

# 2011 Awards of Excellence



# Celebrating 2011 Awards of Excellence



*To improve is to change;  
to be perfect is to change often.*

*Winston Churchill*

## About the National Council

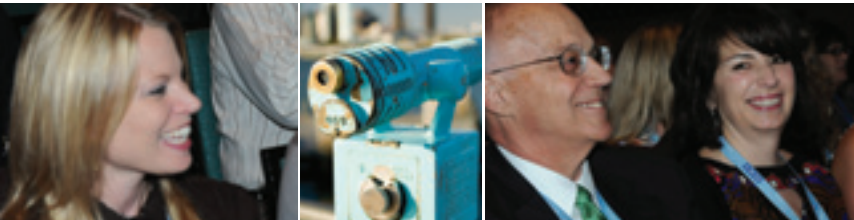
*Excellence in Mental  
Health and Addictions  
Policy and Practice*

The National Council for Community Behavioral Healthcare is the unifying voice of America's behavioral health organizations. Together with our 1,800 member organizations, we serve our nation's most vulnerable citizens — more than 6 million adults and children with mental illnesses and addiction disorders. We are committed to providing comprehensive, quality care that affords every opportunity for recovery and inclusion in all aspects of community life. The National Council advocates for public policies that ensure that people who are ill can access comprehensive healthcare services.

We offer state-of-the-science education and practice improvement resources so that services are efficient and effective.

The National Council coordinates the Mental Health First Aid program across the USA and operates the SAMHSA-HRSA Center for Integrated Health Solutions to provide nationwide technical assistance in integrating primary and behavioral health.

[www.TheNationalCouncil.org](http://www.TheNationalCouncil.org) | 202.684.7457



# National Council Awards of Excellence

*A tribute to the  
changemakers*

The National Council honors the best and brightest in mental health and addictions services through its Awards of Excellence. Each year, outstanding staff and board leaders, consumers and families, programs and community partners are recognized for being the change — for promoting recovery and having a lasting impact on children, adults, and families.

## Change

A change we need  
A change I believe in  
A change starting with me  
A change starting with you  
A change capable of changing the old rules  
That change will modify  
Our messed up world  
If we believe in it  
And start acting  
On the little we can afford  
To impact in it  
That change is  
Our real chance to grow,

That change is  
Our quest to right all wrongs,  
That change is  
Our ability to stand united  
And face our problems  
That change is our opportunity  
To prove critics wrong  
That change is our legendary  
For unborn generations  
That change is us  
Together we'll better our world  
Together we can,  
Yes we can!

*Adetimilehin Inioluwa Victor*

## Excellence in Service Innovation

### *Mental Health Center of Denver, Denver, CO* *Integrating Care through Court to Community (IC3) Program*

If we want to change lives for the better, jail is not the answer. When persons with serious and chronic mental illness and substance abuse are caught up in the criminal justice system for minor offenses, they get worse, lose hope, and negatively impact society in human and economic terms. The Integrating Care through Court to Community Program diverts these persons from jail and offers psychiatric and primary care as well as community supports. The program promotes recovery and helps save \$2.50 for every dollar spent on treatment, but IC3 saves Denver more than money — the program demonstrates a 92% decrease in the number of consumer arrests and a 90% reduction in consumer jail days. Emergency room visits have decreased by 70% and detox facility admissions by 100%. Clearly, change results from caring.

*Awarded a \$10,000 grant  
supported by Mental Health  
Weekly, published by John  
Wiley & Sons, Inc.*

## Excellence in Health Information Technology

### *Crossroads Behavioral Healthcare, Elkin, NC* *Juvenile Justice Treatment Continuum*

Can youth in the juvenile justice system dealing with co-occurring mental health and addiction disorders, realize their potential for living, learning, and contributing in our communities? Crossroads says yes — if we provide informed treatment and supports through healthy collaborations. The Juvenile Justice Treatment Continuum is a pioneering effort between Crossroads Behavioral Healthcare and the North Carolina Department of Juvenile Justice and Delinquency Prevention. Healthcare providers work closely with the families of youth and community partners to offer evidence-based treatment and to monitor outcomes through a shared online database. In the past four years, JJTC has served more than 1,600 young men and women with an overall 85% success rate. The Continuum is a life changing program for youth and their parents.

