

Mental Health Crisis Public Awareness Campaign

“The Mental Health Crisis in America: Impacts, Implications, and Opportunities.”



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FALL 2022 MHCPAC Summit

Since spring of 2022, the PEGLLLab has facilitated the Mental Health Crisis Public Awareness Campaign – a series of listening and learning exchanges to hear from those with lived personal and professional experiences, subject matter experts, and first responders from four sites (Charlottesville, VA; Thomasville, GA; Athens, GA; and New Orleans, LA) as they candidly discuss the mental health crisis confronting America.

On October 20th – 22nd, we will host a summit with a select group of participants from the 4 pilot sites, coupled with representatives of student mental health organizations at the University of Virginia, various scholars, practitioners, mental and behavioral health executives, and hospitalists. During the Summit, plenaries will focus on the mental health crisis in relation to schools, housing, the criminal legal system, economic development, and healthcare at the various intersections of life for individuals and communities.

The goal of this campaign is to create, leverage, and catalyze a sense of shared responsibility among the attentive public, the general public, along with first responders and related public, non-profit, and faith-based professionals and practitioners. The MHCPAC Summit is designed to bring about greater awareness and understanding and in hopes of addressing the mental health crisis within a framework of community well-being.

Public Panel – Friday, October 21st

Potential Participants – Hospitalists, Mental/Behavioral Health Administrators & Practitioners

Name	Agency/Institution	Status
Dr. Montez Carter , CEO & President	Past St. Mary’s Health Care System (Northeast Georgia) Current President and CEO of Trinity Health New England https://www.audacy.com/965tic/news/local/montez-carter-assumes-the-leadership-role	With new position won’t be able to attend but will forward a video recording.
Mr. Nelson Figueroa , Administrator of Emergency Medicine and Services	UVA Medical	Pending.
Mr. Gilbert Gonzales , Director	Bexar County (TX) Department of Behavioral Health (San Antonio)	Confirmed.

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Mr. Tom von Hemert , Coordinator and Vice President (Co-Moderator)	Thomas Jefferson Area Crisis Intervention Team (CIT) and Virginia CIT Coalition	Confirmed.
Mr. Robert Hurn , CEO	Georgia Pines (Southwest Georgia)	Confirmed.
Kathy Leichter Strategi Producer (Co-Moderator)	<i>Ernie & Joe: Crisis Cops</i> 2019 Emmy Award Winning HBO Film	Confirmed.
Mr. Matt Leighninger , Head of Democracy Innovation	National Conference on Citizenship; assisted with Pres. Obama’s National Dialogue on Mental Health	Confirmed.
Mr. Jeff Richardson , Vice President and Chief Operating Officer	Sheppard Pratt (Baltimore) <i>by request for MH</i>	Confirmed.
Dr. James Robinson , Sr. Vice President	Kaiser Permanente (Northern California Market)	Won't be able to attend but will forward a video recording.
Mr. Byrne Sherwood , Manager of Behavioral Health Programs	City of New Orleans Health Department	Pending.
Mr. David Sofferin , Director Office of Public Affairs	Georgia Department of Behavioral Health and Developmental Disabilities <i>988 rollout in GA</i>	Pending.

MENTAL HEALTH CRISIS PUBLIC AWARENESS CAMPAIGN SUMMIT: OCTOBER 20 – 22, 2022

Purpose: A gathering of participants from 4 pilot sites: Athens (GA), Charlottesville (VA), New Orleans (LA) and Thomasville (GA).
Dates: October 20th – 22nd, 2022
Locations: [James Madison’s Montpelier](#) and [Garrett Hall](#) at the [University of Virginia](#)
Host Institution: University of Virginia
Host School: [Frank Batten School of Leadership & Public Policy](#)
Staging Location: [UVA Equity Center](#), 617 W. Main Street
Transportation: [Millennium Transportation Services](#)
Lodging Sites: Montpelier’s [Constitutional Village](#)

