



IMPACT REPORT 2023

Building a Mentally
Healthy Nation For
All. Where You Live,
Learn, Work, Worship,
and Play

apafdn.org

AMERICAN
PSYCHIATRIC
ASSOCIATION
FOUNDATION



Thank You

from our Board Chair & Executive Director

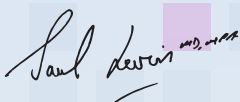
**A mentally healthy nation for all, where we live, learn,
work, worship, and play.**

It is our privilege to present the 2023 impact report of the American Psychiatric Association Foundation (APAF). 2023 was marked by organizational growth, bold moves, and learning curves all designed to make the Foundation an instrument of positive social change and mental health equity where we live, learn, work, worship, and play. Working together with the APAF Board of Directors and the APA Board of Trustees, APA members, donors, the administration, resident-fellows, volunteers, and community partners, APAF moved with focus and determination to grow mental health awareness, literacy, and action to meet this moment of need. Examples of APAF's efforts include:

- **Mental Health Care Works Campaign.** APAF's mental health awareness and literacy campaign launched during the summer of 2023. As of December 31, 2023, this multimedia, multi-year campaign had over 166 million audience impressions via earned, paid, social, and owned media channels, including over 8 million audience impressions via APAF's winter 2023 media tour alone.
- **New Strategic Plan: Mentally Healthy Nation 2024-2026.** In October 2023, APAF's Board of Directors approved a bold three-year strategic plan that will engage policymakers, clinicians, patients, and consumers to change the narrative around mental health awareness. The centerpiece of the strategic plan is the Mental Health Care Works campaign. APAF's strategic plan also expands the Fellowship program and for the first time will include up to 500 resident-trainees from outside of the Fellowship Program in APA and APAF-sponsored professional development activities.
- **Growing the Mental Health Leadership Pipeline.** APAF welcomed a record 177 psychiatry resident-trainees into the APAF Fellowship Program, including 13 fellows in the new Community Diversity Fellowship cohort, who are engaged in an experiential learning across the United States. APAF's growth plan is to recruit and place over 200+ fellows across all nine cohorts during 2024.
- **Supporting Mentally Healthy Schools and Workplaces of the Future.** APAF doubled down on its commitment to the mental health and wellbeing of physicians and other allied health professionals by launching the Frontline Connect Playbook, a next-generation platform of tools, tips, and resources designed to improve stress management practices and build resilience among patient-facing clinicians and family caregivers. APAF expanded its Notice. Talk. Act.® at School training to K-12 school educators and staff nationwide at no cost as part of efforts to combat the youth mental health crisis.

None of the efforts featured in this impact report or those planned for 2024 would be possible without your time, leadership, and support.

Onward Together,



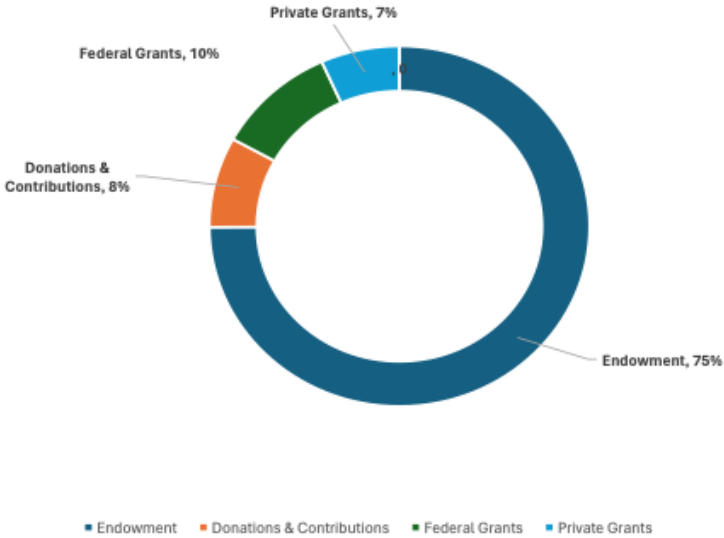
Saul Levin, M.D., M.P.A., F.R.C.P.-E, FRCPsych
CEO and Medical Director, APA
Chair of the Board, APAF



