



Office of
Mental Health

Mental Illness Anti-Stigma Tax Check Off Fund Activity Report 2023

Summary of work funded by the New York State Tax Check-off Funds CY 2023

[illegible]

Tax Check-off Funds

The law created a tax check-off box on New York State tax forms for a fund dedicated specifically to the Mental Illness Anti-Stigma Fund. The legislation directed OMH to provide grants to organizations to conduct educational programs and other types of services and interventions dedicated to eliminating the stigma attached to mental illness.



Mental Health News Education for Stigma Reduction

Full amount awarded: \$49,900

- **Two Special Editions of Behavioral Health News (2022 & 2023)**
- **Four Stigma Roundtables**

Mental Health News Education, publisher of Behavioral Health News, was awarded funding to create and distribute anti-stigma education and messaging in the form of **two Special Issues of Behavioral Health News** and a **four 90-Minute Roundtable Discussion Series**, facilitated by James Rodriguez, PhD, of McSilver Institute, and featured subject matter experts, researchers, people with lived experience, journalists, government officials, and representatives of community-based advocacy and provider organizations. Behavioral Health News has an estimated annual readership of 160,000.

Spring 2023 Issue

“Stigma: How We Can Make a Difference”

Release Date: April 19, 2023

View the 2023 issue here: [BHN Spring 2023 Issue - Behavioral Health News](#)

Given that Behavioral Health News is electronic, the number of views continues through article searches and can be measured to assess exposure and impact of the articles to individuals and the public.

Below are the top ten most viewed articles from the BHN special issues- listed by numbers of views:

| # Views | Top 10 most searched & viewed articles by the public |
|---------|---|
| 3,943 | Mental Health in Schools: Moving Stigma Out in the Open |
| 3,595 | When Internalized Ableism and Stigma Intersect |
| 2,718 | How Mental Health Stigma Drives Suicide Risk |
| 2,632 | Acknowledging the Effects of Intersectional Stigmatization |
| 2,172 | Some Thoughts Regarding Stigma: The often-silent Obstacle to Mental Health and Substance Care Among African Americans |
| 1,993 | The Impact of Stigma on Mental Health Treatment for Children |
| 1,815 | Intersectionality in Behavioral Health: Serving Those with Membership in Multiple Stigmatized Groups |
| 1,328 | Increased Access to Telehealth as a Means of Reducing Stigma |
| 1,283 | How the NYS Office of Mental Health is Addressing and Reducing Stigma |
| 1,164 | Coordinated Behavioral Care’s Mission to Destigmatize Workplace Mental Health |

Four 90-minute Mental Health Stigma Roundtables

See links below to view details of the roundtables or to watch the full recordings:

| Date of roundtable | Title and Links to the Roundtable details and recordings |
|--------------------|--|
| Jan. 12, 2023 | Roundtable 1: Understanding the Experience of Mental Health Stigma |
| Jan. 26, 2023 | Roundtable 2: The Experience of Mental Health Stigma Among Diverse Groups |
| Feb. 9, 2023 | Roundtable 3: The Role of the Media in Reducing Stigma |
| March 2, 2023 | Roundtable 4: Paths to Reduce Stigma and Promote Positive Attitudes, Beliefs, and Behavior |

The 'word cloud' generated from a Mental Health Stigma Roundtable discussion includes the words reflected in the identity of the participants. The larger the word, the more frequently it was mentioned.

This was an exercise to understand that mental health stigma often focuses on only one or two aspects of a person and **disregards their full personhood.**

This roundtable also defined and discussed the experience of ‘intersectionality,’ being a member of more than one discriminated group and what that experience is like.

