2017 Annual Report

Vision

We envision a world in which all people affected by mental illness experience resiliency, recovery and wellness.

Mission

Dedicated to improving the quality of life for people with mental illness and their families through support, education, and advocacy.

Goals

Advocate at the county, state and national levels for non-discriminatory access to quality healthcare, housing, education and employment for people with mental illness.

• Educate the public about mental illness.
• Advocate for a comprehensive mental health system that provides effective and timely services for those struggling with mental health.
• Support those with mental illness, their loved ones and providers.

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Who We Are

2017 Board of Directors

Craig Matzke, President
Alicia Embrey, 1st Vice President
Dawn Grittmann, 2nd Vice President
Edward Arnold, Treasurer
Andrew Boscaljon
Carrie Clogg
Daniel Koch
Tiffany Mass
Paul McAndrew
Teama McGregor
Michael Newton
Jim Norman
Jim Romar
Laura Sands

Staff

Peggy Huppert, Executive Director
Judy Davis, Program Manager & OCA Director
Josh Gitch, Peer Support Manager
Zach Blevins, Outreach & Events Manager (November - present)
Cindy Woodard, Administrative Services Manager (February - present)
Rachel Peterson, Communications & Outreach Manager (January - September) & contract Communications Coordinator (October - present)
# NAMI Signature Programs in Iowa

**Number of NAMI Signature Programs offered: 10**

<table>
<thead>
<tr>
<th>Classes</th>
<th>Presentations</th>
<th>Support Groups</th>
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<tbody>
<tr>
<td>Basics</td>
<td>Ending the Silence</td>
<td>Connection</td>
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<tr>
<td>Family to Family</td>
<td>In Our Own Voice</td>
<td>Family Support Group</td>
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<tr>
<td>Homefront</td>
<td>Parents &amp; Teachers as Allies</td>
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<td>Peer to Peer</td>
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<tr>
<td>Provider Education</td>
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<table>
<thead>
<tr>
<th>Number of Events Offered</th>
<th>Number of Participants</th>
<th>Average Number of Participants</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Classes</td>
<td>Presentations</td>
</tr>
<tr>
<td>1st Qtr</td>
<td>69</td>
<td>594</td>
<td>10</td>
</tr>
<tr>
<td>2nd Qtr</td>
<td>74</td>
<td>631</td>
<td>11</td>
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<tr>
<td>3rd Qtr</td>
<td>75</td>
<td>536</td>
<td>8</td>
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<tr>
<td>4th Qtr</td>
<td>56</td>
<td>397</td>
<td>10</td>
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<tr>
<td>2017 Total</td>
<td>274</td>
<td>2,158</td>
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## Outreach Efforts

- Corridor Autism Resource Expo
- Des Moines Register Gubernatorial Forum on Mental Health
- Empowerment Conference
- Iowa Caregivers Conference
- Iowa Governor’s Conference on Substance Abuse
- Iowa Mental Health Conference
- Iowa Mental Health Counselors Association Conference
- Iowa School Nurses Association Conference
- Please Pass the Love
- Progress Iowa Cornfeed
- Stepping Up Conference
- United Church of Christ Iowa Conference

## Social Media

NAMI Iowa maintained an active presence on social media, primarily through Facebook and Twitter.

- **2,300** Facebook followers
- **421,575** Post reach on Facebook
- **712** Twitter followers
We celebrated our 1-year anniversary in September of managing the OCA through a contract with the Iowa Department of Human Services.

We hear from people all over the state about individual and institutional problems and challenges. We provide the best resources and referrals possible and document all interactions.

We’ve met or surpassed all goals for the program, including building a statewide Advisory Board which meets regularly and establishing regular outreach statewide to individuals, MHDS regions, and community mental health providers.
Beautiful Minds

This event reduced stigma around mental illness by creating a nexus between mental health and the arts by featuring local actors portraying famous thinkers from history who had mental illnesses. The actors interacted with guests as their characters, first during a reception in downtown Des Moines and then at small dinners hosted in homes across the metro.

NAMIWalks Iowa took place on September 30, 2017 at Terra Lake Park in Johnston, Iowa.

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<thead>
<tr>
<th></th>
<th>Dollars</th>
<th>Participants</th>
<th>Teams</th>
<th>Affiliates</th>
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<tbody>
<tr>
<td>2017</td>
<td>$130,149</td>
<td>806</td>
<td>71</td>
<td>3</td>
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<tr>
<td>2016</td>
<td>$111,189</td>
<td>550</td>
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ANNUAL CONFERENCE/MEETING

Formerly known as Education Day, this motivational and informative event was loved by its attendees; 98% of attendees were “very satisfied” or “satisfied” with the overall event. The conference featured a reception with Jerry Foxhoven, director of the Iowa Department of Human Services; Congressman Dave Loebsack (IA-2) also made an appearance. The conference had representation from across the state with a total of: 100 ATTENDEES
Advocacy

Legislative Victories

**SF 504: Mental Health Levy Bill**
Authorizes counties to set their per capita property tax levy for mental health programs and services at a level needed to meet local needs, to restore local control and increase sustainability.

**HF 233: Fail First Bill**
Puts limits on an insurance industry practice known as “Fail First,” which can require patients to try and fail on a series of medications before being allowed to have the medication their health care provider has prescribed.

**HF 653: A Win for Children’s Mental Health**
Allocates $300,000 for the continued development and implementation of children’s mental health collaboratives and directs DHS to continue the planning grants as described in the Children’s Mental Health Study report of Dec 15, 2016.

Grassroots Advocacy List
This year, we started a grassroots advocacy email list to be able to stay connected with mental health advocates around the state. During the legislative session, we sent out weekly updates on progress at the Capitol, action alerts on current legislation, and information on legislator forums for our supporters to attend. Starting from scratch, we ended 2017 with 393 subscribers!

Are you signed up? Join by going to www.namiiowa.org/advocacy.

Day on the Hill
Over 100 mental health advocates attended our 2017 Day on the Hill to speak with legislators about current mental health legislation, such as SF 504 and HF 233. Advocates heard from experts on these pieces of legislation and learned best advocacy practices from NAMI Iowa’s lobbying team. To date, this was NAMI Iowa’s largest presence at the Iowa Capitol.

Iowa House Majority Leader Chris Hagenow (center) with NAMI Iowa board members Craig Matzke and Dawn Grittmann.

Gubernatorial Election
NAMI Iowa is making sure that mental health is being discussed in the 2018 gubernatorial election.

We asked all candidates to complete a questionnaire and to send us a 30-second video explaining what they would do about mental illness in Iowa if elected governor. We received videos from 9 candidates and compiled that into a single, sharable video.

The video reached over 5,000 people.