



IMPACT REPORT 2024

Building a Mentally Healthy Nation For All. Where
You Live, Learn, Work, Worship, and Play

apaf.org



Thank You


from our Board Chair & Executive Director

We are proud to present the American Psychiatric Association Foundation's (APAF) 2024 Impact Report. In 2024, we worked tirelessly to offer programs, services, and initiatives to meet the uncertainties of our times as a beacon of hope, help, and healing. None of this would have been possible without you – the APA members; donors, grantors, and sponsors; the administration; resident-fellows; volunteers; community partners; and the APAF Board of Directors and the APA Board of Trustees. APAF's impact during the first year of the 2024-2026 Strategic Plan includes:

- **Mental Health Care Works Campaign Exceeds 500 Million Impressions.** APAF's mental health awareness and literacy campaign launched in May 2023. The campaign features compelling stories from those struggling with anxiety, depression, ADHD, alcohol use disorder, OCD, and post-partum depression. Impressions were generated via earned, paid, social, and owned media channels, as well as over 190 million audience impressions via APAF's fall 2024 "back to school" satellite media tour.
- **APAF's Fellowship & Ambassador Pipeline Program Reaches Nearly 1,000 Trainees.** The APAF Fellowship Program now hosts 205 resident-trainees, marking the first time in its 50-year history that it has hosted 200+ trainees. APAF's strategic plan expanded the Fellowship program, now including over 600 medical students and resident-trainees from outside the core Fellowship Program. These trainees benefit from APA and APAF-sponsored professional development activities and serve as national APAF mental health Ambassadors. Early insights show many of these new Ambassadors come from underrepresented communities who would otherwise be unable to participate in APAF's pipeline programs, thanks to the new Psychiatric Ambassadors and Student Scholars (PASS) program.
- **Leveraging the Notice. Talk. Act.® Framework for Mentally Healthy Workplaces, Schools & Houses of Worship.** In 2024, the APAF Center for Workplace Mental Health enhanced the Notice. Talk. Act.® at Work e-learning module for managers. A new peer-to-peer employee training module will be available in ten languages in Q1 2025. The Center also reached over 300 health systems with the Frontline Connect Playbook, designed to improve stress management, reduce burnout, and build resilience among clinicians. The Schools program expanded Notice. Talk. Act.® at School training across 25 states and D.C., helping K-12 faculty meet the mental health needs of over 4,000 students. The Mental Health & Faith Partnership published the second edition of Mental Health: A Guide for Faith Leaders, adapting the framework for faith communities and addressing mental health access and clergy compassion fatigue.

We are pleased with our accomplishments in 2024, however, there is still much work to do. We look forward to your continued time, leadership, and support in 2025 as we work to create a mentally healthy nation for all.

Onward Together,

 M.D., M.B.A., FAPA

Marketa M. Wills, M.D., M.B.A., FAPA
CEO and Medical Director, APA
Chair of the Board, APAF



Rawle Andrews Jr., Esq.
Executive Director, APAF

Center for Workplace Mental Health

Notice. Talk. Act.® at Work

APAF's Center for Workplace Mental Health released a new, enhanced version of its mental health training for people managers, NTA at Work®. Enhancements include additional skills scenarios, stigma reduction content, and user experience and accessibility upgrades. In addition to the improved people manager training, the Center also created a new **peer-to-peer employee training module** which will be available in **ten languages** in early 2025. This new training module will equip employees with the skills and tools to talk to peers who may be struggling and to connect them with care.



Frontline Connect

Launched in 2024, Frontline Connect is an initiative that provides leaders of hospitals and health systems with high-impact resources and strategies to improve access to mental health services and supports for the healthcare workforce. The robust visual toolkit offers proven strategies for health systems leadership working to address the mental health and well-being of the front line workforce from reducing burnout to building clinician resilience. Over **300 hospitals throughout the country downloaded the toolkit** in 2024.

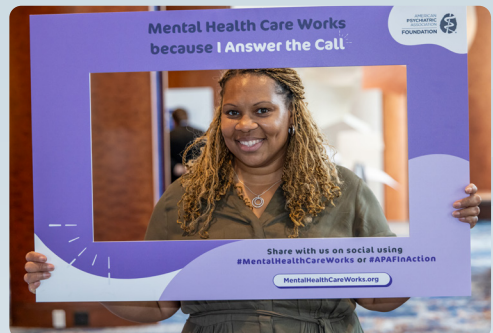


Addressing the Mental Health Needs of Working Caregivers

In recognition of November as Caregivers Month, the Center released a new guidance document for employers providing best practices for addressing the needs of employees who are caregivers. The Guide was created through the generous support of Alkermes.

