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Message from the Executive Director

There is no doubt that 2018 was another year of great progress toward our goals for NAMI Iowa.

We held 14 signature program training sessions across the state, training hundreds of new teachers, facilitators and presenters. We partnered with the Department of Corrections to provide training in the Peer to Peer and Connection programs to inmates in every state prison from 2016-2018. Those inmates are now teaching classes and leading support groups in all the prisons, the only state in the nation (as far as we know) to do so. We’ve also taken on Ending the Silence, matching the national incentive to affiliates to complete training and offer classes.

We started a collaboration in 2017 with Des Moines University, the largest producer of family doctors in the nation. They wanted to do a better job training their medical school graduates in caring for people with serious mental illness. We introduced them to Provider and in 2018 have trained 63 people from across the state. We also helped teach the program to 42 3rd-year medical students in May 2018 and in May 2019 will teach all 220 3rd-year students. We are talking with the University of Iowa and other major health systems about offering it to their students and employees. The DMU Director of Behavioral Health, Teri Brister of the national staff and I presented a workshop on this collaboration at the 2018 NAMI national conference in New Orleans.

We’ve grown our grassroots advocacy list from zero to over 6,000 people and restarted the NAMI Day on the Hill. I’ve been appointed to serve on four legislative interim workgroups related to mental health by the Department of Human Services and in June was appointed by Gov. Reynolds to the Children’s System Mental Health Board. We were instrumental in helping to pass the Complex Needs law, which is now being implemented by the 14 MHDS Regions. And we continued to push for the creation of a children’s mental health system.

We have grown and diversified our fundraising to reach an annual budget of nearly $600,000 with 5.75 FTE staff plus a contract lobbying team, communications consultant and project manager for a capacity building project with nine affiliates. Our Walk has grown from revenue of $70,000 and participation of 300 in 2016 to revenue of $125,000 and participation of over 900 people in 2018. Our Beautiful Minds fundraiser, which began in May 2017, attracted new hosts, 194 participants and raised over $30,000. We’ve also received over $200,000 in private grant funding and the same amount in state government contracts.

We have an active presence on social media, posting at least daily on Facebook and Twitter and growing our Facebook followers from 64 in July 2016 to 4,200 in December 2018. And we exhibited at 17 statewide conferences or meetings, reaching thousands of people.

We continue to explore new ways to grow and achieve our mission.

We invite you to join us!

Peggy Huppert
NAMI Iowa Strategic Plan
2017-19

Vision Statement: NAMI Iowa envisions a world where all persons affected by mental illness experience resiliency, recovery and wellness.

Mission Statement: NAMI Iowa serves as a catalyst around advocacy, education, support and public awareness so that all Iowans affected by mental illness can lead better lives.

We Educate the public about mental health, we Advocate for system change and we Support individuals and families.

Strategic Drivers & Goals

Build a Movement to Eliminate Stigma (Public)
• Develop and implement an annual communications plan that includes an active social media presence
• Invest in marketing to key audiences
• Develop outreach to community leaders
• Train board members to be effective spokespersons and recruit a communications professional to the board
• Implement a robust Customer Relationship Management (CRM) system

Drive Advocacy (State and federal legislative and executive branches)
• Build strategic partnerships inside and outside of government
• Develop and promote an annual, strategic public policy agenda and be the driving force behind at least one mental health issue each legislative session
• Develop an effective, statewide network of advocates

Support Individuals and Families
• Train signature program teachers and facilitators to meet the needs of affiliates
• Help to strengthen affiliate strength and effectiveness
• Increase the number of affiliates to unserved or under-served parts of the state
• Offer regular fidelity circles to maintain and improve quality
• Develop the reach and effectiveness of the OCA

Strengthen the Organization
• Grow financial resources from a diversity of sources
• Build organizational capacity through staff, volunteers and affiliates
• Enhance affiliate relationships through advocacy, re-affiliation, technical assistance and NAMI Walks participation
• Develop relationships with each MHDS Region
Who We Are

2019 Board of Directors

Dawn Grittman - President - Pharmacist, Aetna Insurance
Michael Newton - 1st Vice President - Chief of Police, Iowa State University
Jim Romar - 2nd Vice President - Iowa Political Coordinator, Teamsters Local 120
Carrie Clogg - Secretary - Senior Program Manager, Community Relations, Principal Financial Group
Kristina Senesayno - Treasurer - Executive Assistant, Consumer Division, Bankers Trust