EVENT TABLE (Draft) – Thursday, October 20th

Event	Focus/Topics	Time	Location
<i>Uber to UVA Equity Center; Shuttle service will depart from UVA Equity Center for Montpelier at 4:00pm (30 passengers).</i>			
Welcome Reception/Dinner	<i>Meet & Greet</i>	October 20th 6:00 – 8:00pm	Montpelier Claude Moore Dining Facility

EVENT TABLE (Draft) – Friday, October 21st

Event	Focal Topic	Time/Location
Breakfast	<i>Welcome & Framing of Plenaries</i>	8:00 – 8:50am Claude Moore Dining Facility
10-minute break		
Plenary 1	<i>Criminal Legal System and the First-Responder Community</i>	9:00 – 9:50am Claude Moore Hall
10-minute break		
Plenary 2	<i>Housing</i>	10:00 – 10:50am Claude Moore Hall
10-minute break		
Plenary 3	<i>Education</i>	11:00 – 11:50am Claude Moore Hall
10-minute break		
Lunch 12:00 – 12:50pm Claude Moore Dining Facility		
10-minute break		
Plenary 4	<i>Economic Impact</i>	1:00 – 1:50pm Claude Moore Hall
Break – Shuttle Service will depart Montpelier for UVA 4:15pm (30 passengers).		

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PUBLIC PANEL EVENT TABLE (Draft) – Friday, October 21st

Event	Focal Topic	Time/Location
<i>Shuttle Service will arrive at Garrett Hall/UVA 5:15pm.</i>		
Public Panel Discussion	<i>The Mental Health Crisis in America: Problems, Policies, Prospects, and Practices</i>	5:30 – 6:45pm Great Hall - Garrett Hall
Dinner		6:45 – 7:30pm Great Hall - Garrett Hall
<i>Shuttle Service will depart UVA for Montpelier 7:45pm (30 passengers).</i>		

Train the Trainers Modules (Draft) – Saturday, October 22nd

Event	Focal Topic	Time/Location
Breakfast	<i>Welcome & Overview of Training</i>	7:30 – 8:30:am Claude Moore Dining Facility
10-minute break		
Training Module 1	<i>Framing – Perspective Taking Vignettes</i>	8:40 – 9:30am Claude Moore Hall
10-minute break		
Training Module 2	<i>PTV 1 – Group Breakout & Convening</i>	9:40 – 10:30:am Claude Moore Hall
10-minute break		
Training Module 3	<i>PTV 2 – Group Breakout & Convening</i>	10:40 – 11:30am Claude Moore Hall
10-minute break		
Training Module 4	<i>911 to 988: The Transition and Its Implications</i>	11:40 – 12:30pm Claude Moore Hall
Closing	<i>Where do we go from here?</i>	12:30 – 1:45pm
Pick up Boxed Lunches Claude Moore Dining Facility		
Shuttles throughout the morning. Final shuttle will depart for airport at 1:15pm (Total of 30 passengers).		

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The Mental Health Crisis Public Awareness Campaign (MHCPAC) Summit

The purpose of the Summit is to devote time to look back, look around, and to look (or plan) ahead - to advance our thinking and collective action on matters related to the mental health crisis. As a listening and learning exchange, the MHCPAC Summit is designed to meet like-minded community members, advocates, subject matter experts, scholars, and practitioners, to learn from one another, and to encourage all of us to continue this important work.

The MHCPAC Summit will leverage the lived personal and/or professional experiences of individuals who operate at the intersection of the mental health crisis and their focal plenary (for example, housing at the intersection of the mental health crisis). The approach is intentional: it is designed to surface or bring to light those issues that are hidden in plain sight.

The Catalyst Format

Those with the lived personal and/or professional experiences will serve as catalysts – agents who provokes or speeds significant action or change. The essence for each plenary session is to encourage deliberative discourse on the mental health crisis as they arise from the comments of catalysts. The task of these subject matter experts is to tantalize discussion once the floor is open to the audience.