

Sponsorship Prospectus

Educating Policymakers About the Need for Increasing Treatment and Support Services for People with Mental Illness

Background

Despite widespread recognition of the increasing need for mental health treatment, far too many Americans still cannot access timely care in their communities. One in five adults will experience a mental illness this year, and one in 25 (or approximately 10 million) adults in America are living with serious mental illness¹. A recent survey by the Cohen Veterans Network found that about six in ten Americans have sought mental health treatment either for themselves or a loved one, and yet many have a poor outlook of the accessibility of mental health services because of things like insufficient funding and facilities². Unfortunately, policy discussions about how to ensure the full impact of a robust behavioral health system all too often occur in industry-specific silos and are divorced from scientific and economic data on the impact of key reforms.

The issue of treating mental illness is notably missing from the national dialogue, including among Presidential candidates running for the 2020 election. More needs to be done to educate elected officials and candidates and obtain their commitment for federal and state policies that prioritize the needs of individuals, families, and communities struggling to deal with mental illness. Ahead of the 2020 Presidential election, the National Council for Behavioral Health will elevate the personal, social, and financial benefits of behavioral health investment among candidates for elected office through town hall forums.

Proposed Activity

Town Hall Forums. As a way of raising the profile of the prevalence of mental illness and the need for additional support and treatment, the National Council for Behavioral Health will lead planning and hosting town hall forums open to all candidates for President of the United States that will focus primarily on the issue of improving treatment and support services for individuals with mental illness. These forums will be held in Iowa and New Hampshire, two of the earliest primary states, prior to their primaries and will engage candidates in meaningful, public dialogue by allowing individuals, families, and parents of those living with mental illness to share stories and experiences and advocate for the inclusion of this issue in the national debate on health care. The goal of the events will be to generate emotional energy and a groundswell of support from consumers and families, while also ensuring candidates are recognizing and including mental health priorities in their platforms.

¹ NAMI. 2016. *Mental Health Facts*. Retrieved from <https://www.nami.org/NAMI/media/NAMI-Media/Infographics/GeneralMHFacts.pdf>

² Cohen Veterans Network & The National Council for Behavioral Health. 2018. *America's Mental Health 2018*. Retrieved from <https://www.cohenveteransnetwork.org/wp-content/uploads/2018/10/Research-Summary-10-10-2018.pdf>

In undertaking these events, the National Council will look to partner with other organizations, including state associations and other local and national stakeholders in the mental health space, that share our passion to increase the profile of mental illness in the 2020 election. In addition to a focus on mental illness, these events will be an opportunity to illustrate the systemic issues that impede positive community outcomes for individuals with all behavioral health conditions, including co-occurring disorders.

National Council Role

In both Iowa and New Hampshire, the National Council will take the primary role to lead and host town hall forums. Additional activities include:

Internal planning for the event. The National Council will coordinate all planning of the events, including setting the date of the events, identifying and negotiating with the event site, preparing invitation lists for media, candidates and attendees, coordinating registrations, and other logistics that can be handled remotely.

Communications support. The National Council will provide communications support leading up to and following the event, such as drafting op-eds and letters-to-the-editor for publication by local news outlets, pitching stories to local media, producing a whiteboard or video describing issues and possible policy solutions, developing infographics for use in advocacy, and hosting live social media events such as Twitter chats.

Event production. The National Council will retain a public relations firm to produce the forum, including handling arrangements with candidates and other speakers, event set-up and design, event promotion, event security, and other on-the-ground logistics.

Sponsorship Opportunities

To support these town hall forums, the National Council is seeking sponsorship support in amounts starting at \$10,000.

Sponsorship funds will be used in a variety of ways to ensure the successful execution of the town hall forums, including a press campaign to increase awareness of the topics to be discussed at the forum, providing travel support for individuals with mental illness and their families to attend and engage in the events, public promotion of the events, creation of briefing materials and infographics for candidate and community education, filming for reproduction and online access, and all event logistics.

The National Council is also pleased to offer the following benefits for organizations who are interested in funding the town hall forums at the following sponsorship levels:

Leadership Level: For \$200,000+, sponsorship at the Leadership level will provide support for forums in both Iowa and New Hampshire. A Leadership Sponsor will receive the highest possible visibility at these events with: verbal and written **company acknowledgement** at the event and on promotional material as permissible, **complimentary attendance** for up to ten company representatives at the event, **greenroom access** at events with forum participants, **inclusion of one question** at each town hall forum, **display of the company logo** on all published materials and social media related to the events as appropriate, **regular updates** on the progress of the events, and a **final report** on the events.

Advocate Level: For \$100,000+, sponsorship at the Advocate level will provide support for a forum in one state, either Iowa or New Hampshire. Sponsorship at the Advocate level will include **complimentary attendance** for up to three company representatives at the event, **display of the company logo** on all published materials related to the event as appropriate, **regular updates** on the event, and a **final report** on the event.

Patron Level: For \$50,000+, sponsorship at the Patron level will provide support for an earned media campaign in Iowa or New Hampshire on improving treatment and support services for individuals with mental illness. Sponsorship at this level will include **inclusion of the company's name** in published materials related to the event as appropriate, **regular updates** on event activities and a **final report** on the campaign.

Supporter Level: For up to \$50,000, sponsorship at the Supporter level will provide support for advocacy materials creation, including infographics and briefing packets, meant to educate candidates and the general public. Sponsorship at this level would include the **company name listed** in published materials related to the event as appropriate and a **final report** including published materials for the event.

About Us

The National Council for Behavioral Health is the unifying voice of America's mental health and addictions treatment organizations. Together with over 2,900 member organizations, serving 10 million adults, children and families living with mental illnesses and addictions, the National Council is committed to all Americans having access to comprehensive, high-quality care that affords every opportunity for recovery. The National Council was instrumental in bringing Mental Health First Aid to the USA and more than 1 million individuals have been trained. To learn more about the National Council, visit www.TheNationalCouncil.org.

Background and Expertise

The National Council for Behavioral Health is a respected and active participant in the policymaking and advocacy process. Over our decades of work in Washington, DC, we have

forged strong relationships with Republican and Democratic lawmakers, cultivating behavioral health champions within the halls of Congress and educating rank-and-file lawmakers about the importance of investing in community-based mental health and addiction care. With our reputation for constructive bipartisanship and our history of close collaboration with state partners, we are uniquely positioned to successfully bring Presidential Candidates together for meaningful dialogue with individuals and families, and industry experts about the policy changes needed to better address mental illness.

The National Council has led numerous successful advocacy efforts in Washington, DC, including passage of the Excellence in Mental Health Act demonstration in 2014, the successful fight to block harmful restrictions to mental health medications in Medicare Part D in 2014, the passage of the Comprehensive Addiction and Recovery Act in 2016, and the introduction of key line items in the Health and Human Services appropriations bill funding integrated health service delivery in community-based settings (now funded for ten consecutive years) and Mental Health First Aid trainings (now funded for five consecutive years).

The National Council's annual Public Policy Institute and Hill Day, held in partnership with 20 other national mental health and addiction organizations, regularly brings more than 600 providers, consumers, family members, and other behavioral health stakeholders to Washington to directly connect with their elected officials around issues that affect their organizations or the people they serve. With our state-level behavioral health association partners, we mobilize advocates to effect policy change and play a convening role in unifying national groups around a common agenda.