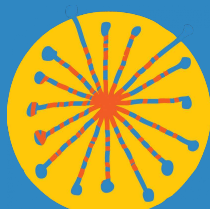
NOVA
Parentalogue



\$10M

advertising value
equivalency (AVE) *
from coverage

* AVE is used to estimate the amount of revenue attributed to an article.



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



Increase knowledge and reduce mental health stigma within diverse communities



Increase knowledge and reduce mental health stigma within diverse communities



What Users Have To Say...

"I am a school counselor... and was just reading your list of **11 self-care tips for teens.** I would like to use those tips and create a graphic that I could have available to **provide my students.**"



Real life issues & solutions. I love this. Teach kids resilience at a young age and definitely how to take care of yourself.

Thank you for sharing this information, **with today's tough issues.**



"Not seeing people talk about this made me feel alone and **seeing this article** made me feel seen."

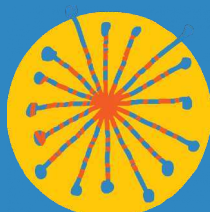
"Thank you for **this article** which definitely **supports a training I just took on preventing suicide among children.**"



Great list of tools parents can use to be proactive... I will definitely be **sharing this information with my network.**



Thank you, seriously. It's nice to know someone else has been exactly through what I'm currently trapped in.





Our Team

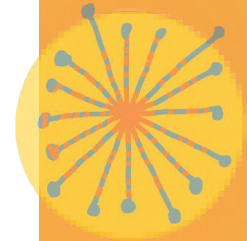
Small But Mighty



Gene Beresin, MD, MA

Executive Director

Dr. Beresin is a full professor of psychiatry at Harvard Medical School, and a senior educator in child & adolescent psychiatry at Massachusetts General Hospital (MGH). As a clinician and educator with 40 years of experience in working with youth, Dr. Beresin has focused on prevention, early intervention, and treatment of teens and young adults. He has been a keynote speaker at local and international conferences, and is often called upon by media to weigh in on issues relevant to this vulnerable population and the unique impact of societal issues. The Clay Center was his vision for providing mental health support to families through education, in a time where there are not enough clinicians to meet the need.



Khadijah Booth Watkins, MD, MPH

Associate Director

Dr. Booth Watkins is associate director of the Child & Adolescent Psychiatry Residency Training Program of MGH/McLean Hospital. She also provides clinical care to children, adolescents, and families in the Child Outpatient Clinic and continues to teach and supervise fellows, residents, and medical students. Dr. Booth Watkins specializes in the evaluation, diagnosis, and treatment of psychiatric disorders in children, adolescents, and adults, with particular expertise in Anxiety Disorders, Attention-Deficit/Hyperactivity Disorder, student and college mental health, mental health within schools, diversity, inclusion, and suicide prevention.



Michelle Marshall, MBA

Managing Director

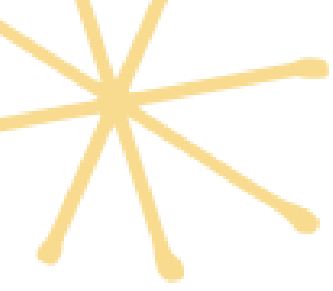
Michelle Marshall previously served as VP of Strategy and Marketing at Covenant Health Systems, where she redefined the system's brand and expanded both clinical affiliations and partnerships across the New England region. Prior to her role at Covenant, she was Program Director for MGH's National Strategy, where her team developed and implemented the MGH Global Alliance program. Michelle earned her Master of Business Administration from Suffolk University's Sawyer School of Management and her undergraduate degree from Simmons University, both in Boston, MA. She is a member of the New England Society for Healthcare Strategy (NESHS) and also serves as a member of NH Catholic Charities Development Committee.



Sara Rattigan, MS

Communications Director

Sara Rattigan holds a Master of Science in Health Communication from Tufts University School of Medicine and began her public health career at the Massachusetts Department of Public Health, where she worked alongside epidemiologists and collaborated with state agencies on young worker safety initiatives. These included development of training curricula for schools, educational materials for teachers and parents, and a statewide social marketing campaign for youth. She has presented nationally on topics including injury prevention and the use of story-based content to enhance learning. Sara currently serves as a Community Advisory Board member for GBH, the largest producer of content for PBS and partner to NPR.



Our Team

(continued)

Small But Mighty



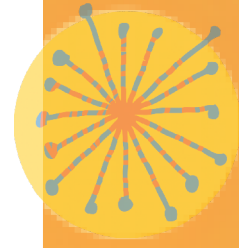
Bianca Dempsey, MSC
Communications Coordinator

Bianca Dempsey works to support and assist in execution of all communications and content production for the Clay Center. She received her Bachelor of Arts in Communication from Boston College and her Master of Strategic Communication from the University of Western Australia. Her work experience has focused on social justice issues, especially pertaining to mental health. She has worked in these fields both in the United States and Australia, where she presented at the Communicating Good Health Symposium in front of a global delegation regarding mental health resources for young Australians in rural areas.



Will Capriola, BA
Outreach Assistant

Will Capriola supports the team's efforts to disseminate educational resources to families and collaborate with other youth and family-serving institutions. Will is also the Youth Outreach Worker at the MGH Revere Youth Zone where he works directly with young people and supports the after school programming. He graduated from Tufts University in 2021 with degrees in Environmental Studies and German and is passionate about providing equitable support to youth, especially with regard to mental health and environmental issues.

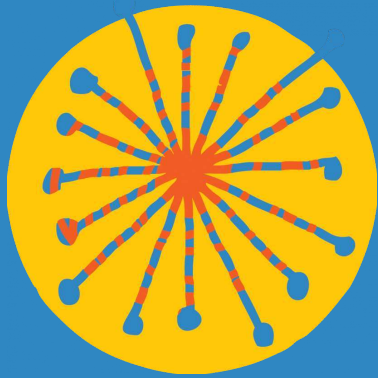


Our Advisory Council

The Clay Center Advisory Council includes parents, grandparents, teachers, other professionals and concerned individuals who are committed to bringing insight and openness about mental health to youth and families everywhere. Their invaluable insight has helped to expand our thinking and remain focused on our mission and long-term sustainability. We are most grateful to each of the following members.

- Lauren Aguirre**
- Paula Bentinck-Smith**
- Jim Braver**
- Debbie Fellman**
- Gail Hayden**
- Mary Herman**
- Vicki Milstein**
- Laurie Schoen**
- Richard Spurzem**
- Evan Welch**

If you are interested in learning more about The Clay Center's Advisory Council, please contact Gene Beresin, Executive Director, at eberesin@partners.org.



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mghclaycenter.org

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