Emily Archer Bodey (January - September) community activist
Daniel Koch (January - March)
Matthea Little-Smith (September - present) retired NAMI state trainer
Tiffany Mass - Pottawattamie County Jail Administrator
Craig Matzke (January - May) retired Polk County Deputy
Kim Murphy (May - present) - Vice President, Government Relations & Assistant General Counsel, Iowa Hospital Association
Jim Norman - Certified Peer Support Specialist and NAMI state trainer
Charles Palmer - Chief Operating Officer, Iowa Healthcare Collaborative
Heather Strachan (January - May) Certified Peer Support Specialist, UnityPoint - Berryhill Center
Laura Sands - retired nonprofit professional and community activist
Tanya Schmell (May - present) - Director of Peer Support Programs, Crisis Systems Management

Staff

Peggy Huppert, Executive Director
Judy Davis, Program Manager & OCA Director (January - June)
Heather Strachan, Program Manager (June - present) & OCA Director (June - November)
Emily Exley-Berry, OCA Director (December - present)
Josh Gitch, Peer Support Manager (January - November)
Zach Blevins, Outreach & Events Manager
Cindy Woodard, Administrative Services Manager
Rachel Peterson, Communications Coordinator
Julie Stauch, Capacity Building Project Manager
Michael Weeks, Financial Manager

Judy Davis Retirement

Judy Davis retired as our first Program Manager in June 2018. She helped write the proposal that won us the Office of Consumer Affairs contract with the state in July 2016, then launched the “new” OCA two months later. She recruited advisory committee members, wrote operating principals and provided a vision. She also worked intensively with our affiliates to get us through the re-affiliation process ahead of most of the rest of the country. Judy was the right person at the right time in the right place to help both the OCA and NAMI Iowa gain our wings and fly. We will be forever indebted.
Who We Are

Affiliates

NAMI Black Hawk County
1825 Logan Ave.
Waterloo, IA 50703
namibh@qwestoffice.net
(319) 235-5263

NAMI Central Iowa
416 Douglas Ave. Suite 203
Ames, IA 50010
namiocfci@gmail.com
(515) 292-9400

NAMI Dubuque
900 Jackson St. Suite LL5-2B
Dubuque, IA 52001
namidbq@gmail.com
(515) 557-6264

NAMI Greater Des Moines
511 E. 6th St. Suite B
Des Moines, IA 50309
namigdm@gmail.com
(515) 277-0672

NAMI Johnson County
1105 Gilbert Ct. Suite 200
Iowa City, IA 52240
mary.issah@namijc.org
(319) 337-5400

NAMI Linn County
P.O. Box 945
Cedar Rapids, IA 52406
nami-lc@hotmail.com
(319) 221-1184

NAMI North Iowa
P.O. Box 85
Mason City, IA 50401
naminorthiowa@gmail.com
(641) 357-0060

NAMI Northeast Iowa
P.O. Box 214
Decorah, IA 52101
namineiowa@gmail.com
(563) 382-5337

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215 W. 4th St. Suite 6
Spencer, IA 51301
namionwia@gmail.com
(712) 262-9438

NAMI South Central Iowa
410 N. Main St.
Centerville, IA 52544
(641) 895-0074

Southeast affiliate in development
P.O. Box 174
West Burlington, IA 52655
jelder@optimaelifeservices.com
(641) 472-5771 ext. 150

Southwest affiliate in development
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NAMI Greater Mississippi Valley
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Davenport, IA 52806
coordinator@namigmv.org
(563) 386-7477 ext. 266

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(712) 542-7904

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1035 W. Kimberly Rd.
Davenport, IA 52806
coordinator@namigmv.org
(563) 386-7477 ext. 266
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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</thead>
<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>
<td></td>
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<tr>
<td>Peer to Peer</td>
<td></td>
<td></td>
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<tr>
<td>Provider Education</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<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>1st Qtr</td>
<td>61</td>
<td>417</td>
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<tr>
<td></td>
<td>2nd Qtr</td>
<td>94</td>
<td>1,075</td>
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<tr>
<td></td>
<td>3rd Qtr</td>
<td>66</td>
<td>541</td>
</tr>
<tr>
<td></td>
<td>4th Qtr</td>
<td>116</td>
<td>1,316</td>
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<td></td>
<td>2018 Total</td>
<td>337</td>
<td>3,349</td>
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</table>

In June 2018, 50 third year medical students at Des Moines University (DMU) participated in NAMI Provider Education. DMU is the first medical school to incorporate NAMI Provider Education into its curriculum. These 50 students elected to participate in the course, and all third-year Doctor of Osteopathy students will be required to take the NAMI Provider Education course at the end of their third-year clinical rotations, starting in 2019.

