



**Office of
Mental Health**

2024

Summary of Activities Funded by the New York State Tax Check-Off Funds CY 2024: Mental Health Anti-Stigma

Introduction

Pursuant to Mental Hygiene Law §7.47(c), the New York State Office of Mental Health (OMH) is required to report annually on expenditures from the Mental Illness Anti-Stigma Fund. This fund, signed into law in November 2015 and launched in 2016, creates a voluntary tax check-off on New York State income tax forms. The program provides a simple and direct way for New Yorkers to support statewide efforts to eliminate the stigma associated with mental health concerns and conditions.

OMH uses contributions to the fund to award grants to organizations that conduct educational campaigns and stigma-reduction initiatives. Eligible activities include, but are not limited to, targeted advertising and messaging; educational material development; trainings; community events featuring individuals with lived experience; speaking engagements; and multimedia productions.

OMH uses the following statement for all projects supported by program funding: “This project is funded by the New York State Office of Mental Health and the New York State tax check-off program to reduce mental health stigma.”

The OMH Public Information Office also developed a [public-facing informational video](#) to raise awareness of the check-off option and highlight its role in reducing mental health-related stigma.

The following pages provide a summary of expenditures and a description of funded programs for the prior fiscal year.

Expenditures and Funded Activities: CY 2024

| Establishing Regional Community Stigma Reduction Projects Total: \$75,000.00 | | | | |
|--|--|-------------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| Harmonia (Western NY) | <ul style="list-style-type: none"> • Collaborate with Seneca Nation youth from rural Western New York areas • Create and tailor educational public health messaging and social media videos to reduce mental health stigma and promote seeking help • Highlight mental health supports for youth • Include youth voices • Share and discuss content with youth and families in community conversation event | Nov. 2024- Oct. 2025 | Underway | \$15,000.00 |
| SUNY Upstate Medical Center (Central NY) | <ul style="list-style-type: none"> • Provide community outreach and mental health first aid training for residents at 10 Syracuse public housing complexes • Work with residents to serve as community ambassadors to increase mental health and intervention awareness • Combat misconceptions about mental health conditions and educate about available resources through the “It Matters” program | Nov. 2024- Oct. 2025 | Underway | \$15,000.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Establishing Regional Community Stigma Reduction Projects Total: \$75,000.00 | | | | |
|--|---|-------------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| RUSA LGBTQ+ (Nassau County, Long Island and Brighton Beach, Brooklyn) | <ul style="list-style-type: none"> Expand specific cognitive therapy and support groups facilitated by bilingual licensed mental health therapists Focus on addressing self-stigma and feelings of isolation for Russian-speaking, LGBTQ+ asylum seekers with barriers to care in Nassau County and Brighton Beach areas | Nov. 2024- Oct. 2025 | Underway | \$15,000.00 |
| Families Without Limits (Hudson Valley) | <ul style="list-style-type: none"> Develop digital and printed media to distribute at middle schools, high schools, and colleges in the Hudson Valley, including Vassar College, Marist College, Dutchess Community College, SUNY Ulster, and SUNY New Paltz Inform students about available mental health resources, normalize mental health challenges, and promote mental health literacy Address strategies for navigating the healthy use of social media | Nov. 2024- Oct. 2025 | Underway | \$15,000.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Establishing Regional Community Stigma Reduction Projects Total: \$75,000.00 | | | | |
|--|---|-------------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| FJK Dance (NYC) | <ul style="list-style-type: none"> Address connections between mental health stigma, stress, and burnout among health care workers at three NYC Health + Hospitals locations in Brooklyn and Manhattan Facilitate artist-in-residence-led dance workshops, performance installations, and spontaneous “flash mobs” to increase mental wellness in the workplace and reduce stress burnout | Nov. 2024- Oct. 2025 | Underway | \$15,000.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Conducting Regional Mini-Grant Showcase Webinars Total: \$17,500.00 | | | | |
|---|---|-------------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| Mental Health News Education | <ul style="list-style-type: none"> Conducted mini-grant showcase webinars and published articles describing work in Spring 2024 issue of “Behavioral Health News” with the following organizations: <ul style="list-style-type: none"> Hands Across Long Island (HALI) (Long Island) Integrated Community Alternatives Network (ICAN) (Utica) National Alliance on Mental Illness (NAMI)-NYC Special Treatment and Research (STAR) Program at SUNY Downstate Health Sciences University (Brooklyn) United Way of Dutchess-Orange Region (UWDOR) (Poughkeepsie) We Speak NYC (NYC) Yates County | Nov. 2024- Oct. 2025 | Underway | \$15,000.00 |

