

Unite for Change Rally: Iowa
Media Toolkit
September 27, 2019



Speakers

Patrick Kennedy

Former U.S. Representative (D-Rhode Island)
Founder of the Kennedy Forum

The Honorable Patrick J. Kennedy is a former member of the U.S. House of Representatives and the nation's leading political voice on mental illness, addiction, and other brain diseases. During his 16-year career representing Rhode Island in Congress, he fought a national battle to end medical and societal discrimination against these illnesses, highlighted by his lead sponsorship of the Mental Health Parity and Addiction Equity Act of 2008 – and his brave openness about his own health challenges.

The son of Sen. Edward “Ted” Kennedy, he decided to leave Congress not long after his father's death to devote his career to advocacy for brain diseases and to create a new, healthier life and start a family. He has since founded the Kennedy Forum, an organization that unites the mental health community, and co-founded One Mind for Research, a global leader in open science collaboration in brain research. Kennedy is also the co-author of “A Common Struggle,” which outlines a bold plan for the future of mental health and addiction in America.

Patrick lives in New Jersey with his wife, Amy, and their five children.

Norman J. Ornstein

Resident Scholar
American Enterprise Institute

Norman J. Ornstein is a resident scholar at the American Enterprise Institute (AEI), where he studies politics, elections, and the U.S. Congress. He is a cohost of AEI's Election Watch series, a contributing editor and columnist for National Journal and The Atlantic, a BBC News election analyst, and the chairman of the Campaign Legal Center.

Connor Jobes

Manager of Federal Policy
American Foundation for Suicide Prevention

Connor Jobes serves in AFSP's public policy office to support suicide prevention policies and

funding at the federal level. Connor manages a broad portfolio of suicide prevention and mental health priorities – including Veterans health, access to mental health resources, and crisis services.

Brandon Graham

Manager, State Policy

National Alliance on Mental Illness

Brandon Graham is dedicated to advocating for meaningful mental health policy, a subject that has affected him and those in his life. Brandon currently focuses on efforts to expand early psychosis programs in target states and supports field advocacy for Medicaid and non-Medicaid state budgets that protect mental health services.

Prior to joining NAMI, Brandon held positions with the Democratic Governors Association, U.S. Senator Charles E. Schumer, and various political campaigns. He is a graduate of the University of Massachusetts Amherst.

Master of Ceremonies

Peggy Huppert

National Alliance on Mental Health – Iowa, Executive Director

Peggy Huppert has served as the Executive Director of National Alliance on Mental Health-Iowa (NAMI-Iowa) since March 2016. Prior to her work at NAMI-Iowa, she served as a development, government relations, and executive director for a variety of groups, such as the Chrysalis Foundation, the Iowa Hospice Organization, the Des Moines Playhouse, and the American Cancer Society. Peggy has nearly 20 years of lived experience with mental illness through several close family members who have experienced addiction, hospitalization, and incarceration as a result of their illnesses.

Personal Stories

- **Kevin and Jaime Atwood:** parents who lost their son to suicide in July 2017
- **Leslie Carpenter:** a physical therapist with a son who was diagnosed with schizoaffective disorder in his twenties
- **Megan Vranish, LISW, CADC:** a project director at Abbe Mental health Center
- **Marty Parish:** a tech project manager who lives with major depression, generalized anxiety disorder, ADHA, and PTSD

Videos

- Clip from Lemonada Media's "Last Day" that confronts the massive opioid epidemic with humanity, wit, and a quest for progress
- Clip from "Definition of Insanity" documentary, which look at the Miami Dade County Mental Health Court program

- Clip of Kenneth Paul Rosenberg’s “Bedlam” documentary, which examines the crisis of people with mental illness and scant services to help them experiencing homelessness or jailtime

Fast Facts: Mental Health and Addiction in Iowa

- Roughly 600,000 Iowans live with some form of mental illness.
- About 37,000 Iowans struggle with serious mental illness daily. ¹
- As of 2016, Iowa ranked 47th in psychiatrists, 44th in mental health workforce availability and 51st (including the District of Columbia) in the ratio of state psychiatric beds to residents.
- Iowa has two state in-patient beds for residential mental health treatment per 100,000 residents, compared to the national average of 12.²
- Similar to other largely rural areas in the United States, Iowa has a mental health provider shortage, with a total of about 300 physicians, nurse practitioners, and physician assistants who can prescribe mental health medications.³

Fast Facts: Mental Health and Addiction in the United States

Prevalence

- One in five American adults will experience a mental health or substance use disorder in any given year.⁴
- The prevalence of any mental illness is higher among women (22.3%) than men (15.1%).⁵
- Adults reporting two or more races had the highest prevalence of any mental illness (28.6%) followed by White adults (20.4%), Native Hawaiian/Other Pacific Islander adults (19.4%), American Indian/Alaskan Native adults (18.9%), Black adults (16.2%), Hispanic adults (15.2%). The lowest prevalence was among Asian adults (14.5%).⁶
- More than one in four adults living with a serious mental illness also have a substance use disorder.⁷
- The rate of youth experiencing a mental illness continues to rise.
- 46% of homeless adults within the U.S. live with severe mental illness and/or substance use disorders.²