Mental Health Care Works Campaign

In 2024, the APA Foundation continued the signature Mental Health Care Works campaign with the goal of showcasing the effectiveness of mental health care and **encouraging those struggling to “make the call” to seek help**. This multi-year initiative features six individuals representing different mental health conditions and reaches audiences nationwide through Public Service Announcements, supported through impact tours in Boston, Houston, and the Washington, D.C. Metro Area. The campaign surpassed 500 million audience impressions, targeting engaged individuals ready to seek help but unsure how. To address this need, the website, mentalhealthcareworks.org, was expanded offering additional resources, videos, and storytelling.



A Mentally Healthy Nation: Where We Play

The “**Where We Play: Nashville**” event was launched in partnership with Belmont University as the catalyst event for humanizing mental health care for young adults. Thought leaders in athletics and entertainment shared authentic, vulnerable stories, highlighting the mental health challenges even elite performers face. Featured athletes included Michael Phelps, Allison Schmidt, Ben Zobrist, Tony Kemp, Eric Decker, and Kevin Dyson, alongside entertainers Drew Baldrige, Blessing Offer, and Nicole Britt. Discussions covered burnout, coping with expectations, social media’s impact, and playing after injury. Over **600 registered**, and APAF reached **29 million** through social media activations surrounding the event.



Partnering with the Washington Commanders

APAF partnered with the **Washington Commanders** to host their inaugural “**Raise Awareness for Mental Health**” pregame panel for fans. The panel lineup included Rawle Andrews Jr., and leaders from several community mental health groups. Marcus Smith, former NFL player, shared his lived experience going from a first-round draft pick to early retirement. Marcus is now a mental health advocate who credits his family and former Seattle head coach Pete Carroll for supporting him in seeking the help he needed to regain his mental health.

Research Colloquium

The 2024 Research Colloquium selected 37 mentees from diverse backgrounds, including six international awardees from Brazil, France, the Netherlands, and England. Additionally, nine new mentors were added to these programs, to expand training and diversify the psychiatric research workforce pipeline.

Grants and Awards

Through the Helping Hands Grants program, and the Awards for Advancing Minority Mental Health, the APAF supported 11 unique community initiatives providing resources to underserved community members in 2024. Since inception, APAF has recognized 117 community-based organizations with awards totaling \$590,000.

Viswanathan Family Lifestyle Medicine and Psychiatry Endowed Award

Established in July 2024 through an endowment by the Viswanathan Family, this award **highlights the impact of lifestyle factors on mental and physical well-being** and illness. It aims to advance population health by promoting dialogue on interventions like physical activity, healthy nutrition, restorative sleep, stress management, social connectedness, and avoiding risky behaviors. The annual award honors significant contributions to lifestyle-focused mental and physical health initiatives. The inaugural award will be presented at APA’s Annual Meeting in May 2025.



Melvin Sabshin, M.D. Library and Archives

Launched in 2024, the exhibit “Audaces Líderes: Hispanic Pioneers in American Psychiatry” celebrates the impactful contributions of APA Hispanic psychiatrists and past recipients of the Simon Bolivar Lecture. The exhibit explores the origins of the APA Task Force on Mental Health of Spanish-Speaking People in the U.S., established in 1970, and the founding of the Committee of Hispanic Psychiatrists in 1976, featuring historical documents, photographs, and artifacts.



“The resources at the APA Foundation’s Library and Archives are completely irreplaceable. These resources being accessible is going to be a sea change not just for those studying the topics I’m interested in, but also for so many others.”

Os Keyes, Ph.D. Candidate, University of Washington

Fellowships

APAF Fellowships support residents in becoming future psychiatric leaders through professional development and networking. In 2024, APAF welcomed **125 new Fellows**, bringing the total to **205—the largest and most diverse class in the program’s history**. First-year Fellows represent 71 institutions, 36 states, D.C., and 24 international medical graduates from 19 countries. At APA’s Annual Meeting in New York, 49 Fellows participated in 24 sessions and presented 34 posters.

The Psychiatry Ambassadors and Student Scholarships Program (PASS)

The PASS program provides Ambassadors with networking opportunities and access to APA Annual Meeting benefits while raising awareness of APAF’s work. In its first two years, **1,000 Ambassadors were accepted** from 42 states, D.C., and Canada including 116 IMGs from 42 countries. The program received a 2024 Bronze Anthem Award for Community Engagement.