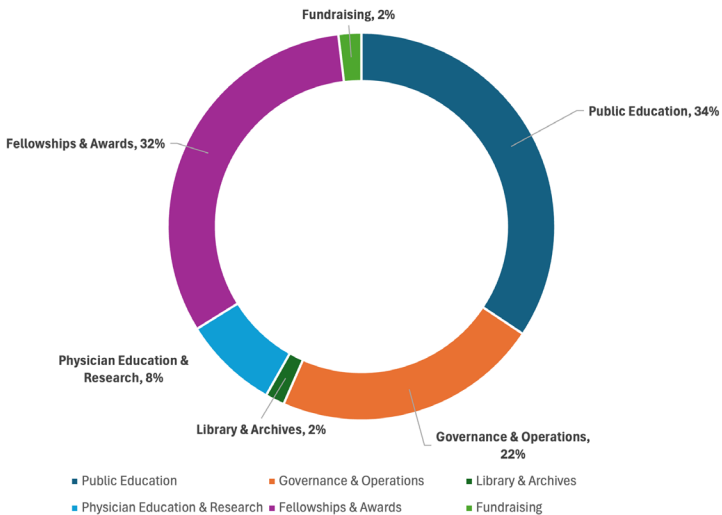
Rawle Andrews Jr., Esq.
Executive Director, APAF

Financial Report

2023 Revenue Sources



2023 Uses of Funds



APAF Corporate Alliance

ACADIA Pharmaceuticals Inc	Boehringer Ingelheim	Indivior Inc.	Lundbeck Pharmaceuticals LLC	Sunovion Pharmaceuticals Inc.
Alkermes, Inc.	Cerevel Therapeutics	Intra-Cellular Therapies, Inc.	Myriad Neuroscience	Supernus Pharmaceuticals, Inc.
Avanir Pharmaceuticals	Compass Pathways	Janssen Pharmaceuticals, Inc.	Neurocrine Biosciences, Inc.	Takeda Pharmaceuticals U.S.A., Inc.
Axsome Therapeutics Inc.	Eisai, Inc.	Jazz Pharmaceuticals	Otsuka America Pharmaceutical, Inc	
Bausch Health	Greenwich Biosciences	Karuna Therapeutics	Sage Therapeutics, Inc./ Biogen	

THANK YOU!

Our work is made possible by generous individuals, foundations, and corporate partners like you. We are grateful and could not have accomplished our goals and had the impact without your support. To see a full list of our 2023 donors, please visit apafdn.org/honor-roll

For more information or to make your 2024 gift, please visit apafdn.org or **TEXT APAF2024 to #44321**

The APAF Center for Workplace Mental Health

Creating a mentally healthy workplace is a business imperative for employers. In 2023, the impact of Notice. Talk. Act.® at Work reached more than **150,000 employees, across 12 countries** including the United States.

The Center for Workplace Mental Health translated Notice.Talk.Act® at Work for managers and supervisors into **nine additional languages**, including Spanish, French, Italian, Czech, Deutsch, German, Simplified Chinese, Thai, and Brazilian Portuguese. Through our new outreach, the Center opened the door for employers to create mentally healthy workplaces around the globe.

New Toolkit for Leaders Supporting Frontline Healthcare Worker Mental Health

As part of the Frontline Connect: Mental Health for the Healthcare Workforce initiative, the Center released a high-impact multimedia toolkit that highlights effective strategies for healthcare leaders focused on initiatives that improve access to timely and effective mental health care for frontline clinicians.



Caring for Caregivers

APAF was awarded an **Alkermes Inspiration Grant for the Caregivers Mental Wellness Support project**. Family caregivers are critical care providers to those with serious mental health conditions; however, their mental health often deteriorates under the pressure of caregiving responsibilities. APAF will develop mental health educational tools for those who interact with caregivers in the workplace and communities, as well as resources that will speak directly to family caregivers based on their unique needs.

