



A personal note from Linda McKinnon, CEO.

E-News This Week
April 8, 2013

Behavioral Health Day in Tallahassee is next week, Tuesday, April 16. The annual event focuses on mental health and substance abuse services provided by the state, and is an opportunity to educate citizens and elected officials concerning the value of these services provided to Floridians in need. Community stakeholders, advocates, and provider organizations from around the state will converge on the Capitol and share their information from tabletop displays setup in the rotunda.



We continue to monitor developments in Tallahassee relative to bills and major projects. As we are now more than midway through the session, the budget reconciliation between the House and Senate will become paramount. Now is the time to make your feelings known about how Florida expends their budget and sets priorities. I encourage you to be in contact with your elected representatives about

those issues most critical to you.

We continue our E-Meet of Board Membership this issue by profiling April Dean. The complete Board Membership is on our website under a tab at the top of our home page. All Board Member profiles are housed there and you can also navigate to read the minutes of previous board meetings.

As always this week's E-News features timely information on special events that recognize people and issues we are passionate about. Here's hoping your week goes well!



April Dean is a CFBHN Board Member

E-Meet April

April Dean is the Local Outreach Director at Grace Family Church in Lutz, Florida. She and her team serve the Tampa Area on a weekly basis through her ministry outreach events. Her active involvement on the board is stirred by a deep desire to see the needs of people met, many of whom are desperate, due to their unfortunate circumstances. April has many years of experience leading her community outreach ministry and the more than 300 volunteers and 100+ leaders that she directs on a monthly basis.

National Council for Community Behavioral Healthcare Conference



Las Vegas, April 8-10

You can view the live broadcast of plenaries, join the conversation on Twitter, view photos on Facebook and more. For information and "livestream" visit <http://www.thenationalcouncil.org/cs/conference2013>. The National Council for Community Behavioral Healthcare (National Council) is the unifying voice of America's behavioral health organizations. Together with 1,950 member organizations, they serve our nation's most vulnerable citizens — more than 8 million adults and children with mental illnesses and addiction disorders. They are committed to providing comprehensive, high-quality care that affords every opportunity for recovery and inclusion in all aspects of community life. The National Council advocates for policies that ensure that people who are ill can access comprehensive healthcare services. They also 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.

During the conference Elliot Steele, Executive Director of Vincent House in Pinellas Park, will be honored at the annual dinner with receipt of the Achievement Reintegration Award. He is one of 41 recipients of awards and honors from around the country. When his daughter's schizophrenia caused her to leave home, Steele used the tragedy to help others struggling with mental illness by starting Vincent House — a clean, safe place for people recovering from mental illness. Today, Vincent House offers a haven for more than 600 lifetime members, including Steele himself, who suffers from bipolar disorder.

Associated Press Stylebook Adds Entry on Mental Illness

["Journalist's Bible" reflects change in attitude](#)

The Associated Press Stylebook, colloquially known as the "journalist's bible," is a writing style guide for journalists and is used by writers, editors, students, and professionals alike. In order to reflect the most current information on changes in writing style and new guidelines, it is published and updated annually. On March 7, an entry on mental illness was added to the online and mobile editions of the Stylebook and will appear in the print edition slated for publication this spring. Associated Press senior vice president and executive editor Kathleen Carroll explains: *"It is the right time to address how journalists handle questions of mental illness in coverage. This isn't only a question of which words one uses to describe a person's illness. There are important journalistic questions, too. When is such information relevant to a story? Who is an authoritative source for a person's illness, diagnosis, and treatment? These are very delicate issues, and this Stylebook entry is intended to help journalists work through them thoughtfully, accurately, and fairly."* To read the full entry on mental illness, please see the [press release](#).

