NOMINATION INSTRUCTIONS

ABOUT MHA’S AWARDS

Each year, Mental Health America (MHA) recognizes outstanding work by adult and youth leaders with lived experience, champions in workplace wellness, journalists, media outlets, and MHA affiliates. All award recipients will be honored during events held at MHA’s 2020 Annual Conference: From Resiliency to Recovery, June 11-13, 2020 in Washington, DC.

WHO IS ELIGIBLE?

- Each award has different eligibility criteria, which are outlined in this brochure.
- Self-nominations will be accepted.
- Previous nominees who did not receive an award may be nominated again.

HOW CAN I NOMINATE A PERSON OR PROGRAM?

Complete an online nomination form for each nomination. An online link to the form is included for each award in this brochure. Letters of recommendation (optional) can be emailed directly to Erin Wallace at ewallace@mhanational.org with the subject title: [Name of Nominee]: 2020 Awards Program. Any materials submitted without an online nomination form completed will not be accepted.

If you have issues submitting the webform, please contact Catherine Reynolds at creynolds@mhanational.org.

Applications must be submitted by 5 pm ET on March 31, 2020. Winners will be announced by April 30, 2020.

Award recipients will need to submit a photo (for promotional purposes) once selections have been made.
MHA's highest award is given in honor of Clifford W. Beers, the founder of MHA and the country's volunteer mental health advocacy movement. Created in 1976, MHA presents the Clifford W. Beers Award annually to a leader with lived experience who best reflects the example set by Beers in his efforts to improve conditions for, and attitudes toward, people with mental illnesses.

To be eligible for the Clifford W. Beers Award, the nominee must be or have been a consumer of mental health and/or substance use disorder services.

To submit a nomination, please click here or use the link below. You will be asked to describe how the nominee achieves the following criteria:

1. **Impact:** The individual has made or is making major contributions to improve the lives of people who have mental illnesses, substance use or cooccurring disorders.
2. **Leadership:** The individual has demonstrated the ability to inspire and effectively educate the public about mental health, mental illnesses, substance use or cooccurring disorders.
3. **Visibility:** The individual is a visible and recognizable leader at the community, state, and/or national level, in their specialized field, or with a specialized population.
4. **Bravery:** The individual Illustrates his or her commitment to consumer advocacy despite potential risks to career, finances, and public acceptance.


The award winner will receive an all-expense paid trip to MHA's 2020 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's *Clifford W. Beers Awards Dinner* on Thursday, June 11, 2020. The award winner will be asked to offer brief remarks at the dinner.

---

MHA awards the Mental Health Corporate Excellence Award to an exemplary corporation that promotes the mental health of its employees, stakeholders, and community. Corporations with a national, international, or regional footprint can be nominated for this award.

Companies in the health industry/health sector are ineligible. Any organization or company providing, receiving or consulting on behavioral health or general health issues are ineligible. The purpose of the award to is honor and recognize corporations that are outside of the traditional health space for their efforts to improve the health and well-being of their employees, communities, and sector.

To submit a nomination, please click here or use the link below. You will be asked to describe how the nominee achieves the following criteria:

1. **Commitment:** The company demonstrates its commitment to its employees by offering programs, accommodations, and training that support mental health wellness in the workplace.
2. **Community:** The company demonstrates its commitment to its community (including customers, contractors, investors, and the general public) through contributions, education, job training, housing programs, public awareness campaigns, or other related activities.
3. **Internal Practice Change:** The company creates and implements policies and practices that de-stigmatize mental health concerns and end discrimination against people with mental illnesses.
4. **Application:** The company’s mental health policies and practices are easily replicable in other corporate settings.

Access the nomination form at: [www.surveymonkey.com/r/mhcorp20](http://www.surveymonkey.com/r/mhcorp20).

A representative for the award winner will receive an all-expense paid trip to MHA's 2020 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA's *Clifford W. Beers Awards Dinner* on Thursday, June 11, 2020. The award winner will be asked to offer brief remarks at the dinner.
Each year, MHA recognizes journalists, media outlets, authors, television and film programs who excel in their coverage and portrayal of mental health issues in news and entertainment media.

The media is vital in educating Americans about mental health and mental illnesses. Accurate and responsible coverage is critical in breaking down stereotypes and stigma surrounding mental illness and substance use. Original, thought-provoking journalism and entertainment not only work to raise general awareness and shape public opinion, but help all people live mentally healthier lives and teach the country to address mental illness before Stage 4.

Past awardees include documentary filmmaker Roger Weisberg, journalist Jaclyn Cosgrove from The Oklahoman, ESPN's Outside the Lines, Amazon's A Beautiful Boy, ABC's A Million Little Things, Netflix’s 13 Reasons Why, author and former Congressman Patrick Kennedy, and Illustrator Gemma Correll.