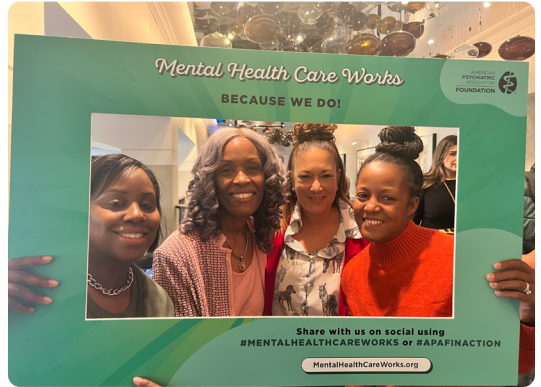
Where We Play

APAF officially launched its new Where We Play initiative in Baton Rouge, Louisiana. APAF convened collegiate athletes, coaches, physicians, politicians, and community leaders to hear first-hand from athletes about their unique mental health needs. Speakers included representatives from APA membership and LSU's psychiatry residency training program, student athletes from Louisiana State University and Southern University, and mental health advocates. This program provided valuable insights that will inform our work in this space and heightened clinician awareness about the importance of treating both body and mind.



Mental Health Care Works Campaign

APA Foundation's multi-year, multimedia campaign, "Mental Health Care Works," launched in 2023, is focused on empowering those with mental health concerns to take the first step towards getting support. The campaign has received over **166 million total impressions** featuring three campaign personas with videos/radio ads in both English and Spanish that had over **20,000 airings**, and engaged in two media tours that received over **8 million impressions**. In 2024, we plan to expand nationally and develop additional campaign personas, work with influencers to share our message to a larger audience, and build key partnerships to help us increase impact and share the message that mental health care works.



Fellowships

APAF welcomed **116 new Fellows** into the 9 Fellowship programs for a **total of 177** first- and second-year Fellows in the 2023-2024 cohort. **This is the**

largest incoming class in the history of the APAF Fellowship program and is the most diverse group to date.

Twenty-seven US states and 80 medical institutions were represented; over 77% of selected Fellows self-identified as people of color, 61% as women, and 24% as LGBTQ+. Over the past 5 years, the incoming Fellowship class has doubled in size. In 2023, the Fellows presented at 49 sessions and 18 poster presentations at the APA Annual Meeting. The Fellowships team also launched the Fellowship Alumni Directory, to build an engaged network of Fellows as they continue in their careers.

"The Child and Adolescent Psychiatry Fellowship is an incredible program that offers unparalleled opportunities to receive mentorship from leading experts in the field, explore interests related to youth mental health, cultivate leadership and advocacy skills, and connect with other trainees who are similarly passionate about working with this unique demographic!"

Nikhita Singhal, M.D. 2023-2024

Chair, APAF Child and Adolescent Psychiatry Fellowship

"Being part of the APA/APAF Leadership Fellowship has been an incredibly enriching experience, and I couldn't be more grateful for the opportunities it has provided me. The fellowship's peer community is simply outstanding. Each member brings a unique perspective and dedication to their work, making the interactions both stimulating and inspiring. Collaborating with such a diverse and driven group has pushed me to grow both personally and professionally."

Gregg Robbins-Welty, M.D. 2023-2024

Vice Chair, APA Leadership Fellowship

Melvin Sabshin, M.D. Library and Archives

The Melvin Sabshin, M.D. Library & Archives continued to safeguard APA's oral history archives by converting **140 interviews** into digital format guaranteeing their long-term accessibility for future generations. These historical accounts preserve the experiences and activities of APA administration, mental health care professionals, and advocates during the 19th and 20th centuries. These archival recordings present a valuable opportunity for researchers to explore the advancements made, challenges faced, and the overall evolution of psychiatric practices and mental health care during that era.