*Awarded a \$10,000 grant  
supported by Qualifacts  
Systems, Inc.*

## Excellence in Behavioral Healthcare Management

*Burrell Behavioral Health, Springfield, MO*

*Burrell Evidence-Informed Risk Management Program*

When it comes to safety and quality, you can't monitor too much. To Burrell, this isn't about numbers — it's about helping clients, staff, and management function at their best. Burrell invests in data collection and analysis to monitor risk-related events from across the organization. Burrell's critical incident reporting system is the "lifeblood" of its risk management efforts. This reporting system was enhanced with the application of statistical process control charting methods to improve the detection of factors that warrant attention. While these charting methods are commonplace in other industries, they are rare in behavioral health, and Burrell has truly raised the bar.

*Awarded a \$10,000 grant  
supported by Mental Health  
Risk Retention Group and  
Negley Associates.*

## Excellence in Consumer Advocacy

*Sherri Rushman*

*Consumer Education Specialist, Oakland County Community  
Mental Health Authority, Auburn Hills, MI*

What does it mean to “be the change?” Ask Sherri Rushman. Sherri is a hope giver. She developed and presents her signature presentation, “Hope Givers, Hope Receivers, and Hope Stealers” based on her life experiences. Sherri almost didn’t pursue her college degree because there were those who didn’t want her to expect too much, and told her she was too sick to attend college. Thankfully, Sherri listened instead to the hope givers in her life. After an inpatient hospitalization, Sherri was referred to the public mental health system in Oakland County, where she built relationships and received services for fourteen years. Today she is a college graduate and a consumer education specialist who shares her story and her experiences to help others in their own journey towards recovery.

*Supported by a grant from  
OptumHealth Public Sector.*

## Excellence in Family Advocacy

*Christina Hendrix  
Regional Family Leadership Program Coordinator,  
WellSpring Resources, Alton, IL*

Christina Hendrix knows it takes a village to raise a child, and she stops at nothing to move that village. She is a passionate advocate for children and families experiencing emotional disturbances, and engages them in improving their lives and futures in ways they never knew were possible. Christina is one of three individuals in the state of Illinois chosen to develop regional family leadership and support programs. She encourages family engagement in operations, policy making, and resource decisions regarding children's mental health services. She reaches out to churches, schools, families, and other organizations — often in communities where resources are scarce and the nearest mental health facility is a long way away — to teach them the power of family support. As the parent of a child with a mental illness, she brings special compassion and understanding to her work.

*Supported by a grant from  
OptumHealth Public Sector.*

## Up & Coming Leadership

*Jorge Wong, PhD*

*Director of Behavioral Health Services*

*Asian Americans for Community Involvement, San Jose, CA*

It's been said that management is doing things right; leadership is doing the right things. The fiscal, technological, and clinical changes that are impacting consumers, caregivers, and mental health providers in the 21st century demand strong leaders. Leaders like Jorge Wong, who are committed to nurturing meaningful relationships with staff, patients, and the community. Jorge is fluent in four languages, which helps him better serve the low-income immigrants and refugees that come to his agency for help. He excels at mentoring and role modeling with staff, trainees, and interns. For the people of Santa Clara County, Jorge is doing things right — and doing the right things.

## Visionary Leadership

*Nelson W. Burns*

*President and CEO, Coleman Professional Services, Kent, OH*

Nelson Burns has been described as a dynamic, visionary, effective, and innovative leader. But his staff and clients will tell you that above all else, he is kind, compassionate, thoughtful, interested, and interesting. Nelson knows that no money means no mission. He has strived to diversify funding sources and expand to various lines of business to make Coleman Professional Services financially strong. He has grown Coleman from an operating budget of \$1 million to \$26 million in 25 years. He initiated a social enterprise model for the company even before that term was coined. More importantly, Nelson believes and models three critical tenets — we always treat others with respect and dignity; we are lifelong learners; and we serve others before ourselves.