“All APAF fellowships provide opportunities for trainees to develop leadership and advocacy skills, learn from leaders in the field, and network with colleagues and mentors with similar passions. The Community Diversity Fellowship has a unique field placement component, which allowed me to serve unhoused and uninsured populations, which are populations whom I otherwise would not have been able to see in an outpatient setting. This fellowship experience became an invaluable part of my training and allowed me to grow as a culturally humble psychiatrist and advocate who aims to provide the best possible care for underserved communities.”

Cristina Valentin-Rivera, M.D., Chair

Chair, APAF Child and Adolescent Psychiatry Fellowship

Justice Initiatives

In 2024, over **1,800 judges** were trained by the Judges and Psychiatrists Leadership Initiative (JPLI), bringing the total to **3,900 across 40 states and territories**. Additionally, APAF trained 21 psychiatrists and 19 judges from 22 states, D.C., and Puerto Rico to serve as trainers. This effort supports JPLI's goal of training 10,000 judges nationwide by 2030. The Stepping Up Initiative, which works to reduce the prevalence of individuals with serious mental illness in jails and prisons, expanded its reach within in US counties. Through 2024, 582 counties are using this data-driven framework to implement high-impact strategies to reduce behavioral health needs in justice systems.

Notice. Talk. Act.® at School

In 2024, APAF expanded the Notice. Talk. Act.® (NTA) at School Program to all K-12 schools nationwide at no cost, broadening its reach and impact. NTA at School training was provided to **889 educators, 257 mental health professionals, and impacted 6,313 students across 37 states, D.C., and Puerto Rico**.



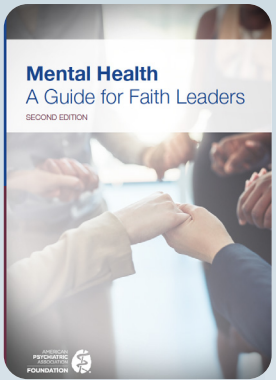
This year, APAF partnered with educators from Alaska's Kuspuk, Juneau, and Lower Yukon School Districts to tailor NTA at School training for their unique mental health needs. Delivered to 89 staff, the training highlighted their resilience and commitment to supporting students in Alaska's rural and vulnerable communities. This collaboration emphasizes the importance of community and connection in fostering student well-being.

My Brother's Keeper

Men and boys, especially African American/Black (AA/B), are often taught to hide vulnerability, leading many to suffer in silence. Only 1 in 3 Black adults with mental illness receives treatment, despite experiencing higher rates of emotional distress than white adults. Suicide rates for Black males aged 10-19 have risen 60% over two decades, with alarming societal and generational impacts (Suicide Prevention Resource Center, 2023). APAF is committed to addressing this crisis. In 2024, APAF sponsored 14 events and partnered with 11 organizations to improve AA/B mental health, raising awareness, convening leaders, and breaking the stigma. These efforts generated **18 million audience impressions**.

A Mentally Healthy Nation: Where We Worship

In 2024, APAF conducted a public opinion poll on the relationship between faith and mental health. Results showed **60% of adults** believe faith or spirituality supports their mental wellness. However, only 52% of those in religious communities report their faith group discusses mental health openly. To address this discrepancy, the APAF Mental Health and Faith Community Partnership released the 2nd edition of Mental Health: A Guide for Faith Leaders. This resource provides faith leaders with tools to understand mental health, support congregants, connect individuals to care, and address clergy well-being.



