#ChangeMentalHealth
Campaign Launch
03.04.2015
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The Campaign to ChangeDirection

Thank you for participating in the launch of this critical movement to change the story about mental health, mental illness, and wellness.

Social movements reflect the readiness of a people, a community, and sometimes a nation to address an inequality, an injustice, or a threat to public health and welfare. Indeed, many of the world’s most inspiring and powerful movements have taken on issues or conditions that combine elements of numerous social ills. Based on conversations with organizations, businesses, and communities thus far, I sense our nation is ready to change direction and embrace mental health as a critical element of being human. We are ready for this social movement.

And because we are willing to accept this challenge, because we are willing to identify and harness the resources of the many effective and innovative efforts across the country and around the world, we have the opportunity to drive significant awareness, encourage true compassion and, most important, reduce actual suffering.

This campaign began with the acknowledgment of some very basic truths. We all have mental health and we are all affected by the mental well-being of those we love. Although these statements seem self-evident, we see little recognition in today’s culture of the importance of caring for our mental well-being or the well-being of those close to us.

While we accept the importance of our physical health as critical to our overall success and happiness in life, and we understand that we cannot always control internal processes or external factors that, at times, compromise our physical health, we are notably less able to accept that the same is true for our mental health.

While we spend considerable time, money, and effort doing all we can to care for our physical health, most of us spend little time or effort availing ourselves of the many opportunities that now exist to improve and support our mental well-being.

And while we are sympathetic and provide support and care for those experiencing physical illnesses, we often mistreat or misunderstand those suffering from a mental illness or recovering from psychologically damaging events. The latter typically feel embarrassed or ashamed and often fail to seek the help they need and deserve to heal and recover.

How do we begin to change a cultural blind spot that is grounded in misinformation and fear? We create a common language that conveys a shared experience—an experience that reflects a continuum we can all understand because on it we see ourselves.

We have all experienced emotional distress. Some of us have suffered significantly. Encouraging all of us to pay attention to the basic signs of emotional suffering will help shift how we think about and address mental well-being. Encouraging all of us to reach out when someone we care about is exhibiting these signs will reduce suffering. Accepting the challenge will lead to healthier communities.

Join us in this effort. Learn the signs, ChangeDirection.

Barbara Van Dahlen, Ph.D., Founder and President, Give an Hour

Welcome!
America is at a crossroads when it comes to how our society addresses mental health. We know that one in five of our citizens has a diagnosable mental health condition, and that more Americans are expected to die this year by suicide than in car accidents. While many of us are comfortable acknowledging publicly our physical suffering, for which we almost always seek help, many more of us privately experience mental suffering, for which we almost never reach out.
The campaign to ChangeDirection initiative is a collection of concerned citizens, nonprofit leaders, and leaders from the private sector who have come together to create a new story in America about mental health, mental illness, and wellness. This initiative was inspired by the discussion at the White House National Conference on Mental Health in 2013, which came on the heels of the Newtown, Conn., tragedy.

By bringing together this unprecedented and diverse group of leaders we plan to spark a movement that

• frees us to see our mental health as having equal value to our physical health
• creates a common language that allows us to recognize the signs of emotional suffering in ourselves and others
• encourages us to care for our mental well-being and the mental well-being of others

The simplest pledge is one that anyone can do. Learn the five signs of emotional suffering so you can recognize them in yourself or help a loved one who may be in emotional pain. In short, the five signs are change in personality, agitation, withdrawal, decline in personal care, and hopelessness.

A long and growing list of nonprofit organizations and private sector companies are making pledges to deliver educational tools and programs that will help change the national conversation about mental health. This collective impact effort will reach over 30 million Americans over the next five years with specific efforts focused on educating

• military personnel, veterans, and family members
• corporate employees
• federal, state, and local government employees
• first responders
• students, teachers, school officials, and coaches
• members of the faith-based community
• health care professionals

know the five signs.
Five Signs of Suffering

Nearly one in every five people, or 42.5 million American adults, have a diagnosable mental health condition.\(^1\) Half of all lifetime cases of mental disorders begin by age 14.\(^2\)

Often our friends, neighbors, co-workers, and even family members are suffering emotionally and don’t recognize the symptoms or won’t ask for help.

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Here are five signs that may mean someone is in emotional pain and might need help.

If you recognize that someone in your life is suffering, now what? You connect, you reach out, you inspire hope, and you offer help. Show compassion and caring and a willingness to find a solution when the person may not have the will or drive to help him- or herself. There are many resources in our communities.

It may take more than one offer, and you may need to reach out to others who share your concern about the person who is suffering.

If everyone is more open and honest about mental health, we can prevent pain and suffering, and those in need will get the help they deserve.

**Their personality changes.**
You may notice sudden or gradual changes in the way that someone typically behaves. He or she may behave in ways that don’t seem to fit the person’s values, or the person may just seem different.

**They seem uncharacteristically angry, anxious, agitated, or moody.**
You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People in more extreme situations of this kind may be unable to sleep or may explode in anger at a minor problem.

**They withdraw or isolate themselves from other people.**
Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities he or she used to enjoy. In more severe cases the person may start failing to make it to work or school. Not to be confused with the behavior of someone who is more introverted, this sign is marked by a change in someone’s typical sociability, as when someone pulls away from the social support he or she typically has.