Teacher Trainings were held in March and November. Between these two trainings, 63 NAMI Provider teachers were trained across the state, including peers, family members, and Providers. NAMI Iowa has continued to recruit and train people in recovery from mental illness, family members, and providers to deliver the course to DMU students.

Both DMU and NAMI Iowa continue to seek state and private funders for this project, and its expansion to other providers, professional schools and health systems. DMU plans to expand the programming to other colleges of DMU and offering as a CME credit to other medical providers.
Iowa Office of Consumer Affairs

We celebrated our 2-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 quarterly and establishing regular outreach statewide to individuals, MHDS regions, and community mental health providers.

Advisory Committee Membership

Orion Abrams (January - September)
Joni Elder
Emily Exley-Berry (January - November)
Trenton Fekkers
Dawn Hansen (February - present)
Josh Hubbell
Corrine Kinney-Mehaffey
Matthea Little-Smith
Kevin Lone
Barbara Sanders
Heather Strachan (January - June)
Meghan Suing

Meet the OCA Director

Emily Exley-Berry serves as the first full-time director for the Office of Consumer Affairs. Expanded outreach efforts and increased demand for resources warranted having a staff member primarily focused on the management of the OCA. Previously, the responsibilities of the OCA were overseen part-time by NAMI Iowa’s Program Manager.

Emily grew up in rural Iowa and attended Kaplan University where she received her bachelor’s in human services. Her professional background includes working in customer service, working as a CNA in a nursing home facility, youth emergency services, and working with adults with mental illness and intellectual disabilities.

Emily has lived experience with mental illness and has many close family members with mental illness. She is also a Peer Support Specialist.

1-855-OCA-IOWA
www.ocaiowa.org
info@ocaiowa.org
Financials

<table>
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<th>Income</th>
<th>Expenses</th>
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<td>Government Contracts</td>
<td>207,495.21</td>
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<tr>
<td>Special Events</td>
<td>154,154.40</td>
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<tr>
<td>Program</td>
<td>105,590.64</td>
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<tr>
<td>General</td>
<td>80,862.76</td>
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<tr>
<td>Total Income</td>
<td>548,103.01</td>
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<tr>
<td>Staff</td>
<td>305,250.38</td>
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<tr>
<td>Program</td>
<td>109,738.15</td>
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<tr>
<td>Operations</td>
<td>67,667.19</td>
</tr>
<tr>
<td>Other</td>
<td>52,449.55</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>535,105.27</td>
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</table>

Outreach Efforts

Ask Resource’s Together We Can Conference
Congressman Young’s Senior Expo (Creston)
Congressman Young’s Veteran Care Fair (Council Bluffs)
Congressman Young’s Veteran Care Fair (Des Moines)
Corridor Autism Resource Expo
Des Moines Register’s Gubernatorial Forum
Des Moines University’s Senior Health Fair
Governor’s Conference of LGBTQ Youth
Governor’s Conference on Substance Abuse
Iowa Association of Counties Annual Conference
Iowa Attorney General’s Victim Justice Symposium
Iowa Mental Health Conference
Iowa Nurses Association Conference
Iowa School Mental Health Conference
Iowa Stepping Up Summit
One Iowa’s LGBTQ Health & Wellness Conference
Pulitzer Talk: An Evening with 2018 Pulitzer Prize Winner Andie Dominick

Social Media

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

- **4,196** Facebook followers
- **1,500** Average post reach on Facebook
- **816** Twitter followers

Annual Conference

145 Iowans from across the state joined for the Annual Conference on November 16, 2018 in Des Moines. The conference featured Teri Brister from NAMI National and Joan Becker, author of *Sentenced to Life*.