¹ Facts and Figures. National Alliance on Mental Illness-Iowa. Retrieved from <https://namiiowa.org/about-mental-illness/facts-figures/>

² Going, Going, Gone, Gone: Trends and Consequences of Eliminating State Psychiatric Beds. 2016. Treatment Advocacy Center. Retrieved from <https://www.treatmentadvocacycenter.org/browse-by-state/iowa>

³ Editorial: Iowa Needs Much More Than a Few Additional Psychiatrists to Address Mental Health Crisis. (2019, January 24). Retrieved from <https://www.desmoinesregister.com/story/opinion/editorials/2019/01/24/iowa-needs-more-than-few-new-psychiatrists-address-mental-health/2637989002/>

⁴ Substance Abuse and Mental Health Services Administration. (2018). *Key substance use and mental health indicators in the United States: Results from the 2017 National Survey on Drug Use and Health* (HHS Publication No. SMA 18-5068, NSDUH Series H-53). Rockville, MD: Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration. Retrieved from <https://www.samhsa.gov/data/>

⁵ Any Mental Health (AMI) Among Adults. (n.d.). Retrieved May 1, 2019, from https://www.nimh.nih.gov/health/statistics/mental-illness.shtml#part_154785

⁶ Any Mental Health (AMI) Among Adults. (n.d.). Retrieved May 1, 2019, from https://www.nimh.nih.gov/health/statistics/mental-illness.shtml#part_154785

⁷ Any Mental Health (AMI) Among Adults. (n.d.). Retrieved May 1, 2019, from https://www.nimh.nih.gov/health/statistics/mental-illness.shtml#part_154785

Access and Intervention

- Less than half of Americans with a mental illness receive treatment.
 - In 2017, among the 46.6 million adults with mental illness, only 19.8 million (42.6%) received mental health services in the past year.¹
 - 62% of youth with major depressive episodes received no treatment.⁸
- Despite recent efforts, there is a shortage in the mental health workforce.
 - In states with the lowest workforce ratio, there are almost four times the number of individuals in need to only one mental health provider.³

Human and Financial Cost

- 47,173 people died by suicide in 2017, making suicide the 10th leading cause of death in the United States.⁹
- Untreated mental illness costs the country at least \$444 billion per year.¹⁰
- In 2017, over 70,000 people died of overdose.¹¹
- Cost and lack of access to care are the main reasons that Americans with mental health and substance use disorders do not get treatment—42% of the population saw cost and poor insurance coverage as the top barriers for accessing mental health care.¹²

Talking About Mental Health and Addiction

Mental Health for US is working to change the conversation around mental health and addiction by using language that focuses on the person, rather than a diagnosis. This avoids placing blame or accusations on a person for their mental illness or addiction.

Examples of person-centered language:

- Instead of “schizophrenic,” say “person living with schizophrenia”
- Instead of “addict” or “former addict,” say “person living with addiction” or “person in recovery from addiction” or “addiction survivor”
- Instead of “she’s an anorexic,” say “she has anorexia nervosa”
- When discussing suicide, say “died by suicide” rather than “committed suicide.” The word committed implies criminality, whereas suicide is a component of a condition.

For additional tips, please see this resource from the [Hogg Foundation](#).

Social Media

Facebook: [@MentalHealthUS](#)

⁸ The State of Mental Health in America. (2018, November 01). Retrieved from <https://www.mentalhealthamerica.net/issues/state-mental-health-america>

⁹ Suicide Statistics. (2019, April 16). Retrieved from <https://afsp.org/about-suicide/suicide-statistics/>

¹⁰ Szabo, L. (2015, January 12). Cost of not caring: Nowhere to go. Retrieved from <https://www.usatoday.com/story/news/nation/2014/05/12/mental-health-system-crisis/7746535/>

¹¹ NCHS, National Vital Statistics System. Estimates for 2018 are based on provisional data. Estimates for 2015-2017 are based on final data. Retrieved from: https://www.cdc.gov/nchs/nvss/mortality_public_use_data.htm

¹² New Study Reveals Lack of Access as Root Cause for Mental Health Crisis in America. (n.d.). Retrieved from <https://www.thenationalcouncil.org/press-releases/new-study-reveals-lack-of-access-as-root-cause-for-mental-health-crisis-in-america/>

Twitter: [@MHforUS](#)

Instagram: [@mhforus](#)

Be sure to use our hashtag: #MentalHealthforUS

Livestream Link

Watch here: [Unite for Change Rally](#)

Boiler Plate

Mental Health for US is a nonpartisan educational initiative focused on elevating mental health and addiction in policy conversations by empowering grassroots advocates and improving candidate and policymaker health literacy. The initiative is powered by a coalition of more than 65 stakeholder groups from around the country dedicated to uniting the American people to make systemic, long-term change with civic engagement tools and resources. For more information, visit www.mentalhealthforus.net.