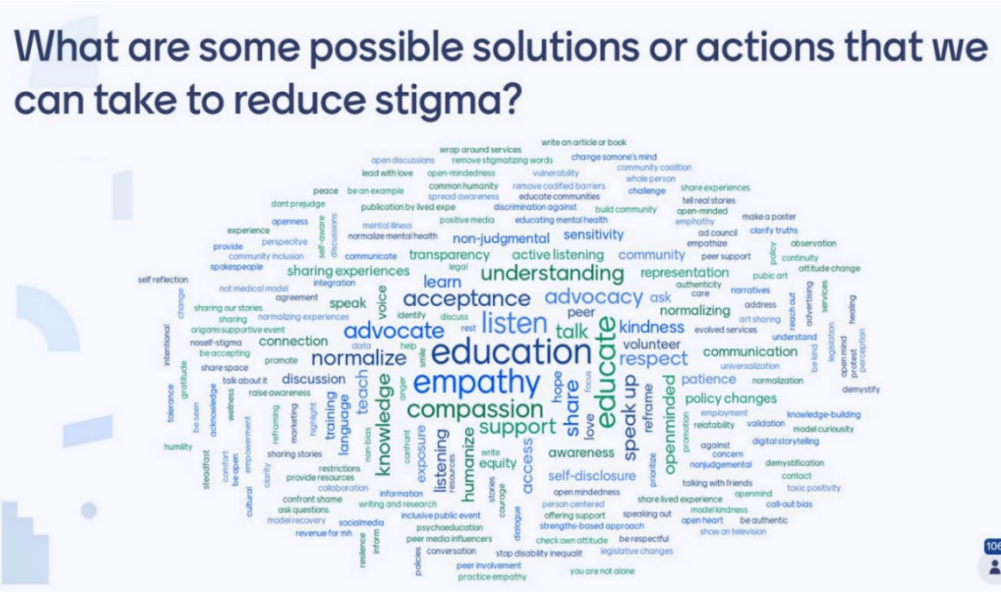


| Pageview metrics for the Project Landing page, BHN Issues and roundtables | |
|---|--|
| Total Page Views for the Project: 63,646 | |
| Views | Title |
| 6,982 | MH Stigma Roundtable Project Landing Page - Overview of topics and subject matter experts with links to the two issues and four roundtable discussions |
| 1,115 | BHN Summer 2022 Issue Landing Page: Understanding the Impact of Stigma |
| 1,250 | BHN Spring 2023 Issue Landing Page: Stigma: How We Can Make a Difference |
| 1,150 | Stigma Roundtable #1: Understanding the Experience of Mental Health Stigma |
| 875 | Stigma Roundtable #2: The Experience of Mental Health Stigma Among Diverse Groups |
| 850 | Stigma Roundtable #3: The Role of the Media in Reducing Stigma |

| | |
|------------|--|
| 855 | Stigma Roundtable #4: Paths to Reduce Stigma and Promote Positive Attitudes, Beliefs, and Behavior |
|------------|--|

Pre- and post-evaluation surveys were distributed to participants of the roundtables to view the impact of the discussions on the stigmatizing attitudes, beliefs, and behaviors of participants. Results of the evaluations are in process. Continuing education credits were also provided to social workers, psychiatrists, psychologists, peer specialists and certified alcohol and substance abuse counselors.

| Attendance Numbers | |
|--------------------|----------|
| Roundtable | Attended |
| 1 | 497 |
| 2 | 339 |
| 3 | 376 |
| 4 | 425 |



The Word Cloud from roundtable #4 above: reflecting an exercise asking participants to generate ideas from regarding possible solutions to reduce Mental Health Stigma.

MHNE Webinars Showcasing the Mental Health Stigma Mini-Grants

Full amount awarded: \$17,500

Time frame of Activities: December 2023- December 2024

Mental Health News Education will engage the seven community agencies funded by OMH to work on regional stigma reduction from June 2022 to June 2023 to showcase deliverables achieved and

Each of the seven agencies will be interviewed and individual webinars will be created to produce guidance to other community agencies looking to work on reduction of mental health stigma in their communities. Each agency will have input into how their webinar is designed, with the ability to add videos and images of their work.

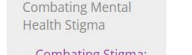
McSilver Institute for Poverty Policy & Research: Addressing Organizational & Self Stigma

Full amount awarded: \$25,000

Time Frame of Activities: June 2022 until December 2023

- Special Initiatives page created in the Community Technical Assistance Center learning platform for Mental Health Stigma
- Tip Sheet for Behavioral Health Organizations re: Organizational Stigma
- Tip Sheet for Behavioral Health Organizations re: Self-Stigma
- Webinar Training for Adults and Children on a clinical intervention to reduce Self- Stigma in Mental Health service recipients, developed by Phil Yanos, PhD.
- Mental Health Stigma Community Technical Assistance Center Learning Module for Mental Health professionals.

Access the Special Initiatives page here: [Combating Mental Health Stigma | CTACNY](#)




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SPECIAL INITIATIVES

Combating Mental Health Stigma

We all have a role in combating stigma



Stigma among people contending with mental health conditions and substance use disorders continues to be a major challenge in the behavioral health field, despite increased knowledge and awareness about mental health in the general public. Only about 20% of adults and children with mental health related problems receive needed services and stigma is a major contributor, directly and indirectly, to these low levels of service use. Mental health stigma can negatively contribute to help seeking, accuracy of diagnosis, continuity of treatment, quality of care, achieving treatment goals (including recovery), and self-esteem among people contending with mental health conditions.

