COMMUNITY OUTREACH

In 2016, NAMI Wisconsin members reached more than 15,000 people statewide by exhibiting, presenting at or hosting state conferences, regional trainings and local meetings or events. We appeared in various media sources and published 6 issues of the Iris newsletter that reached a statewide readership of 3,100 people each. Additionally, 32,500 visitors engaged with the NAMI Wisconsin website and 2,400 people via social media. Awareness campaigns were launched in recognition of May Mental Health Month and October Mental Illness Awareness Week. Some highlights are below.

RAISE YOUR VOICE

1 in 5 youth, ages 14-24, live with a mental illness but far too many suffer in silence. NAMI Wisconsin will be part of the solution by launching a new youth movement, Raise Your Voice, which empowers high school and college students to create a new conversation about mental health. Young adults will end the stigma of mental illness through peer support and education, leadership development and civic advocacy. Youth leaders will emerge who serve the critical function of linking their peers with school and community based mental health supports. In 2016 Raise Your Voice clubs piloted in Milwaukee and Dane County high schools. Club materials will be available statewide in time for the 2017-2018 school year!

THE HEALING ART SHOW kicked off Mental Illness Awareness Week 2016 and showcased the work of 32 Wisconsin artists who live with mental illness.

IN HONOR OF MENTAL ILLNESS AWARENESS WEEK, members around the state also distributed hundreds of postcards and took to social media to share why specific mental health topics were important to them through the #PledgeAgainstStigma Project! Topics included

IN ORDER TO ADDRESS THE SIGNIFICANT HEALTH DISPARITY that exists for those living with mental illness, NAMI Wisconsin continued to partner with the UW-CTRI. Work focused on dissemination of the co-developed program, the “Bucket Approach” that is tailored to support consumers enrolled in Community Support Programs (CSP) and Comprehensive Community Services (CCS) with smoking reduction and/or quitting. In 2016, the Bureau of Prevention Treatment and Recovery (BPTR) accepted the Bucket Approach as a best practice recommendation for CSPs and CCSs because of its grounding in general evidence-based best practice for the treatment of tobacco dependence and its tailoring to the population by CSPs and CCSs. Reflecting this, it has incorporated the Bucket Approach into its annual reporting requirements for CSPs and CCSs. To prepare the CSPs and CCSs for this reporting requirement, five regional trainings engaged 65 providers from 19 CSP and 17 CCS programs statewide. Participants learned about smoking trends and barriers for this population and then engaged in a hands-on workshop to learn how to integrate the Bucket Approach into their standard practice of care.

5 focus areas: access to medical treatment, jail diversion, supported employment, transportation and youth mental health.

#PledgeAgainstStigma PROJECT
In 2016 we harnessed the power of our grassroots members to take part in advocacy at all levels. We:

- Surveyed hundreds of members statewide to provide input on Legislative Priorities.
- Served on the Accessibility Advisory Committee hosted by the Elections Commission to discuss strategies and challenges mental health consumers and members of the disability community face in participating in local, state and federal elections. **Promoted voting and engaged members** to ensure they knew where candidates stood in regard to mental health issues for the 2016 elections.
- Continued service on the Legislative and Policy committee of the Governor’s Council on Mental Health, Criminal Justice Coordinating Committee and the Recovery Implementation Task Force.

**IN PARTNERSHIP WITH THE AMERICAN ACADEMY OF CHILD AND ADOLESCENT PSYCHIATRY,** NAMI Wisconsin participated in the **Legislative Conference in Washington D.C.** to learn about the issues that affect children with mental illness and federal legislation that could provide solutions. On day two, we visited the offices of Senators Tammy Baldwin and Ron Johnson and Representatives Mark Pocan and James Sensenbrenner to advocate in support of 5 pieces of federal legislation.

**ACTION ALERTS ENGAGED A NETWORK OF MORE THAN 375 ADVOCATES** statewide who responded to 14 call-to-action-alerts; 1030 copies of the **Navigating the Experience** resource guides were distributed; 61 consumers and family members received training to tell their **personal story for advocacy purposes.** Those trained conducted 505 public speaking presentations that reached an **audience of 9740 statewide.**

**POWERFUL DISPLAY OF NAMI’S GRASSROOTS ADVOCACY WAS WITNESSED** in 2016 as thousands of NAMI advocates from around the country reached out to elected officials in support of the 21st Century Cures Act that includes provisions from the Helping Families in Mental Health Crisis Act of 2016 (H.R. 2646) and the Mental Health Reform Act of 2016 (S. 2680). It also contains language from the Mental Health and Safe Communities Act of 2015 (S. 2002) and the Comprehensive Justice and Mental Health Act (S. 993), promoting de-escalation training and diverting people with mental illness to treatment instead of incarceration. The bill passed the House and Senate and was signed by the president on Dec. 13th 2017. NAMI CEO Mary Giliberti was a guest of the White House for this historic event. This was a huge victory and certainly something to celebrate!

**They Voted Yes**

Thousands of your phone calls, 150,000 emails, 220,000 signatures & Congress passed mental health reform.

Thank You!

