Advocating for the Excellence in Mental Health Act
National Council in the Media

- Communications Goal: To demonstrate public support and encourage senators to vote in favor of the Stabenow-Blunt amendment
- Timeframe: April and May 2013
- Results: 153 million potential impressions through radio, television, print and digital media
Communications Elements

- Media Statements
- Op-eds
- Radio Interviews and Placements
- News Coverage - TV, Print and Online
- Banner advertising targeting Senate offices
- Close coordination with Sen. Stabenow & Sen. Blunt communications directors
Statements

Crucial Mental Health Legislation to be Considered Next Week

WASHINGTON, April 11, 2013 /PRNewswire-USNewswire/ -- The full Senate is expected to consider mental health legislation, including The Excellence in Mental Health Act, next week. The legislation, introduced in the wake of the tragedy in Newtown, would allow up to 1.5 million more Americans living with behavioral health needs, including 200,000 returning veterans from Iraq and Afghanistan, get the care they require.

Total Media Pick-ups: 57
Viewership: 53 million est.
Senate to Vote on Excellence Act Today

Crucial Mental Health Legislation Deserves Broad Support

The following quote can be attributed to Linda Rosenberg, president and CEO of the National Council for Community Behavioral Healthcare.

WASHINGTON, April 17, 2013 /PRNewswire-USNewswire/ -- The Senate is preparing to vote on the bipartisan Excellence in Mental Health Act as an amendment to the gun legislation. This is the most significant and comprehensive piece of legislation to strengthen our mental health system in a generation.

Total Media Pick-ups: 71
Viewership: 54 million est.
Eight op-eds were placed in 10 outlets by National Council members and interested third parties for a total of more than one million views in print circulation.
Radio Interviews

- Linda Rosenberg conducted a 21 interview radio tour

- 2.5 million estimated media impressions
Radio News Release

- Packaged and pre-recorded news story featuring Linda Rosenberg
- 1,173 stations aired the piece
- 38 million estimated impressions in one week
Television

Chuck Ingoglia appeared on FOX’s America’s Newsroom on April 11th, which has approximately 1.5 million viewers in the US.
In Gun Debate, No Rift on Better Care for Mentally Ill

By JEREMY W. PETERS
Published: April 12, 2013  |

“This is our moment,” said Linda Rosenberg, the president of the National Council for Community Behavioral Healthcare. “I hate the connection between gun violence and the need for better mental health care, but sometimes you have to take what you can get.”

The emerging legislation would, among other things, finance the construction of more community mental health centers, provide grants to train teachers to spot early signs of mental illness and make more Medicaid dollars available for mental health care.

Print circulation: 1.5 million
Online readership: 1.8 million
Mental health is pushed down on Hill agenda

By PAIGE WINFIELD CUNNINGHAM | 4/10/13 4:50 AM EDT

“There’s a lot of really good things in [the HELP legislation], but most of them are discretionary grant programs,” said Chuck Ingoglia, vice president for public policy at the National Council for Community Behavioral Healthcare.

Both Democrats and Republicans have said that mental health care is an important part of reducing gun violence. And they’ve filed a bevy of measures over the past few months aimed at improving mental health access and services.
We Can’t Find the Next Adam Lanza
Why we need to stop linking mental illness to gun violence.

By Annie Monjar  4/18/2013

Linda Rosenberg, the president of the National Council for Community Behavioral Healthcare, told the Times, “This is our moment. I hate the connection between gun violence and the need for better mental health care, but sometimes you have to take what you can get.”

The Times hardly disproved her point two paragraphs later: “A major reason proponents of this legislation see it as so significant is that unlike background checks or weapons bans, properly treating mental illness can prevent problems before a potential killer tries to buy a gun.”
A bad combination
Linking gun control, mental health bills questioned

By Jessica Zigmond
Posted: April 27, 2013 - 12:01 am ET

With those mental healthcare provisions connected to the gun-control bill, the question now is: Does hitting the pause button on gun-control legislation have the same effect on mental healthcare efforts in Washington?

“The president has said this was Round 1, the majority leader said he’d like to return to it, and the question is when will that return?” said Chuck Ingoglia, vice president of public policy at the National Council for Community Behavioral Healthcare, whose group did not have a formal position on the gun bill. Ingoglia said that he thinks the overall bill will be the basis for continued discussions and that a merger of different amendments will shape that discussion. And as those conversations take place, behavioral healthcare advocates prefer that mental healthcare legislation not be part of the gun-control debate.
Banner Advertising Targeting Senate Offices

1.5 MILLION AMERICANS
Don’t get the mental healthcare they need
Support the BIPARTISAN EXCELLENCE ACT
Paid for by the National Council for Community Behavioral Healthcare

80% OF AMERICANS
Support increased mental health funding
Support the BIPARTISAN EXCELLENCE ACT
Paid for by the National Council for Community Behavioral Healthcare

200,000 RETURNING VETS
Don’t get the mental healthcare they need
Support the BIPARTISAN EXCELLENCE ACT
Paid for by the National Council for Community Behavioral Healthcare
White House National Dialogue Meeting - June 3

- Advance outreach to WH press pool, political reporters likely to cover
- Statement from Linda to media at conclusion of meeting
- Exploring opportunities in 10 cities as part of national dialogue this summer
Upcoming Opportunities

- Kick off media event with Sen. Stabenow and key third parties (veteran, service and law enforcement groups)

- Potential Mika Brzezinski hosted panel discussion
The National Council is well positioned to shape the next phase of debate on the Excellence Act