Disaster Relief in Maui

In response to the Maui wildfires, APAF created the Maui Disaster Relief Fund in partnership with the Hawai'i Psychiatric Medical Association. APAF **donated \$34,000** to the Hawai'i Community Foundation's Maui Strong fund to support basic physical needs, such as food, care, and supplies, in an effort to alleviate some of the trauma Maui residents have experienced as they begin their journey to healing.

Learn more at hawaiicomunityfoundation.org.

Mental Health and Faith Community Partnership

APAF hosted the **Mental Health and Faith Community Partnership Mid-Atlantic Summit** in February. During this event, APA members and multi-denominational faith leaders, representing over **25,000 congregants**, discussed the collaborative potential between faith communities and mental health providers. The aim of the Partnership is to enhance access to mental health care and advance health equity.

The national recognition earned by the APAF Mental Health and Faith Community Partnership stemmed from Rawle Andrews' pivotal role as a keynote speaker at the 15th Annual Muslim Mental Health Conference at Michigan State University in March and NAMI's Pathways to Hope conference in San Antonio in August. Additionally, APAF has been an invited collaborator at various mental health and faith-focused convenings hosted by the US HHS Center for Faith-Based and Neighborhood Partnerships.



Justice Program

The **Judges and Psychiatrists Leadership Initiative (JPLI)** conducted nation-wide sessions to train **psychiatrists** and **judges** to serve as JPLI trainers. This is part of the JPLI effort to expand partnerships between psychiatrists and judges in each state to **achieve its goal to train 10,000 judges and 2,500 psychiatrists nationwide by 2030**. Over **3,000** copies of the APAF published *Mental Health Professionals' Guide to Their Role in the Criminal Justice System* were donated to APA resident/fellow members. The **Stepping Up Initiative** continued to push for counties to publicly commit to goals to address and reduce the number of individuals with serious mental illness in jails and prisons. Through 2023, **580 counties, representing 49% of the US population**, have committed to the Stepping Up goals.



Research

The Psychiatric Research Fellowship, in its fifth year, provides funding (\$45,000 annually) for an early career psychiatrist to design and conduct a health services/policy related research study using national data housed at the APA. This vital program enables the APA and APA Foundation to actively participate in diversifying, sustaining, and strengthening the clinical investigators workforce.

Notice. Talk. Act.® at School

Through a five year SAMHSA grant, APAF has expanded the Notice. Talk. Act.® (NTA) at School Program **at no cost to all K-12 schools** throughout the United States and its territories, enabling APAF to significantly expand NTA at School's reach and impact.

The Notice. Talk. Act.® at School training was delivered

to **423** educators, administrators and 21 mental health professionals, impacting an estimated **3,986 students**. Trained school staff made **164 mental health or related service referrals**. APAF was a **platinum sponsor** for the Association for Middle Level Education's (AMLE) 50th anniversary conference, where we were able to demonstrate to AMLE's **1,800 participants** that mental health care works when they have the appropriate training to support students and communities.



APA Foundation Board of Directors

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F.R.C.P.-E, FRCPsych**
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APAF Secretary

Maureen Van Niel, M.D.

Ben Zobrist

Why Our Work Matters

The APA Foundation creates mental health literacy, connects underserved communities to the mental health care they need, and changes behaviors and attitudes toward mental health. Through our programs and grant opportunities, we are working towards a mentally healthy nation for all where you live, learn, work, worship, and play.

Despite best efforts, unmet mental health care needs continue to grow at an alarming rate. To help meet this moment, APAF launched the Mental Health Care Works Campaign in 2023. The campaign's bold vision is to shift public perception so we begin to prioritize mental health in the same way that we prioritize physical health. Our reach to date exceeds 166 million impressions through paid, earned, social, and owned media channels, as well as through a national public service announcement campaign, as follows:

Multi-media Sector	Impressions
Campaign Promotion	97,125,738
Media Tours	8,399,933
English PSAs	54,227,661
Spanish PSAs	7,032,529
Total	166,785,761