Awards will be considered in the following categories:
- Print (newspapers, national or local magazines, columns, books*)
- Broadcast (national or local television, national or local radio)
- Documentary film
- Nationally-released film
- Television show or episode
- Online platform or individual (blogger, gamer, graphic artist, online platform)

To submit a nomination, please click here or use the link below.

Criteria—submissions must reflect the following:

1. Shows clear, factual data about mental illness and substance use disorders;
2. Illustrates a creative and innovative approach to the topic and/or story;
3. Provides fresh, non-conventional, in-depth, or unique perspective;
4. Shows those with lived experience in real, multi-dimensional ways; and
5. Works to reduce or address stigma around mental illness and substance use.

Access the nomination form at: www.surveymonkey.com/r/media20.

The award winner(s) will receive an all-expense paid trip to MHA's 2020 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

Recipients will be honored at the 2020 MHA Media Awards Luncheon on Friday, June 12, 2020. The award winner will be asked to offer brief remarks at the Luncheon.
GEORGE GOODMAN AND RUTH P. BRUDNEY SOCIAL WORK AWARD

The George Goodman and Ruth P. Brudney Social Work Award was established by the Board of Directors of MHA in November 1986 to recognize significant contributions made to the care and treatment of people with mental illnesses by practicing professionals in the field of social work. The award’s establishment was made possible through a gift by George Brudney, a member of the MHA Board of Directors, in memory of his wife Ruth, a psychiatric social worker.

To be eligible for the Brudney Social Work Award, the nominee must:

• Hold a master’s degree (or higher) in social work from an accredited college or university AND
• Hold a professional position in a public or private organization or agency and be primarily engaged in the provision of social work services to clients or patients who have a mental illness, the direct supervision or management of such services, or the development or implementation of innovative programs serving people with mental illnesses.

To submit a nomination, please click here or use the link below. You will be asked to describe how the nominee achieves the following criteria:

1. Commitment: The individual has demonstrated passion and dedication to the profession of social work and improving the care and treatment of people who have mental illnesses.
2. Leadership: The individual serves as an inspiration for his or her clients or patients, colleagues, and those pursuing the field of social work.


The award winner will receive an all-expense paid trip to MHA’s 2020 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA’s General Reception and Awards Ceremony on June 12, 2020. The award winner will be asked to offer brief remarks at the reception.

INNOVATION IN PROGRAMMING AWARD

This award recognizes an MHA affiliate that demonstrates innovation and creativity in program development and implementation.

To be eligible for the Innovation in Programming Award, the nominated affiliate must be a recognized affiliate in good standing with the national organization.

To submit a nomination, please click here or use the link below. You will be asked to describe how the nominee achieves the following criteria:

1. Mission-Centered: The affiliate reflects the vision, mission and values of Mental Health America.
2. Impact: The affiliate’s programming shows measurable outcomes and has demonstrated value within the communities it serves.
3. Innovation: The affiliate represents state-of-the-art thinking and research in the mental health field.
4. Consumer-Focused: The affiliate incorporates consumer or family involvement and empowerment as a central component of its programming.
5. Application: The affiliate’s program is replicable in other settings or agencies.


One representative from the winning affiliate will receive an expense paid trip to MHA’s 2020 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA’s General Reception and Awards Ceremony on June 12, 2020. The award winner will be asked to offer brief remarks at the reception.
The mPower Award celebrates the life and work of a teen or young adult who has spoken out about mental health issues to educate their peers and fight stigma.

To be eligible for the mPower Award, the nominee must:

• Be between the ages of 13 to 23 AND
• Have personal experience in dealing with a disorder that has affected them, a friend, or a family member.

To submit a nomination, please click here or use the link below. You will be asked to describe how the nominee achieves the following criteria:

1. **Innovation**: The individual has created an original program or work of art or initiated a policy change addressing mental health issues in their communities.
2. **Leadership**: The individual has inspired and led peers in addressing mental health issues in their community or have been recognized at the local, state, or national level for their achievements.
3. **Recovery-Oriented**: The individual has incorporated his or her personal recovery or the experience a loved one in recovery into his or her efforts.
4. **Likelihood to be Lifelong Leaders**: The individual has demonstrated the potential to pursue their work into adulthood.

Access the nomination form at: [www.surveymonkey.com/r/mpower20](http://www.surveymonkey.com/r/mpower20).

The award winner (and a guardian if recipient is under the age of 18) will receive an all-expense paid trip to MHA’s 2020 Annual Conference, including full registration fees, travel expenses and lodging for up to two nights.

The award will be given out during MHA’s General Reception and Awards Ceremony on June 12, 2020. The award winner will be asked to offer brief remarks at the reception.

Nominators of youth under the age of 18 must submit parental permission.

QUESTIONS?
Contact Erin Wallace at (703) 797-2588 or ewallace@mhanational.org.