| Attendance and Views of Project Overview Webinars | | | | |
|--|-------------------|-----------------|----------------------------|------------------------|
| Agency | Registered | Attended | Percentage Attended | On-Demand Views |
| HALI | 40 | 21 | 52.5% | 96 |
| ICAN | 102 | 60 | 59% | 71 |
| NAMI-NYC | 26 | 9 | 34.6% | 102 |
| STAR | 29 | 15 | 51.7% | 102 |
| UWDOR | 27 | 12 | 44.4% | 71 |
| We Speak NYC | 34 | 14 | 41.2% | 94 |
| Yates County | 24 | 13 | 54.2% | 76 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Focusing on Maternal Mental Health and Associated Stigma Total: \$2,000.00 | | | | |
|--|--|---------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| Mental Health News Education | <ul style="list-style-type: none"> • Focus on stigma that prevents women's access to effective services • Facilitate panel discussion on maternal mental health and the role of stigma in interrupting access to effective treatments • Facilitate panel discussion on effective treatments for maternal mental health available in New York State • Publish a special Summer 2025 issue of "Behavioral Health News" dedicated to maternal mental health | 2025 | Launching | \$2,000.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Empowering LGBTQ+ Youth in Rural Upstate Counties Total: \$49,999.00 | | | | |
|--|---|--------------------------|----------|--------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| GLOWOUT! (Genesee, Livingston, Wyoming, and Orleans Counties) | <ul style="list-style-type: none"> Conduct a youth mental health conference to share lived experiences around overcoming mental health stigma Enlist Act Out!, a theatrical troupe of young adults, to: <ul style="list-style-type: none"> Create and perform interactive mental health scenes that depict how to navigate stigma around mental health and sexual identity Prompt in-person discussions of possible resolutions Educate the community Incorporate youth journaling and measure impact quantitatively and qualitatively | Jan. 2024- Sept. 2025 | Underway | \$49,999.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Developing Mental Health Stigma Special Initiatives Resources Total: \$5,707.00 | | | | |
|--|--|--------------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| McSilver Institute for Poverty Policy and Research at NYU School of Social Work (NYC) | <ul style="list-style-type: none"> Continued previous work to combat mental health stigma among behavioral health providers Developed and disseminated materials to combat mental health stigma in the children's mental health system to include interventions focused on the needs of youth and caregivers Introduced a self-paced learning module to help providers to explore and address possible provider biases about mental health that can contribute to practices that can unintentionally increase mental health stigma <ul style="list-style-type: none"> Provided an overview of how mental health stigma is perpetuated, its effects on service participants, and what providers can do to address it Included self-reflection activities and short interview clips with providers who have experienced stigma themselves, and their suggestions for what providers can do to create a more supportive relationship with people they serve | Jan. 2024- Sept. 2025 | Underway | \$49,999.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Developing Mental Health Stigma Special Initiatives Resources (continued) Total: \$5,707.00 | | | | |
|---|---|--------------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| McSilver Institute for Poverty Policy and Research at NYU School of Social Work (NYC) | <ul style="list-style-type: none"> Oct. 29, 2024: Hosted an interview-style live webinar featuring Dr. Patrick Corrigan to explore stigma's impact on children and youth, and the challenges that parents with children with mental health conditions experience Nov. 20, 2024: Hosted a live panel discussion featuring Youth Peer Advocates, researchers, and others to feature the shared lived experience of navigating through stigma experience while supporting mental health journeys | Jan. 2024- Sept. 2025 | Underway | \$49,999.00 |

| Addressing Mental Health Stigma in Upstate NY Asian-American Communities Total: \$25,000.00 | | | | |
|---|---|---------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| Asian American Foundation | <ul style="list-style-type: none"> Launching a needs assessment and listening tour in regions upstate with significant Asian American communities Working to expand mental health resource information in needs-based regions Using a variety of media to educate and enhance traditional and non-traditional mental health linkages | 2025 | Launching | \$25,000.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Payments to Subject Matter Experts Total: \$27,000.00 | | | | |
|---|--|---------------------|----------------------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| Dan Bernstein, MHS | <ul style="list-style-type: none"> • Provided consultation for stigma reduction projects as an individual with the personal experience of having a behavioral health diagnosis and a recipient of inpatient and outpatient mental health services | | Completed | \$12,000.00 |
| Sidney Hankerson, MD | <ul style="list-style-type: none"> • Provided consultation, review, and feedback on projects within the portfolio and subject matter expertise regarding the mental health stigma proposals review for 2025 • Provided expertise to engage faith-based agencies and implement innovative mental health stigma reduction interventions to communities facing barriers to care • Met regularly to provide expertise around a stigma project within faith-based communities using the Honest, Open, Proud (HOP) evidence-based model | | Completed/ Discontinued | \$25,000.00 |