**They stop taking care of themselves and may engage in risky behavior.**
You may notice a change in the person’s level of personal care or an act of poor judgment on his or her part. For instance, someone may let his or her personal hygiene deteriorate, or the person may start abusing alcohol or illicit substances or engaging in other self-destructive behavior that may alienate loved ones.

**They seem overcome with hopelessness and overwhelmed by their circumstances.**
Have you noticed someone who used to be optimistic and now can’t find anything to be hopeful about? That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this situation may say that the world would be better off without them, suggesting suicidal thinking.
Campaign Collaborators

STEERING COMMITTEE
Barbara Van Dahlen, Ph.D., Founder and President, Give an Hour
Paul Burke, Executive Director, American Psychiatric Foundation
Andrea Inserra, Senior Vice President, Booz Allen Hamilton
David Park, Senior Strategist, Collaborative for Student Success
Randy Phelps, Ph.D., Senior Advisor, American Psychological Association
Jon Sherin, M.D., Ph.D., Executive Vice President for Military Communities and Chief Medical Officer, Volunteers of America, Incorporated

FOUNDING MEMBERS
Aetna
America’s Promise Alliance
American Foundation for Suicide Prevention
American Psychiatric Association/ American Psychiatric Foundation/ American Psychiatric Publishing
American Psychological Association
Booz Allen Hamilton
Case Foundation
Easter Seals
Give an Hour
Logistics Health Incorporated
National Association of Social Workers
Optum
Umttr–where every person matters
Volunteers of America

COMMUNICATIONS PARTNER
Edelman

INTERNATIONAL PARTNER
Bell Let’s Talk mental health initiative (Canada)

ENTERTAINMENT PARTNER
G.R.L.

GOVERNMENT PARTNER
Substance Abuse and Mental Health Services Administration (SAMHSA)

REGIONAL EFFORTS
Community of La Crosse, Wisc.
City of Philadelphia (in conjunction with the Commissioner of Philadelphia’s Department of Behavioral Health and Intellectual disAbility Services)
State of Texas through Meadows Mental Health Policy Institute at Texas State of Mind
National Association of Counties, with the potential to reach 3,069 U.S. counties
PARTNERS

Active Minds
American Red Cross, Service to the Armed Forces
Boulder Crest Retreat for Military and Veteran Wellness
Brain and Behavior Research Foundation
Change.org
Code of Support Foundation
Doctor on Demand
Green Door
Justice for Vets
MedCan (Canada)
Military Connection
Military Officers Association of America
Mindful Nation Foundation
National Association of Social Workers—N.C. Chapter
National Council for Behavioral Health
Newtown Public Schools in Conn.
PathNorth
Project Welcome Home Troops
Rosalynn Carter Institute for Caregiving
Special Olympics

StoryCorps Military Voices Initiative
Stuart Productions, Inc.
Teach for America
Team Red White and Blue
Team Rubicon
The H(app)athon Project
The Mission Continues
True Patriot Love Foundation (Canada)
Veteran and Military Business Owners Association
Wake Forest University THRIVE Wellbeing Initiative
Wins for Warriors
Woodley House, Inc.
Youth Villages

GIVE AN HOUR WOULD LIKE TO THANK REPRESENTATIVES FROM THE MANY ORGANIZATIONS THAT PROVIDED TECHNICAL ASSISTANCE DURING DEVELOPMENT OF THE CAMPAIGN:

Google
Joining Forces
National Endowment for the Arts
Office of the Army Surgeon General
Office of the Chairman of the Joint Chiefs of Staff
U.S. Department of Health and Human Services
World Heritage Foundation—Pretcher Family Fund

*Give an Hour is the backbone organization for the Campaign to Change Direction and is solely responsible for the initiative and its content.*
We are grateful to our special guest, **First Lady Michelle Obama**, for providing inspiring remarks at today’s event and for her vision and leadership through Joining Forces. Thanks to her commitment and dedication our nation is making great strides to ensure the mental well-being of those who serve and their families.
### National Launch Program