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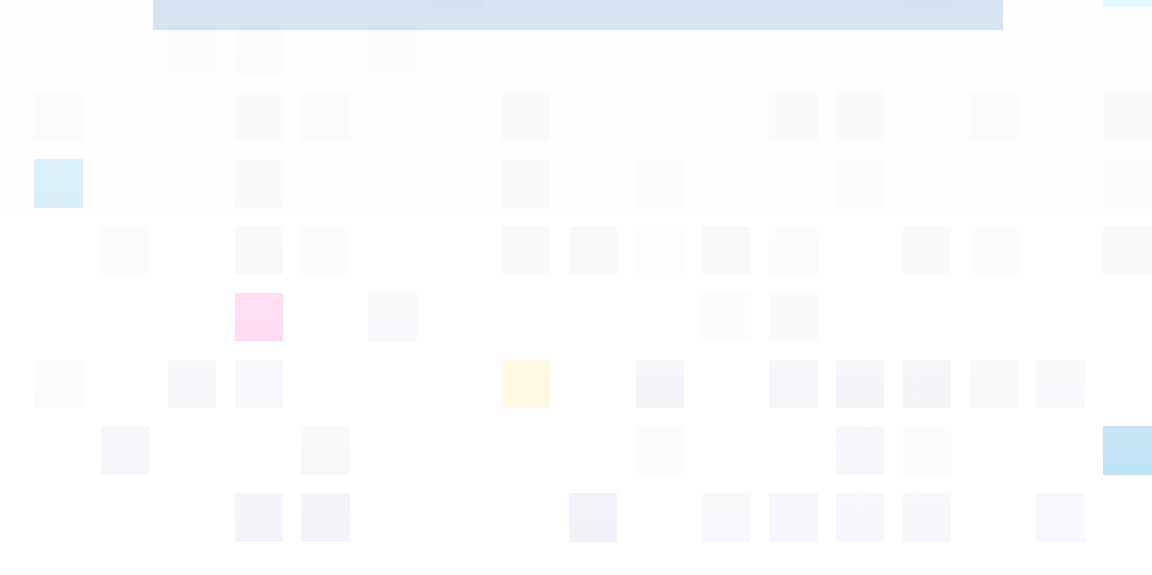
Ben Zobrist



Why Our Work Matters

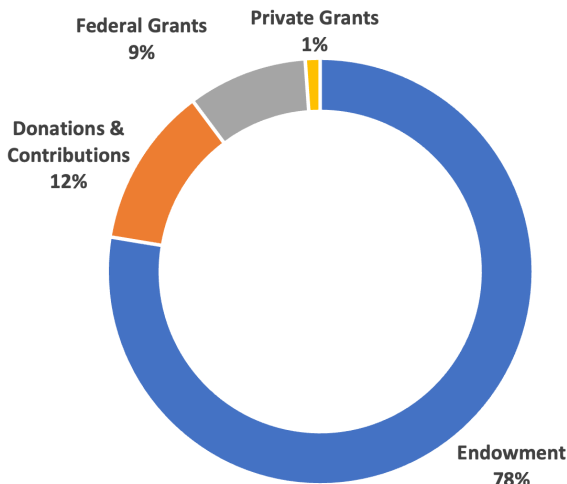
The APA Foundation creates mental health literacy, connects underserved communities to the mental health care they need, and changes behaviors and attitudes toward mental health. Through our programs and grant opportunities, we are working towards a **mentally healthy nation for all where we live, learn, work, worship, and play.**

While a cultural shift is underway and more Americans are opening up and talking about their mental health care needs, there is still much work to do. To address this need, APAF launched the Mental Health Care Works campaign in 2023 and continued to expand its reach exponentially in 2024. The campaign's focus continues to be shifting public perception so that Americans begin to prioritize mental health the way they prioritize physical health.

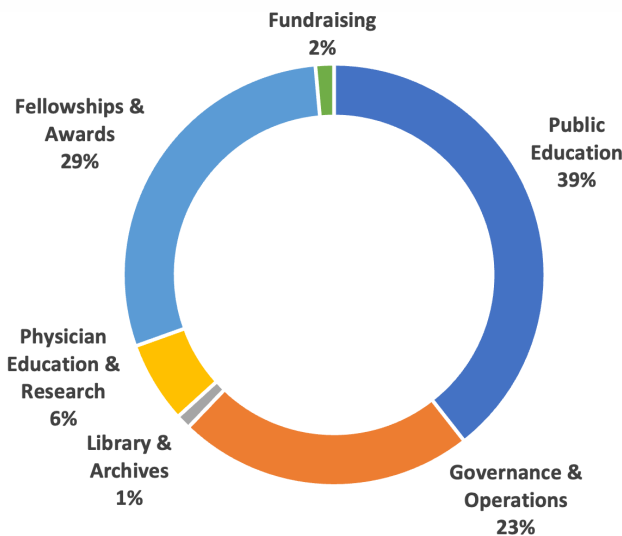


Financial Report

2024 Revenue Sources



2024 Uses of Funds



APAF Corporate Alliance

Acadia

Compass Pathways

Myriad

Alkermes

Eisai

Neurocrine

Avanir

Greenwich Biosciences

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Indivior

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THANK YOU!

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For more information or to make your 2025 gift, please visit apaf.org or text **APAF** to **#44321**