Expenditures and Funded Activities: CY 2024 (Continued)

| Payments to Prior Awardees Total: \$6,950.00 | | | | |
|--|--|---------------------|---------------|---------------------------|
| Entity Funded | Details and Deliverables | Dates Active | Status | 2024 Invoices Paid |
| Integrated Community Alternatives Network (ICAN) (Utica) | <ul style="list-style-type: none"> Payment of final outstanding amount for work completed in the prior year | 2024 | Completed | \$3,750.00 |
| Yates County (Hudson Valley) | <ul style="list-style-type: none"> Payment of final outstanding amount for work completed in the prior year | | Completed | \$25,000.00 |

Summary of Total Expenditures and Funded Activities: CY 2024

| Summary: Expenditures for CY 2024 Total: \$219,156.00 (including encumbered) | | |
|---|---|---------------------|
| Entity Funded | Details and Deliverables | Total Amount |
| FJK Dance (NYC) | Provided dance and arts intervention with health care workforce in three large NYC Health + Hospitals sites to improve mental wellness and decrease stereotyping and stigma | \$15,000.00 |
| SUNY Upstate Medical Center (Central NY) | Provided mental health first aid training for residents in 10 Syracuse public housing complexes, using those who have important social roles within the community as ambassadors to increase awareness of mental health conditions and interventions | \$15,000.00 |
| RUSA LGBTQ+ (Nassau County, Long Island and Brighton Beach, Brooklyn) | Expanded specific cognitive therapy and support groups facilitated by bilingual licensed mental health therapists, with a focus on addressing self-stigma and feelings of isolation for Russian-speaking, LGBTQ+ asylum seekers with barriers to care | \$15,000.00 |
| Harmonia (Western NY) | Created social media messaging with Seneca Nation youth to increase awareness of mental health supports and how to access them | \$15,000.00 |
| Families Without Limits (Hudson Valley) | Created messaging for students that normalized mental health challenges, increased mental health understanding, shared available resources, and educated about navigating social media in healthy ways | \$15,000.00 |
| McSilver Institute for Poverty Policy and Research at NYU School of Social Work (NYC) | Developed and disseminated materials, introduced learning module, and held live webinars with leading experts to combat mental health stigma among mental health care providers | \$5,707.00 |
| GLOWOUT! (Genesee, Livingston, Wyoming, and Orleans Counties) | Enlisted youth theatre troupe to create interactive performances to raise peer awareness of mental health challenges and how to navigate them | \$49,999.00 |
| Dan Bernstein, MHS | Provided landscape analysis and feedback on projects, as well as presentations on navigating stigma experiences and advocating for oneself when seeking reasonable accommodations | \$12,000.00 |

Summary of Total Expenditures and Funded Activities: CY 2024 (continued)

| Summary: Expenditures for CY 2024 (continued) Total: \$219,156.00 (including encumbered) | | |
|--|--|---------------------|
| Entity Funded | Details and Deliverables | Total Amount |
| Asian American Foundation | Launched needs assessment and listening tour, and worked to expand mental health resource information and education in needs-based regions with significant Asian American communities | \$25,000.00 |
| Sidney Hankerson, MD | Provided expertise on faith-based community interventions, met regularly to define strategy for future projects around stigma reduction in faith-based settings, provided feedback on projects, evaluated proposals, and engaged with two large churches for stigma intervention in 2025 | \$25,000.00 |
| Integrated Community Alternatives Network (ICAN) (Utica) | Received 25 percent remaining payment for work completed in 2023 | \$3,750.00 |
| Yates County (Hudson Valley) | Received 25 percent remaining payment for work completed in 2023 | \$3,200.00 |

| Summary: Expenditures for CY 2024 By the Numbers | |
|---|--------------|
| Starting Balance | \$218,207.00 |
| Total spending (including encumbered) | \$218,207.00 |
| Incoming funds for CY 2024 | \$93,259.00 |
| Ending balance on Dec. 31, 2024 | \$92,310.00 |