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<tr>
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<th>Event</th>
<th>Speaker/Panelists</th>
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<tbody>
<tr>
<td>7:00</td>
<td>Registration and Breakfast</td>
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<td>9:00</td>
<td>Welcome</td>
<td>Barbara Van Dahlen, Ph.D., Founder and President, Give an Hour</td>
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<td>9:10</td>
<td>The Need for a Social Impact Effort</td>
<td>Jean Case, CEO, Case Foundation</td>
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<td>9:20</td>
<td>Our Military and Veteran Communities—Leading the Way</td>
<td>Joe Klein, Political Columnist, TIME Magazine</td>
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<td>Moderator:</td>
<td>Joe Klein, Political Columnist, TIME Magazine</td>
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<td>Panelists:</td>
<td>Senior Official, Department of Defense</td>
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<td>Senior Official, Department of Veterans Affairs</td>
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<td>9:45</td>
<td>Philadelphia’s Innovative Public Health Approach</td>
<td>Arthur Evans Jr., Ph.D., Commissioner, Philadelphia Department of Behavioral Health and Intellectual disAbility Services</td>
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<td>10:00</td>
<td>Corporate America—Why a Mentally Healthy Workforce Is Good for the Bottom Line</td>
<td>Andrea Inserra, Senior Vice President, Booz Allen Hamilton</td>
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<td>Introduction:</td>
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<td>Moderator:</td>
<td>Mary Deacon, Chair, Bell Let’s Talk mental health initiative</td>
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<td>Panelists:</td>
<td>Louise Murphy, M.A., CEAP, President, Aetna Behavioral Health</td>
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<td>Joe Sifer, Senior Vice President, Booz Allen Hamilton</td>
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<td>Don Weber, Founder and CEO, Logistics Health Incorporated</td>
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<td>10:20</td>
<td>Changing the Story through Our Counties—National Association of Counties</td>
<td>The Honorable Mary Ann Borgeson, Commissioner, Douglas County, Nebraska</td>
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<td>10:30</td>
<td>Applying Lessons Learned from Community Service</td>
<td>David Park, Senior Strategist, Collaborative for Student Success</td>
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<td>Moderator:</td>
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<td>Panelists:</td>
<td>Randy Rutta, President/CEO, Easter Seals</td>
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<td>Jon Sherin, M.D., Ph.D., Executive Vice President, Volunteers of America, Incorporated</td>
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**Note:** The schedule includes a mix of presentations, panel discussions, and initiatives aimed at raising awareness and promoting mental health and well-being in various communities. Each segment is designed to engage stakeholders from diverse sectors, including military and veteran communities, corporate America, and public health approaches.
10:55  Advocacy and Prevention
Robert Gebbia, CEO, American Foundation for Suicide Prevention

11:00  Break

11:30  The Change Direction Community Campaign in LaCrosse, Wisc.
Todd Mahr, M.D., Director of Pediatric Allergy/Immunology, Gundersen Health Systems

11:40  Our Mental Health Association Partners—Accepting the Challenge
Moderator:
Randy Phelps, Ph.D., Senior Advisor, American Psychological Association

Panelists:
Norman Anderson, Ph.D., CEO/Executive Vice President, American Psychological Association
Saul Levin, M.D., M.P.A., CEO/Medical Director, American Psychiatric Association, Chair, American Psychiatric Foundation
Angelo McClain, Ph.D., LICSW, CEO, National Association for Social Workers

12:05  The Power of Film to Change Direction
Barbara Van Dahlen, Ph.D., Founder and President, Give an Hour

12:08  Video Clip of “Silver Linings Playbook”
Bruce Cohen, Academy Award–Winning Producer

Introduction of the First Lady
Jennifer Madden, Veteran and Give an Hour Spokesperson

12:15  Keynote: The Importance and the Opportunity
First Lady Michelle Obama

12:30  Performance of “Lighthouse” by G.R.L.
Introduction:
Barbara Van Dahlen, Ph.D., Founder and President, Give an Hour

Members:
Lauren Bennett, Emmalyn Estrada, Natasha Slayton, Paula Van Oppen
The Current Story

Mental Health Concerns/Mental Disorders

According to the National Institute of Mental Health (NIMH), mental disorders are common in the United States and internationally.

- An estimated 42.5 million or 18.2 percent of Americans ages 18 and older—about one in five adults—experience a diagnosable mental disorder in a given year. (SAMHSA 2014)

- Mental disorders are the leading cause of disability in the United States and Canada. Many people suffer from more than one mental disorder at a given time. Nearly half (45 percent) of those with any mental disorder meet criteria for two or more disorders, with severity strongly related to comorbidity. (NIMH 2005)

- In 2006, $57.5 billion was spent on mental health care in the United States, equivalent to the cost of cancer care. (NIMH 2011)

- Much of the economic burden of mental illness is not the cost of care but the loss of income due to unemployment, expenses for social supports, and a range of indirect costs related to a chronic disability that begins early in life. (NIMH 2011)

- One-half of all lifetime cases of mental illness begin by age 14, three-quarters by age 24. (NIMH 2005)

- Twenty-four percent of state prisoners and 21 percent of those in local jails have a recent history of a mental health disorder. Seventy percent of youth in juvenile justice systems have at least one mental disorder, with at least 20 percent experiencing significant functional impairment from a serious mental illness. (NAMI 20011)

- Over 50 percent of students age 14 and older with a mental disorder drop out of high school—the highest dropout rate of any disability group. (NAMI 20011)

Homelessness

- According to the Substance Abuse and Mental Health Services Administration, 20–25 percent of the homeless population in the United States suffers from some form of severe mental illness. (SAMHSA 2009)

- In comparison, only 6 percent of Americans are severely mentally ill. (NIMH 2009)

- In a 2008 survey performed by the U.S. Conference of Mayors, leaders of 25 cities were asked for the three largest causes of homelessness in their communities. Mental illness was the third largest cause of homelessness for single adults (mentioned by 48 percent of cities). And mental illness was mentioned by 12 percent of city leaders as one of the top three causes of homelessness. (U.S. Conference of Mayors 2008)

Suicide

- In 2011, more people died by suicide in the United States (39,518) than in motor vehicle crashes (32,367). (CDC 2011; NHTSA 2011 Annual Report File)

- More than 90 percent of people who kill themselves have a diagnosable mental disorder, most commonly a depressive disorder or a substance abuse disorder. (NIMH 2010)
The VA estimates that 22 veterans commit suicide each day. (VA 2013)

The highest suicide rates in the United States are found in white men over age 85. (CDC 2013)

Four times as many men as women die by suicide; however, women attempt suicide two to three times as often as men. (CDC 2012)

For youth between the ages of 10 and 24, suicide is the third leading cause of death. (NAMI 2011)

Global Impact

Mental health has a tremendous impact on overall health, economic stability, and security around the world.