Attendees also heard from experts in the three breakout session tracks: “Serving All Populations,” “Emerging Trends & Treatments,” and “Organizational Leadership.” CEU credits were offered for the first time for mental health professionals.
Advocacy

Legislative Victories

HF 2456: Complex Needs
Expands regional core services, including 22 ACT teams, 6 access centers, and intensive residential service homes for up to 120 people. Removes the cap on the number of subacute beds available and adds subacute beds to the psychiatric bed tracking system. Increases crisis services available, including mobile response and 23-hour crisis observation/holding services.

SF 2418: Health and Human Services Appropriations
 Allocates $250,000 for the NAMI Provider Education at Des Moines University to train doctors on identifying and treating patients with mental health needs. Increased funding for pilot projects and systems of care for children across Iowa. Includes additional funding for the Department of Inspections and Appeals for positions including oversight of managed care companies.

SF 2113: Suicide Prevention
Requires schools to provide at least 1 hour of evidence-based suicide prevention and postvention to all school personnel. Requires schools to provide evidence-based training on adverse childhood experiences and strategies to mitigate toxic stress.

HF 2305: Telehealth
Requires payment and oversight similar for telehealth services as for in-person treatment.

Mental health advocates from across the state joined for NAMI Iowa’s Day on the Hill on February 21, 2018.
The 12th annual NAMIWalks Iowa was held on September 29 at Terra Lake Park. This was a record high for number of Walkers and number of teams and a second highest for amount raised. NAMI Central Iowa, NAMI Dubuque, and NAMI Greater Des Moines were partnering affiliates.

NAMIWalks Iowa’s public, active display of support for people affected by mental health conditions is one important way we are changing how Americans view people with mental illness. NAMIWalks Iowa brought together families, individuals, coworkers, and businesses to help raise funds, combat stigma, and promote awareness.

To date, NAMIWalks Iowa has raised a total of $1,236,080.45 to support NAMI’s mission. The 2019 NAMIWalks Iowa will be held on September 28, 2019 at Terra Lake Park.

**Contest Winners**

Top Fundraising Team: Dubuque Stigma Stompers  
Top Individual Fundraiser: Matt Connolly  
Largest Team: Broadlawns Medical Center  
Best Team T-Shirt: Optimae

Thank you to all Walkers, Team Captains, volunteers, and sponsors for supporting NAMIWalks Iowa!
The 2nd annual Beautiful Minds took place on May 18, first with a reception held at Des Moines University’s Olsen Center and followed by dinner parties in homes across the Des Moines metro.

Actors portraying Famous Thinkers from history who lived with at least one mental illness were present at both the reception and dinner parties to mingle with guests and share stories from their character’s career. In total, there were 12 Famous Thinkers between the 12 dinner locations hosted by 16 sets of dinner hosts.

By the numbers

Total Raised $31,688.83

Number of Guests 225

Number of Dinners 12

Dinner Hosts
Bill & Patti Brown
Alicia & David Claypool
Carrie Clogg & Josh Barlage
Brendan & Christine Comito
Chris Diebel & Jonathan Brendemuehl
Dr. Angela Franklin
Angel & Ron Grubb
Mark Holub & Wes Hunsberger
Megan Klee & Allan Kniep
Don & Deb Laster
Dr. Chris & Heather Matson
Mary Neubauer & Larry Loss
Rose Mary & Bob Pratt
Laura Sands & Dave Busiek
Julie & Jim Stauch
Marcia & Rick Wanamaker

Famous Thinkers & Actors
Roseanne Barr - Mary Catlett
John Belushi - Travis Cherniss
Clara Bow - Tricia Arvanis
Doris Day - Deb Garner
Stephen Fry - Josh Visnapuu
Lady Gaga - Rachel Meyer
Judy Garland - Preshia Paulding
Jimmy Stewart - Jeff Rohrick
Mark Twain - Michael Banks
Kurt Vonnegut - Andrew Hughes
Tom Waits - Dan Chase
Jonathan Winters - Greg Romans

Sponsors
Des Moines University
Jayne & George Hiller
Sheri Avis Horner
PolicyWorks
Bob & Loretta Sieman
Diane & Keith Krell
New Leaf Wellness
Prairie Meadows
Tom & Christie Vilsack