BRAIN Initiative Challenges Researchers to Unlock Mysteries of the Mind

[At the White House, President Obama unveils bold research effort](#)

Designed to revolutionize our understanding of the human mind and uncover new ways to treat, prevent, and cure brain disorders like Alzheimer's, schizophrenia, autism, epilepsy, and traumatic brain injury, the BRAIN Initiative (short for *Brain Research through Advancing Innovative Neurotechnologies*) builds on the President's State of the Union call for historic investments in research and development to fuel the innovation, job creation, and economic growth that together create a thriving middle class. The Initiative promises to accelerate the invention of new technologies that will help researchers produce real-time pictures of complex neural circuits and visualize the rapid-fire interactions of cells that occur at the speed of thought. Such cutting-edge capabilities, applied to both simple and complex systems, will open new doors to understanding how brain function is linked to human behavior and learning, and the mechanisms of brain disease. In his remarks, the President highlighted the BRAIN Initiative as one of the Administration's "Grand Challenges" – ambitious but achievable goals that require advances in science and technology to accomplish. The President called on companies, research universities, foundations, and philanthropies to join with him in identifying and pursuing additional Grand Challenges of the 21st century—challenges that can create the jobs and industries of the future while improving lives. Like sequencing the human genome, President Obama's BRAIN Initiative provides an opportunity to rally innovative capacities in every corner of the Nation and leverage the diverse skills, tools, and resources from a variety of sectors to have a lasting positive impact on lives, the economy, and our national security. Critical partners from within and outside government are already stepping up to the President's BRAIN Initiative Grand Challenge. The BRAIN Initiative is launching with approximately \$100 million in funding for research supported by the National Institutes of Health (NIH), the Defense Advanced Research Projects Agency (DARPA), and the National Science Foundation (NSF) in the President's Fiscal Year 2014 budget. Foundations and private research institutions are also investing in the neuroscience that will advance the BRAIN Initiative. The Allen Institute for Brain Science, for example, will spend at least \$60 million annually to support projects related to this initiative. The Kavli Foundation plans to support BRAIN Initiative-related activities with approximately \$4 million dollars per year over the next ten years. The Howard Hughes Medical Institute and the Salk Institute for Biological Studies will also dedicate research funding for projects that support the BRAIN Initiative. Only a beginning, it is hoped many more foundations, federal agencies, philanthropists, non-profits, companies, and others will step up to the President's call to action. Learn more about the BRAIN Initiative [here](#) and [here](#).

Free Army OneSource Online Mental Health Courses

[DCF partners to bring valuable information to providers](#)

Did you take the Army OneSource classes in 2012? DCF is proud to partner with them again to bring the four nationally accredited continuing education courses back to Florida mental health providers. The courses were developed by the Center For Deployment Psychology and will be offered **free of charge until September 30, 2013**. Topics include military culture, the impact of combat stress and deployment on children and families, and PTSD. To register or complete a course you had already registered for go to www.restofthewayhome.com.

Gaetz Trying to Bridge the Gap

[Florida Senate President working to bring consensus in Tallahassee](#)

When it comes to the federal Affordable Care Act's promise of billions of dollars to enroll more people in Medicaid, Senate President Don Gaetz, R-Niceville, is like a man in a valley looking up at two opposing points of view. House Republicans balk at adding more people to what they consider a failed program, and a Republican governor who says he can't deny medical care to a million people when the federal government is willing to pay the bill. "The House has said, 'No, no, hell no,' and the governor has said, 'Give me the money.' What that means is if everybody stays in place, nothing will happen," Gaetz told a group of young business executives visiting the Capitol last Wednesday. "So, I'm working with the House of Representatives to try to find a way to maybe bridge the gap." Gaetz is not a fan of the ACA. He has said he thinks it's a bad idea. He supported a presidential candidate who promised to repeal it. But Gaetz says he took an oath to uphold the laws of the United States, and that the U.S. Supreme Court has spoken. The ACA is the law. So the search is on for what Gaetz calls three yeses: something the governor, House, and Senate can agree upon. At stake is billions of dollars in federal money that several studies indicate would create tens of thousands of jobs in a state with an unemployment rate of 7.7 percent. "Expanding Medicaid will be one of the largest job creators in the foreseeable future," said Monica Russo at a Friday news conference. Russo is with the Service Employees International Union, which represents 15,000 health care workers in Florida. Two plans have been filed in the Senate. One, by Sen. Joe Negron, R-Stuart, would use the federal money to help people buy private health insurance. It would be open to individuals with incomes of up to 138 percent of the federal poverty level -- \$15,400 for an individual and \$26,300 for a family of three -- and draw down the billions of dollars the federal government is offering. A second plan, by Sen. Aaron Bean, R-Fernandina Beach, would use state money to assist people with incomes below 100 percent of the FPL -- \$11,500 for individual, \$19,500 for a family of three -- to pay for health care. It would forgo the federal subsidies and cover fewer people than Negron's plan. Republican lawmakers are suspicious of the federal government's commitment to pay the cost of additional Medicaid enrollees. The House hasn't offered a plan. Speaker Will Weatherford, R-Wesley Chapel, said lawmakers are discussing what a Florida alternative should look like. "I would just

ask for a little bit of patience," Weatherford said Tuesday. "But we are also watching the Senate." Weatherford said the House wants a plan that meets the needs of Florida and is sustainable. Gaetz has until the end of session, May 3, to produce one. "If the governor or the House says no then we turn the lights off in the stadium and we go home and nothing gets done," Gaetz told the group of young business leaders. (The Florida Current, 4/5/13)