## Visionary Leadership

*Peter C. Campanelli, PsyD*

*President and CEO, Institute for Community Living, Inc., New York, NY*

Throughout his 30-year career as a behavioral health services administrator and psychologist, Peter Campanelli's leadership has been directed toward providing underserved, low-income consumers with community programs of a quality rarely available outside a university or tertiary care hospital setting. He founded the Institute for Community Living in 1986 and created some of the country's first residential programs for homeless people with co-occurring serious mental illnesses and addiction disorders. Twenty-plus years later, ICL reflects Peter's vision in action – helping people with serious behavioral challenges and histories of homelessness, addiction, and poverty lead stable and productive lives in communities throughout New York City and Montgomery County, Pennsylvania. Peter's approach is best described as dedicated, persistent, and hands-on. His work through ICL and through local, regional, and national advocacy organizations has influenced tens of thousands of individuals.

## Visionary Leadership

*Leon Evans*

*President and CEO, The Center for Health Care Services,  
San Antonio, TX*

To Leon Evans, it was a simple question: Why are we denying persons with severe mental illness access to proper treatment and instead sending them into emergency rooms, jails, and prisons? The answer was the Bexar County Jail Diversion Program, considered one of the nation's most successful jail diversion efforts. At the heart of the program is the Crisis Care Center, a 24/7 psychiatric facility providing both health and mental health services. Leon worked with law enforcement and other community partners to make Crisis Intervention Training mandatory for all departments. Today, because Leon Evans asked a simple question, more than 11,000 individuals have access to treatment instead of incarceration. The results of his work are evident in the words of Melanie Lane, one of the program's success stories, who says, "I'm glad someone was willing to take one more chance on me."

## Visionary Leadership

### *Arnold Gould*

*Member, Board of Directors, Central Nassau Guidance and  
Counseling Services, Inc., Hicksville, NY*

Everyone needs a champion. For those fearing the stigma surrounding mental illnesses and substance use disorders and suffering in silence, Arnold Gould was the champion. In 1980, he co-founded the Queens/Nassau Chapter of the National Alliance on Mental Illness, the nation's largest grassroots organization for individuals living with mental illness and their families, and also served as the first chapter president. Under his leadership, the NAMI chapter grew into New York State's second largest, and Arnold continues to serve on the board of directors. Arnold is also a board member of Venture House, which provides members with training and employment assistance, and opportunities to pursue educational and personal goals. For more than three decades, Arnold Gould has been a strong voice and powerful advocate for improved access and services in mental healthcare for Long Island's most vulnerable citizens.

## Visionary Leadership

*Mary Jane Gross, RN, MN*

*Founder and Former President and CEO, Stars Behavioral Health Group, Oakland, CA*

Hope is what Mary Jane Gross saw where few others could. As the founder, past president, and CEO of Stars Behavioral Health Group she has a 40-year track record of shining light into the darkness by serving high-risk children and families with comfortable and compassionate care that positively impacted thousands of lives. Under her guidance, Stars operates an extensive network of sub-acute residential, school, and home-based mental health and wraparound programs for children with serious emotional issues throughout California. Many of these innovative programs were created by Mary Jane and her staff, focusing on providing services in the least restrictive setting in the community, and even in the home. Thanks to Mary Jane's devotion and innovation, Stars is viewed as a place where lives are changed and saved.

## Visionary Leadership

*Derald Walker, PhD*

*CEO, Cascadia Behavioral Healthcare, Portland, OR*

It's no stretch to say that Derald Walker was elected captain of a sinking ship. In April 2008, six days after he was appointed CEO, Cascadia Behavioral Healthcare, Oregon's largest safety-net provider, was on the brink of insolvency. Derald kept his calm, and set about steadying the ship. He negotiated a \$1.5 million loan with the State of Oregon and Multnomah County to cover payroll and services, enabling Cascadia to keep its doors open. Determined not to let the people who depended on Cascadia's services adrift, he set out to lead the organization out of chaos and into a culture of clinical quality, compliance, and improved productivity. Today, Cascadia ranks as one of the most innovative service providers in Oregon, employing more than 800 people and providing quality care and housing to thousands of individuals with mental health and substance use disorders.