- Recent reports estimate the global cost of mental illness at nearly $2.5 trillion (two-thirds in indirect costs) in 2010, with a projected increase to over $6 trillion by 2030. (NIMH 2011)

- Mental illness alone will account for more than half of the projected total economic burden from noncommunicable diseases over the next two decades and 35 percent of the global lost output. (NIMH 2011)

- Mental illness in the United States, Canada, and Western Europe ranks first among illnesses that result in disability. In 2010, depression ranked second for global disease burden. By 2030, depression is projected to be the leading cause of years lived with disability worldwide. (NIMH 2012; World Health Organization, 2012)

Resources

Suicide Prevention Lifeline
1-800-273-TALK
www.suicidepreventionlifeline.org

Substance Abuse and Mental Health Services Administration
1-800-662-HELP
www.samhsa.gov/find-help/national-helpline

Veteran’s Crisis Line
1-800-273-8255
www.veteranscrisisline.net
Barbara Van Dahlen, Ph.D., named to TIME magazine’s 2012 list of the 100 most influential people in the world, is the president of Give an Hour. A licensed clinical psychologist who has been practicing in the Washington, D.C., area for over 20 years, she received her Ph.D. in clinical psychology from the University of Maryland in 1991.

As part of her work with Give an Hour, Dr. Van Dahlen has joined numerous panels, conferences, and hearings on issues facing veterans. She has participated in discussions at the Pentagon, VA, Congress, and White House, for example appearing on the White House June 2013 panel about mental health in America, moderated by Secretary of Health and Human Services Kathleen Sebelius, and testifying in March of 2013 before the Senate Committee on Veterans’ Affairs on the topic “VA Mental Health Care: Ensuring Timely Access to High-Quality Care.” She has become a notable expert on the psychological impact of war on troops and families and a thought leader in mobilizing civilian constituencies in support of active duty service members, veterans, and their families. Working with other nonprofit leaders, Dr. Van Dahlen developed the Community Blueprint, a national initiative and online tool to assist communities in more effectively and strategically supporting veterans and military families. Give an Hour has implemented the Blueprint approach in two demonstration sites and continues to lead community collaboration projects.

Dr. Van Dahlen and Give an Hour have received numerous awards. In addition to her selection for the 2012 TIME 100, in April 2012 Give an Hour was chosen as one of the five winners of the White House’s Joining Forces Community Challenge, sponsored by First Lady Michelle Obama and Dr. Jill Biden. In 2013 Dr. Van Dahlen received the American Psychological Association’s Presidential Citation and the 2013 Richard Cornuelle Award for Social Entrepreneurship of the Manhattan Institute. In 2014 she was named a Woman of Distinction by the Coastal Bend Women Lawyers Association and honored by the Chief of Staff of the United States Army as an outstanding civilian who has made significant voluntary contributions to our military and the United States Army.
Moderator, Panelist, and Speaker Biographies

Dr. Norman Anderson, Ph.D., is currently Chief Executive Officer and Executive Vice President of the American Psychological Association (APA). With 134,000 members and affiliates, APA is the largest and oldest of the world’s psychological societies. Headquartered on Capitol Hill in Washington, D.C., APA has a staff of more than 550 and an annual budget of $120 million.

Prior to joining APA, Dr. Anderson was the founding Associate Director of the National Institutes of Health (NIH) in charge of social and behavioral science, and was the first Director of the NIH Office of Behavioral and Social Sciences Research.

Dr. Anderson has served as an associate professor at Duke University Medical School and as a professor at the Harvard School of Public Health. He is well known for his research and writing on health and behavior, and on racial/ethnic and economic health disparities.

In 2012, Dr. Anderson was elected to membership in the Institute of Medicine of the National Academy of Science. He is a Fellow of the American Association for the Advancement of Science, American Psychological Association, Association for Psychological Science, Society of Behavioral Medicine, and Academy of Behavioral Medicine Research, and is a past-president of the Society of Behavioral Medicine.

Commissioner Mary Ann Borgeson was elected in 1994, and was the first elected Chair of the Board of Commissioners in 1997. She has received numerous awards throughout the years for her service and leadership in the area of Health and Human Services as well as other community outreach efforts.

Prior to her election, Commissioner Borgeson worked in the health field for many years. She is chair of the Nebraska Association of County Officials (NACO) Health and Human Services Committee and serves on multiple NACO committees including as Chair of the Health Steering Committee, member of the NACO Board of Directors and member of the Cybersecurity Task Force.