Local CEO Calls for State Funding for Youth Mental Health

[Mary Ruiz notes Manatee County commitment during funding shortfall](#)

BRADENTON HERALD EDITORIAL, March 29

The Florida Legislature's disdain for mental health care -- the state ranks 49th in the country for government spending on this critical service -- stands in stark contrast to Manatee County's enlightened position. The state has slashed funding by more than 30 percent over the past six years but the county picked up the slack on one essential program -- substance abuse and mental health counseling and treatment for children ages 5-17. Last week, Manatee Glens President and CEO Mary Ruiz acquainted a Florida House committee of the clear advantages of the county-funded Community Action Team, a fiscally sound endeavor that should appeal to state budget hawks. In her presentation to the Health Care Appropriations Subcommittee, Ruiz explained how the Manatee Glens team system in the treatment of severely emotionally disturbed children achieves success and deserves state funding. Most significantly, the team approach costs only \$67.50 per day per child compared with residential treatment programs costing as much as \$350 a day. But the all-too-often short-sighted Legislature cut off funding in 2009. Manatee County came to the rescue, covering 90 percent of the Community Action Team funding, which averages \$792,388 annually. The money comes from the county's Children's Services Dedicated Millage. Instead of being penny wise and pound foolish, the Legislature should reconsider funding the team approach. The state created the program in the first place, and it has been serving Manatee families since 2005. This cost effective team strategy helps children who cannot function at home, school, or elsewhere in the community. Counselors are available around the clock for counseling in the family home or school for these children with severe emotional challenges. Coaching for parents and support for siblings is also available. As Ruiz clarified, child psychiatrists feel the traditional outpatient setting in a crisis center does not serve these particular children well. And 3 percent of the state's youngsters have severe emotional disorders -- a number that must be part of the legislative debate on this matter. The state already spends an inordinate amount on institutional care, almost half the entire budget for behavioral health. "No other state equals this amount," Ruiz told the House panel. Most alarming, though, is the answer she provided to committee Chair Matt Hudson, R-Naples, when he asked how the team model might help prevent tragedies with links to mental health disorders -- specifically, the mass shooting at Connecticut's Sandy Hook Elementary School in December: "What happens with serious emotional disturbance that's undetected and untreated is that it gets worse and worse and worse and children get older and older. ... So we are a ticking time bomb." The Newtown, Conn., massacre triggered a national debate on mental health care and the critical need to bolster services and funding. Every community is vulnerable to tragedy. In January, Ruiz offered a frightening account about how such an episode was averted here in an interview with Herald crime reporter Elizabeth Johnson: "We admitted a 16-year-old to our crisis center a few years ago with a shotgun and a plan to shoot up Lakewood Ranch High School. Don't think for a minute that Sandy Hook couldn't happen here in Manatee County. It didn't happen because the sheriff found out about it first and the child got care because he was sick. He was mentally ill." This community was fortunate then, but what about next time? During her House presentation, Ruiz pitched the idea that Manatee Glens' Community Action Team could serve as a model for the entire state, and she came out of the meeting "encouraged" about the prospects for funding. As the Legislature begins working on the state budget next week, mental health care should weigh heavily in the debate -- for both critical treatment and public safety.

CFBHN Announces Promotions

[Human Resources Director Jennifer Syedin provides detail](#)

Lisa Jones has been promoted to Prevention Program Manager. Lisa's 10 plus years of prevention and coalition experience will prove integral as the SunCoast Region's prevention system continues to move forward, remaining on the cutting edge and paving the way for the state of Florida.

Tony Collera has also been promoted to Sr. Quality/Risk Manager. Tony assumes additional responsibilities relative to Quality Management in addition to his current Risk Management duties.

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