## Excellence in Public Service

### *Rep. David Obey (D-WI, retired)*

Few in Washington have been as consistent a champion of America's mental health and addiction treatment programs as the former U.S. Representative for Wisconsin's 7th congressional district, David Obey. During 21 consecutive terms in Congress, his efforts helped create landmark legislation for mental health and addiction services, including two of the largest discretionary federal grant programs. Rep. Obey also fought for the most vulnerable members of our communities by initiating the children's Systems of Care program and providing start up funding for the Primary Care/Behavioral Health Integration program to benefit low income persons with severe mental illnesses. Rep. Obey's concern for these programs and many others like them was an extension of his commitment to supporting populations excluded from the mainstream.

## Mental Health First Aid USA

*Best Community Impact*

### *Community Circles of Care, Dubuque, IA*

More than 1,200 Mental Health First Aid instructors around the country are doing a phenomenal job of training their community's citizens in Mental Health First Aid. In rural Dubuque, Iowa, where individuals experiencing mental health crises don't have easy access to trained mental health professionals, every member of the community — family, friends, neighbors, co-workers — must step in to help, and Mental Health First Aid is teaching them how.

Community Circles of Care has offered the program to more than 400 individuals in this rural area and is seeing the results in the form of increased awareness and confidence, as well as referrals for future courses. Continuing education credits have been provided to emergency medical services personnel, teachers, nurses, behavioral health workers, and university students. But more importantly there is greater mental health literacy and compassion in the community.



## FINALISTS

Bert Nash Community Mental Health Center, Lawrence, KS

Community Counseling Centers of Chicago, Chicago, IL

The Life Link, Santa Fe, NM

*Awarded a \$5,000 grant supported by the Mental Health First Aid USA national authorities — National Council for Community Behavioral Healthcare, the Maryland Department of Health and Mental Hygiene, and the Missouri Department of Mental Health.*



## 2011 Negley Awards for Risk Management

Recognizing effective risk management programs to ensure the safety of behavioral health clients, staff and directors and the improved health of our communities.

*Bear River Mental Health Services Inc., Brigham City, UT*

CEO, Reed Ernstrom

*Heritage Behavioral Health Center, Inc., Decatur, IL*

CEO, Diana Knaebe

*United Services, Inc., Columbia, CT*

CEO, Diane Manning

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**NEGLEY**  
**ASSOCIATES**  
UNDERWRITING MANAGERS



The Annapolis Coalition on the Behavioral Health Workforce and the Hitachi Foundation would like to congratulate the

## Behavioral Health Pacesetter Awards Winners!

### National Award Winners

Thresholds, Chicago IL

Stanley Street Treatment and Resources (SSTAR), Fall River Massachusetts

Family Services of Western Pennsylvania, Pittsburgh PA

Borinquen Health Care Center, Miami FL

Hartford Dispensary, Hartford Connecticut

### Programs of Merit

Chesapeake Connections at Mosaic Community Services, Baltimore MD

People Acting to Help (PATH), Philadelphia PA

## National Council 2011 Awards of Excellence Programs of Significance

### Excellence in Consumer Advocacy: Program of Significance

*For their work on educating and reducing stigma in the community surrounding mental illness*

Stomp Out Stigma Program

Community Network Services, Inc. / Oakland County Community Mental Health Authority

Auburn Hills, MI

### Excellence in Service Innovation: Program of Significance

*For their work on crisis lines*

Capital Region Child and Adolescent Mobile Team

Parsons Child and Family Center

Albany, NY

### Excellence in Health Information Technology: Program of Significance

*For their health information technology program that unified multiple avenues of reporting*

Confidential Incident Reporting (CIR)

Mental Health Center of Denver  
Denver, CO

### Excellence in Family Advocacy: Program of Significance

*For their work dedicated to serving youth living with mental illnesses to set and achieve their goals*

Transition to Independence Process (TIP) System/MY LIFE: Maricopa County Program for Transition-Age Youth

Magellan Health Services of Arizona  
Phoenix, AZ

### Up & Coming Leadership: Program of Significance

*For his work dedicated to youth development*

Mark Blackshear

Youth Leadership Trainer, MHS Caring Helpers Leadership Training

Mental Health Systems, Inc.  
San Diego, CA