Hon. Mary Ann Borgeson  
Commissioner, Douglas County, Nebraska  
Speaker

Norman Anderson, Ph.D.,  
CEO/Executive Vice President,  
American Psychological Association  
Panelist

www.changedirection.org
Moderator, Panelist, and Speaker Biographies

Jean Case is an actively engaged philanthropist, investor, and pioneer in the world of interactive technologies. Her career in the private sector spanned nearly two decades before she and her husband, Steve Case, created the Case Foundation in 1997. The Case Foundation is recognized for its leadership in leveraging new technologies and applying innovative approaches to increase giving; catalyzing civic and business participation; and promoting innovation, collaboration, and leadership in the nonprofit sector.

Ms. Case serves on the National Geographic Society Board of Trustees, as well as on the boards of Accelerate Brain Cancer Cure (ABC2), SnagFilms, and BrainScope Company, Inc. She also serves on the advisory boards of the Harvard Business School Social Enterprise Initiative, Stanford Center on Philanthropy and Civil Society, Georgetown University Beeck Center for Social Impact and Innovation, Brain Trust Accelerator Fund, and U.S. National Advisory Board to the Social Impact Investing Task Force established by the G8.

In 2010 Jean and Steve Case joined the Giving Pledge, started by Bill Gates and Warren Buffett, and publicly reaffirmed their commitment to give away the majority of their wealth to fund worthy charitable causes. In 2014, Ms. Case was conferred an honorary Doctor of Humane Letters degree from Indiana University Lilly Family School of Philanthropy.

Bruce Cohen is an Academy Award–winning producer of film, television, theater, and live events. He won the Best Picture Oscar in 2000 for “American Beauty,” and was nominated again for “Milk” (2009) and “Silver Linings Playbook” (2012). He produced and was Emmy-nominated for the 83rd Annual Academy Awards, and executive produced the acclaimed ABC series “Pushing Daisies,” which won seven Emmys. He produced the film “Big Fish” in 2003 and was a lead producer of the Broadway musical version last fall. Mr. Cohen is currently entertainment industry liaison for Joining Forces, First Lady Michelle Obama and Dr. Biden’s initiative to support military families and is on the steering committee of Got Your 6.
Mary Deacon is Chair of the Bell Let’s Talk mental health initiative, the largest-ever corporate initiative of its kind in Canada. Bell has committed more than $73 million to support new mental health research, workplace best practices, improved care and access, and anti-stigma programs including Bell Let’s Talk Day, an annual national day of conversation about mental health.

Ms. Deacon assumed her role as Chair after a long and successful career in the philanthropic sector. Over the last 25 years she has held a series of senior positions in the not-for-profit sector including almost a decade as the inaugural President of the Centre for Addiction and Mental Health Foundation, Canada’s largest mental health hospital.

A passionate advocate and leader in the mental health community, Ms. Deacon has an established track record of bringing people and ideas together for positive change.

She has a Bachelor of Arts degree and is a Certified Fund Raising Executive (CFRE) of the Association of Fundraising Professionals (AFP) Foundation for Canada. She has also received the degree of Doctor of Laws, honoris cause from the University of Guelph, for her pivotal leadership role in Canadian philanthropy, most notably in the field of mental health.

Ms. Deacon serves on several boards and is also a member of the World Economic Forum’s Global Agenda Council on Mental Health. She resides in Toronto, Canada, and has four children.
Policymaker, clinical and community psychologist, and healthcare innovator, Arthur C. Evans Jr., Ph.D, is the Commissioner of Philadelphia’s Department of Behavioral Health and Intellectual disAbility Services (DBHIDS).

Dr. Evans has brought a new approach to his agency’s system of serving a wide range of individuals with complex needs. The transformation of the $1 billion Philadelphia system into a recovery-oriented, outcomes-focused system of care has leaned heavily on public health strategies that contribute to better population health. In addition, he has emphasized data-driven approaches to improve system performance. The transformation of the Philadelphia service system has improved outcomes for people accessing services and has resulted in fewer inpatient admissions and visits to crisis centers, and millions of dollars in savings, which the City has reinvested in other community-based services. His work as Commissioner continues his lifelong commitment to serving people who are underserved and ensuring that effective, high-quality healthcare is accessible to all.

Dr. Evans has been recognized nationally for his work in behavioral healthcare policy and the transformation of service delivery systems. In 2013 he received the American Medical Association’s top government service award in health care, the Dr. Nathan Davis Award for Outstanding Government Service, for his leadership in transforming the Philadelphia behavioral health system, particularly around the adoption of a public health approach. Dr. Evans is also regarded as a strong advocate for people experiencing behavioral health conditions and was recognized by Faces and Voices of Recovery with the Lisa Mojer-Torres Award.

Dr. Evans holds a faculty appointment at the University of Pennsylvania School of Medicine and has held a faculty appointment at the Yale University School of Medicine.
Moderator, Panelist, and Speaker Biographies

Robert Gebbia
CEO, American Foundation for Suicide Prevention

Speaker

In 1998, Robert Gebbia left the United Way to become Chief Executive Officer of the American Foundation for Suicide Prevention (AFSP). Under his leadership, the AFSP has grown from a small nonprofit to a $15 million a year organization with 75 chapters across the United States. Mr. Gebbia has worked closely with business, civic, and political leaders, scientists in suicide research, and people personally affected by suicide to develop a comprehensive national suicide prevention strategy.