A huge thank you goes out to all of our Wisconsin advocates who did their part to speak up and influence this life-changing legislation!

www.namiwisconsin.org
STATEWIDE ADVOCACY

Two years into the implementation of the CIT/CIP Expansion Grant, it is amazing to see what has been accomplished in partnership with new and long-standing training teams. There are now 16 certified CIT/CIP training teams around the state. In November, 56 facilitators and trainers completed the CIT Coordinator Certification Course in Madison. Participants came together from 17 counties to strengthen their role as a CIT Coordinator. The 8 hour course focused on best practices, effective partnerships and sustainability. Instructors leading the course were comprised of current and past board members of CIT International who have helped expand and develop CIT worldwide.

To meet the evolving needs of Wisconsin’s CIT&CIP expansion, a statewide committee has been established. The Wisconsin CIT Advisory Committee is comprised of 13 Wisconsin law enforcement officers, mental health advocates, behavioral health specialists and those with lived experience who, together work to promote and support the CIT&CIP Wisconsin initiative and best practices anchored within the Memphis Model. The committee will assist with the development of state resources, trainings, pre/post evaluations, data tracking, curriculum development, and provide guidance and technical assistance to emerging local training teams.

16 LOCAL CIT TRAINING TEAMS FACILITATED:
(Dane (3), Eau Claire, Fox Valley, Kenosha, Marathon, Milwaukee, Northern Lakes, Ozaukee, Portage, Racine, Rock, South West WI, Waukesha, & Wood)

24 CIT TRAININGS that reached
622 OFFICERS from
204 DEPARTMENTS

23 CIP TRAININGS that reached
636 PEOPLE

*3 CIT TRAININGS HAD A SPECIAL FOCUS:
Corrections; Dispatch; Youth

An Honor

The University of Wisconsin Police Department recognized both NAMI Wisconsin and Stacey Mohr with Chief’s Awards at their annual banquet to recognize our efforts to advance Crisis Intervention Team initiatives in partnership with the UW-PD. This partnership is a wonderful illustration of how much can be accomplished when teams come together around a common vision. Partnerships have also been forged between the UW-PD and the campus club and local affiliate.
AFFILIATE SUPPORT

In order to meet the needs of affiliates and provide support to grow and strengthen their capacity, we provided one-on-one technical support, monthly e-newsletters, administered mini-grants and maintained an affiliate leader resource website. Expanding NAMI programs at the local level is an important part of supporting the growth of affiliates. In 2016, we offered 11 train-the-trainer events.

STATE TRAININGS:
2 Family-to-Family and 1 Basics teacher trainings

1 Peer-to-Peer, 1 In Our Own Voice, 1 Ending the Silence, and 2 HOP trainings

2 Peer Support Group and 1 Family Support Group facilitator trainings

FAMILY PROGRAM TRAININGS
new teachers 37
local classes 41
reached 495

CONSUMER PROGRAM TRAININGS
new presenters 49
locally 522
reached 9902

SUPPORT GROUP TRAININGS
new facilitators 47
local groups 1247
reached 2700

32 NAMI WISCONSIN AFFILIATES

3 CAMPUS AFFILIATES:
UW-Madison, UW-Milwaukee & UW Steven’s Point

Facilitated peer learning and mentorship through:
a networking session at the state conference that gathered 56 local leaders, a Teacher Leadership Summit that engaged 55 local program leaders, a Planning For the Future workshop that drew 16 family members from around the state and two Regional Leadership Conferences that engaged 36 affiliate leaders.

THE ANNUAL CONFERENCE 2016, Connecting Heart to Heart, focused on the importance of forming supportive connections that empower us to assume meaningful roles in our lives, engage with others and encourage hope in times of need. More than 400 attendees from all corners of the state joined together in beautiful Elkhart Lake to hear two engaging keynote speakers share their stories and experience with trauma, recovery, and resiliency. Thirty six breakout sessions where presented by experts in the field and two specialized tracks (youth and CIT) were offered to participants.
2016 FINANCIALS

2016 Income $648,615
Grants $515,311
Donations $45,497
Youth Donations $4,800
Events $29,628
Membership $20,565
CHC $16,906
Misc. $5,770
Training $10,138

2016 Expense $652,040
Personnel $307,896
Training $233,123
Outreach $14,128
Operating $7,226
Supplies/Postage/Printing $22,235
Accounting, Audit & Contract $7,261
Occupancy $6,498

The following expenses were drawn down from temporarily restricted funds in 2016:
$27,461 Youth; $3,910 FRG; $2,880 Affiliate.

Grants Included:
$240,876 Consumer & Family Education (DHS)
$185,631 CIT/CIP (DHS)
$57,050 CIT Other
$24,336 WI Partnership Program
$8,400 Smoking Cessation Project (DHS)
$4,995 Stigma Project (DHS)

We are so grateful for the countless individual donors, sponsors and partners who give so generously to support NAMI Wisconsin. All funds directly support the mission of the organization.

THERE ARE MANY WAYS TO GIVE.
Options range from one-time and ongoing gifts, vehicle donation through V-Dac, allocation of funds through Thrivent Choice Dollars and a Tree of Hope donation program that allows donors to honor and/or remember those who symbolize strength, resilience and hope.

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