

IRIS ALLIANCE FUND
NATIONAL LEADERSHIP MEETING

Preventing Mental Health Disparities and Youth Suicide in Our Diverse Communities

San Francisco Fairmont Hotel – Gold Room

October 15, 2003

AGENDA

9:30am to 10:00am Registration and Breakfast

10:00am to 10:30am Introductions and Overview

Iris Alliance Fund President Mary Hayashi will provide a summary of last year's meeting and discuss the organization's focus and strategies. She will discuss the Iris Alliance Fund's recent activities that have led to the current public education campaign, which will be presented in today's meeting.

Speaker: **Mary Chung Hayashi, MBA** – President of the Iris Alliance Fund

10:30am to 11:00am Featured Speaker - *Building Resiliency and Reducing Disparities: the Nation's Priorities in Mental Health*

This session features one of the nation's leaders in protecting the mental health of American families. Mr. Curie will share information and statistics on mental health in the United States, and discuss how the federal government is working to address disparities in depression in multicultural and other at-risk communities.

Speaker: **Charles Curie, MA, ACSW** – Administrator of the Substance Abuse and Mental Health Services Administration

11:00am to 12:30pm Iris Alliance Fund Public Education Campaign Discussion

This discussion session will present the new public education campaign of the Iris Alliance Fund. Based on recommendations from the 2002 meeting of the national advisory board, the Iris Alliance Fund has developed a new communications plan to mainstream suicide prevention into today's public discourse through personal stories.

Presenters will discuss the problem at hand with discussion of suicide in America, what strategies are needed, and what the Iris Alliance Fund is proposing to do through its theme of personal stories. One of the proposed outcomes is that by increasing the public's understanding that mental illnesses are treatable and recovery is possible, stigma and discrimination will be reduced for people with mental illnesses. Meeting participants will

be asked to provide input on the campaign plan and its theme, as well as specific next step messages that will be used as a “call to action.”

Presenters: **Perry Communications**

12:30pm to 1:30pm

Lunch

1:30pm to 2:00pm

Featured Speaker - *Achieving the Promise: The Final Report of the President’s New Freedom Commission on Mental Health*

Through the public education campaign, it is anticipated that there will be a greater demand for services and a greater interest in the coordination of suicide prevention. This session will look at the current state of our mental health care system, as documented by the New Freedom Commission on Mental Health’s Final Report to the President. Dr. Hogan will discuss the Report’s first goal that calls for reducing stigma and advancing a national strategy for suicide prevention.

Introduction By: **Mary Chung Hayashi, MBA** – President of the Iris Alliance Fund

Speaker: **Michael Hogan, PhD** – Chair of the President’s New Freedom Commission on Mental Health and Director of the Ohio Department of Mental Health

2:00pm to 3:45pm

Investing in Change: Increasing Resources to Address the Mental Health of Today’s Diverse Communities

This session will discuss the philanthropic sector’s efforts to increase resources that are making the recommendations of the New Freedom Commission report a reality. Dr. Ross will share his views on reducing stigma and disparities, and how The California Endowment is making a difference in these issues. In addition, this session will provide a look at Colorado’s statewide effort to create a concerted, coordinated effort among many different sectors in the community to prevent youth suicide.

Moderator: **Lauren LeRoy, PhD** – President of Grantmakers In Health

Speakers: **Robert K. Ross, MD** – President and CEO of The California Endowment

Carol Breslau, JD – Senior Program Officer at The Colorado Trust

Question and Answer Discussion

4:00pm

Adjourn