In the last five years alone, AFSP has initiated and funded 20 percent of all studies on suicide, making AFSP the largest private funder of suicide research in the United States. Mr. Gebbia helped launch the foundation’s network of 75 community chapters and their volunteer base, giving millions of people a way to raise awareness and take action against this leading cause of death. Having set a national goal of reducing the rate of suicide 20 percent by 2025, Mr. Gebbia is committed to changing the conversation about mental health and dedicated to bringing greater understanding of suicide prevention through advocacy, local programs, educational events, and community walks held across the country each year.

Andrea Inserra
Senior VP, Booz Allen Hamilton

Speaker

Andrea Inserra, a Booz Allen Hamilton Senior Vice President, is recognized for her expertise in program and system management, organizational reengineering and transformation, and collaborative research within the healthcare market. Ms. Inserra provides leadership across the Department of Defense military health business in the areas of health transformation, research and development (for example, improved interoperability and collaboration among the research communities), public health and clinical services. She leads the firm’s clinical services offering including behavioral health supporting programs to enhance the well-being and psychological health for service members, veterans, and military families.

Ms. Inserra implemented a community-based model to facilitate collaboration and improve the integration of efforts across federal, private and not-for-profit organizations in addressing the challenges of military service members and their families. She now leads these pro bono community-based summits to address the challenges military families face including unemployment, education, behavioral and physical health issues, access to care, and veteran treatment courts. Ms. Inserra is an active leader working with the private sector, government leaders and not-for-profit leaders to address the reintegration, including health needs, of our military, veterans, and their families.

She holds an MBA and a BS in Industrial Engineering from the Pennsylvania State University.
Moderator, Panelist, and Speaker Biographies

Joe Klein has been the leading political columnist for TIME since 2003. His column, “In the Arena,” appears each week, and he is a regular contributor to TIME.com’s political blog, “Swampland.” Mr. Klein covers foreign policy, U.S. politics, and elections. Previously, he served as Washington correspondent for the New Yorker and as a political reporter for Newsweek. He has also been a political columnist at New York magazine. He has written articles and book reviews for the New Republic, New York Times, Washington Post, LIFE, and other publications. Mr. Klein began his journalism career as a reporter with the Essex County Newspapers in Massachusetts in 1969. He has worked as a reporter for WGBH-TV in Boston, as a news editor at the Real Paper, and as contributing editor and Washington bureau chief for Rolling Stone.

In 1996, Mr. Klein anonymously wrote the critically acclaimed bestseller and roman à clef Primary Colors, based on the 1992 presidential race. He followed up with the political novel The Running Mate and went on to write Politics Lost: How American Democracy Was Trivialized by People Who Think You’re Stupid; The Natural: The Misunderstood Presidency of Bill Clinton; Payback: Five Marines after Vietnam; and Woody Guthrie: A Life. The recipient of numerous awards, including the Peter Khiss Award, for outstanding reporting on New York City government and public affairs, he has twice received the National Headliner award for best magazine column. Mr. Klein graduated from the University of Pennsylvania with a degree in American Civilization. He is a member of the Council on Foreign Relations and a former Guggenheim fellow.

His next book, Charlie Mike, about returning veterans will be published in October 2015.
Saul M. Levin, M.D., M.P.A., is the Chief Executive Officer and Medical Director of the American Psychiatric Association (APA). Prior to assuming this role in October 2013, Dr. Levin served as Interim Director of the District of Columbia Department of Health. There Dr. Levin was responsible for emergency preparedness and planning and coordinating alongside dozens of federal and local agencies to ensure the public’s health during major events such as President Obama’s second inauguration.

Dr. Levin also served on the D.C. Health Exchange Board and chaired the Essential Health Benefits Package Subcommittee, where he successfully led the effort to ensure that residents of the District of Columbia had access to a full range of substance abuse and mental health services. He also co-chaired the committee that oversaw the merger of substance abuse and mental health services into the new Department of Behavioral Health.

Dr. Levin has long been involved in organized medicine and psychiatry. He served as Vice President for Science, Medicine, and Public Health at the American Medical Association. There, he oversaw programs related to evolving health delivery systems, such as those in the areas of prevention and health care disparities. He also led efforts to improve the interface between clinical medicine and public health.

In 1982, Dr. Levin received his M.B.B.Ch. (M.D.) from the University Witwatersrand in Johannesburg, South Africa, and completed his residency in psychiatry at the University of California, Davis, Medical Center. In 1994, he received his master’s degree in public administration from Harvard University’s Kennedy School of Government.
Jennifer Madden is a Licensed Practical Nurse and mother of two, in Chester County, Pennsylvania. She was one of Give an Hour’s first spokespersons, selflessly sharing her story about her struggles with post-traumatic stress and helping her fellow military comrades to see that help is available and that hope exists. Ms. Crane is a combat veteran of the United States Army, who served in the fourth rotation of Operation Enduring Freedom (Afghanistan) in 2003. Since returning home and accepting the fact that she is a disabled veteran, she has dedicated her life to helping others. In addition to her work with GAH, Ms. Crane is also an alumni of The Mission Continues, sits on the board of Chester County’s PRO-ACT, and is a national speaker on PTSD. She travels across the country sharing her story of struggle and survival.

The recipient of the Chester County Empowered Women’s Award for 2014, Ms. Crane has made a name for herself in advocating for veterans struggling with substance abuse and mental illness through local and national media outlets. Her story was told by First Lady Michelle Obama in Washington, D.C., in March 2014. Ms. Crane plans to continue her education and her work being the voice of hope for others.

Todd Mahr, M.D., is Director of Pediatric Allergy/Immunology at Gundersen Health Systems in La Crosse, Wisc. He is also an adjunct clinical professor of pediatrics at the University of Wisconsin School of Medicine and Public Health in Madison.

Dr. Mahr has been active in the local mental health community with his wife and son for the past seven years, since the death of his daughter Kaitlin, who suffered from depression and a bipolar disorder. He created “Kaitlin’s Table” through grants obtained from the American Academy of Pediatrics (AAP).

Dr. Mahr belongs to numerous allergy societies, served on the Board of Regents of the American College of Allergy, Asthma, and Immunology, and has received their Distinguished Service Award in 2008 and Distinguished Fellow Award in 2014. He is chair emeritus of the Centers for Disease Control and Prevention–funded Wisconsin Asthma Coalition. He is very active with the American Lung Association and the American Academy of Pediatrics on national, regional, and local levels. Dr. Mahr is the recipient of the ALA’s Volunteer of the Year award for the year 2000 and the 2007 Wisconsin Department of Health and Family Services “Partners in Public Health” certificate of recognition.
Angelo McClain, Ph.D., LICSW, is the Chief Executive Officer of the National Association of Social Workers and President of the National Association of Social Workers Foundation.

NASW is the largest membership organization of professional social workers in America with 140,000 members. NASW promotes the profession of social work and social workers, and advocates for, sound social policies that improve well-being for individuals, families and communities.

Dr. McClain previously served as Commissioner for the Massachusetts Department of Children and Families for six years, a position he was appointed to by Governor Deval Patrick. While there, he oversaw a budget of $850 million and a workforce of 3,500 employees to address reports of abuse and neglect for the state’s most vulnerable children, partnering with families to help them better nurture and protect their children.

Dr. McClain grew up in Texas and is a distinguished alumnus of Cal Farley’s Boys Ranch. He holds a Bachelor of Science in Social Work from West Texas State University, a Master of Science in Social Work from the University of Texas at Arlington, and a Ph.D. in Social Work from Boston College Graduate School of Social Work.

Louise Murphy, M.A., CEAP, is President of Aetna Behavioral Health, a leading provider of mental health and EAP solutions to members around the globe. She oversees a national team that spearheads development of programs, products, and capabilities designed to offer individuals easy access to quality treatment. Ms. Murphy has had a long and successful career in the healthcare industry in senior executive positions for national behavioral health organizations, as well as direct clinical experience in private practice and EAP provider roles.

She has presented at industry forums and is a consultant to organizations across the country on contemporary Behavioral Health and EAP issues. She is active as a board member at both the volunteer and advisory levels and mentors young executives who are developing their careers within the field. Additionally, Ms. Murphy has specific interest in work with the intellectually disabled, particularly those individuals with Down Syndrome.
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David Park has more than 20 years of experience in communications, strategic planning, community engagement, and resource development. He is currently with the Collaborative for Student Success, a grant-making organization focused on education.

For the past seven years, Mr. Park held senior level positions at America's Promise, an alliance of organizations, communities, and individuals committed to providing more children and youth with opportunities to succeed and thrive. As head of Mission Advancement for America's Promise, he was part of a core team that developed and implemented the GradNation campaign to increase the national on-time high school graduation rate to 90 percent by 2020. He managed a communications strategy to launch the campaign and helped drive implementation in communities throughout the nation. He was also the primary liaison for many business, foundation, and nonprofit partnerships.

Before joining America's Promise, Mr. Park founded and led Park and Associates, a boutique public relations firm specializing in social sector communications for a range of local and national organizations. Among other accomplishments, he served as executive producer of the Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts.

Mr. Park has held senior level positions at multinational public relations firms, including Ogilvy Public Relations Worldwide and Porter Novelli International. He has written blogs and columns for the Huffington Post, TIME and Roll Call, and has been interviewed by MSNBC, PBS, and newspapers throughout the country. He has also taught graduate level communications at Georgetown University.
Randy Phelps, Ph.D., directs the American Psychological Association (APA) Office of Health Care Financing, a component of the new APA Center for Psychology and Health. He leads APA’s advocacy efforts for sustainable health care financing for both health systems and practitioners. He was formerly APA’s Deputy Executive Director for Professional Practice. Dr. Phelps received his Ph.D. in clinical psychology from the University of Utah in 1981. He is a Fellow of the American Psychological Association, Distinguished Practitioner Member of the Psychology Academy of the National Academies of Practice, Clinical Member of the American Family Therapy Academy, and recipient of APA’s Karl Heiser award for advocacy. He has also received an APA Presidential Citation for his contributions to professional psychology.

In addition to working as an APA executive since 1994, he has conducted clinical practice, research, and administration in the public and private sectors. Dr. Phelps was previously in private practice specializing in family and marital therapy, chief of psychological services in a private psychiatric hospital, on the faculties of the University of Texas Medical School and the University of Houston Psychology Department, and chief of a public mental health treatment and research clinic for children and families in Houston, Texas. He has also been the principal investigator on numerous federal, state, and privately funded clinical and outcomes research studies.

Randall Rutta transitioned to the role of President and Chief Executive Officer of Easter Seals, building on three decades of service to the organization. Formerly, as chief strategy officer and executive vice president for Public Affairs, he led and played integral roles in advancing public policy, service innovation, and philanthropic initiatives at all levels of the organization. Mr. Rutta champions Easter Seals’ efforts to constantly find and advocate for new pathways to opportunity, meeting community and neighbors’ most pressing needs—where they are. In recent years, mental and behavioral health services have emerged as the organization’s fastest growing area of service, addressing needs among children, youth, adults, and seniors.

During his tenure, Mr. Rutta advanced Easter Seals’ government relations efforts in federal and state legislative, regulatory, grant, and contract activities to serve and support people with disabilities, chronic conditions, age-related impairments, and veterans and military families. He organized business development and strategic initiatives that support service innovation and mission-based impact growth at Easter Seals through research-to-practice collaboration, professional training, technical assistance, and information dissemination. Easter Seals annually serves 1.8 million people of all ages and abilities, providing home and community-based services through a national affiliate network with 550 brick-and-mortar centers and a multitude of community programs.
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Jon Sherin, M.D., Ph.D., currently serves as Executive Vice President for Military Communities and Chief Medical Officer for Volunteers of America (VOA). In these roles, Dr. Sherin oversees the expansion and innovation of VOA’s programs for our nation’s service members and brings key clinical and scientific expertise to the organization as a whole. He is a leading authority on the care of veterans struggling with reintegration challenges and has testified before Congress on the issues of veteran suicide and homelessness. Prior to joining VOA, Dr. Sherin had a distinguished career in the Department of Veteran Affairs (VA). In his last post, Dr. Sherin served as chief of mental health for the Miami VA.

Dr. Sherin has held various academic appointments, most recently as clinical professor and vice chairman for the Department of Psychiatry and Behavioral Sciences at the University of Miami. Dr. Sherin is an accomplished neurobiology researcher with significant achievements for which he has received awards and recognition at the national and international level. Dr. Sherin completed his undergraduate studies at Brown University, his graduate work in a combined program at the University of Chicago and Harvard Medical School, and his postgraduate training at UCLA. He continues to teach and provide psychiatric care as a volunteer at the VA near his home in Topanga, Calif.

Joe Sifer is a Booz Allen Hamilton Senior Vice President with 26 years of experience in technology consulting in mission and business systems for U.S. government and global commercial clients. He currently leads the firm’s Army business, which corresponds to approximately $800M of annual sales and $450M of direct revenue delivered by Booz Allen staff.

Mr. Sifer has extensive experience in technology and management consulting for projects involving telecommunications, C4ISR, and networking; communications and remote sensing satellites; wireless and advanced RF systems; IT infrastructure, computing, and enterprise operations; and advanced concepts such as cloud computing, cyber operations, specialized gateways, and interoperability.

Mr. Sifer has an M.S. from the University of California, Berkeley and a B.S. with highest honors from the University of Notre Dame, both in electrical engineering. He was awarded scholarships and assistantships from both institutions. Mr. Sifer also attended The George Washington University on a full fellowship, where he received an M.A. in technology and public policy. He is a member of the Tau Beta Pi, Eta Kappa Nu, and Pi Alpha Alpha honor societies and has received several citations and awards during his academic and professional careers.
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Don Weber is an entrepreneur, philanthropist, and exemplary supporter of our military. He is the founder and CEO of LHI, a La Crosse, Wisconsin-based company that designs, implements, and manages occupational health and wellness programs for government and commercial organizations.

LHI was awarded the highest honor given by the U.S. Department of Defense to an employer, the Employer Support of the Guard and Reserve Freedom Award, in recognition of the company’s support of its service member employees. In 2014, LHI earned the Military Friendly Employer title and serves as the presenting sponsor of Freedom Fest, a community event honoring our nation’s veterans. Mr. Weber was named Wisconsin Entrepreneur of the Year, and the U.S. Chamber of Commerce has created the Don Weber Wounded Warrior Employment Award in his honor. Most recently, he was honored to receive the prestigious Nathan Hale Award from the Reserve Officers Association.

Mr. Weber joined the U.S. Marine Corps as a young man. He served in combat during the Vietnam War, and for his distinguished service he has received many awards, among them the Purple Heart and two bronze stars.

Lauren Bennett, Emmalyn Estrada, Natasha Slayton, and Paula Van Oppen form the American-British-Canadian girl band G.R.L. The group originally included singer Simone Battle, who took her own life on September 5, 2014. After losing their talented friend, the group decided to help raise awareness about mental health issues in America. They have joined Give an Hour and other organizations in our national mental health campaign to change the story of mental health, mental illness, and wellness.

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Don Weber  
Founder and CEO, Logistics Health Incorporated  
Panelist

G.R.L.  
Musicians

www.changedirection.org
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know the five signs

The Campaign to Change Direction does not provide emergency help. For immediate assistance, visit www.changedirection.org to find resources.