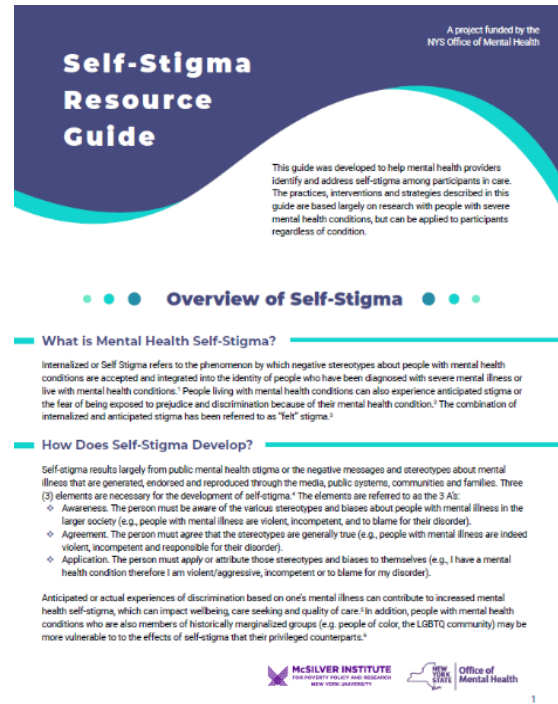
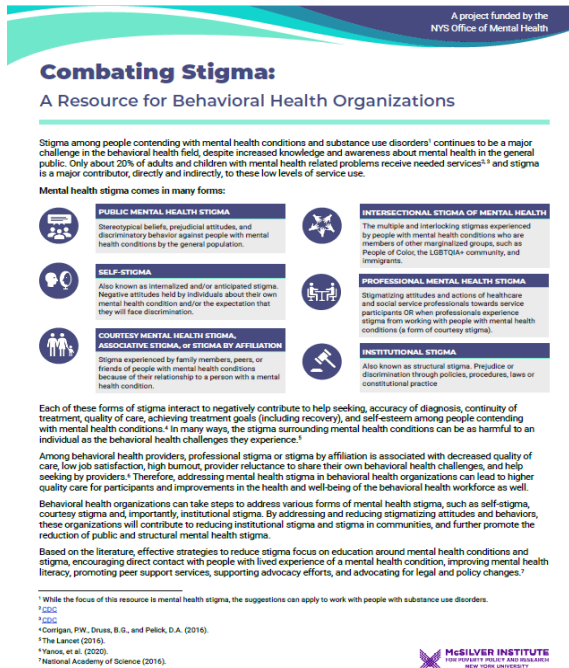
Behavioral health organizations and providers can take steps to address various forms of mental health stigma, such as self-stigma and institutional stigma.

Combating Mental Health Stigma

- Combating Stigma: A Resource for Behavioral Health Organizations (NEW!)
- A Conversation about Mental Health Stigma: What Do We Know and What Can We Do About It
- Narrative Enhancement and Cognitive Therapy (NECT) Trainings
- Stigma Roundtables
- Tools to Assess Stigma
- Additional Resources

Check out the menu on the left for resources designed to help providers and organizations combat

See Tip Sheets Created for Behavioral Health Organizations regarding how to address Organizational Stigma & Self Stigma:



GLOW OUT! LGBTQ+ Mental Health Theatre Troupe and Summer Camp in Summer of 2024

Program Launch

Full amount awarded: \$49,900

Time Frame of Activities: March 2023 - September 2024

A theatrical program for LGBTQ+ students providing mental health and suicide prevention education formalized through a summer camp acting program.

This multi-stage, contact-based program begins with a high school assembly where lived experience of someone overcoming stigma will be shared. Afterward, health classes and theatre and LGBTQ+ clubs, will participate in stigma-busting, suicide-prevention workshops. Highly engaging, interactive scenes inspired by this work will be showcased the following school year by Act Out! This youth LGBTQ+ theatre troupe was created during the summer camp acting program. The troupe will then be available to educate and train the community on these vital topics.

Summary of work funded by NYS Tax Check-off Funds CY 2023

Impacts will be measured through qualitative and quantitative approaches. Youth participating as audience and workshop members will complete pre-and post-evaluations around attitudes, beliefs, and behaviors about mental health stigma and knowledge of suicide prevention resources. through online journaling, youth actors will reflect upon their experiences during the camp, rehearsal, and performance periods. They will also complete an in-depth LGBTQ+ youth well-being survey once accepted into the troupe and continue to do so annually while participating.

GLOW OUT! was created in 2019 with the sole intention of creating the first Pride Festival in the GLOW region. A handful of caring and dedicated LGBTQ+ residents and allies tirelessly pulled together the resources to launch this successful first festival in less than one month. The overwhelming support and attendance from the community proved to be both an emotional experience for this long-awaited moment and a rallying cry to continue to educate, celebrate, and uplift the lives of LGBTQ+ lives in the area.



“Changing Minds, Changing Communities”

The Asian American Federation, New York

Full amount awarded: \$49,900.

Time Frame of Activities: Sept. 1st, 2022, to Sept. 30th, 2023

Targeted population: Asian Americans living in New York City

The American Asian Federation utilized anti-stigma grant funds supplied by OMH in service of mental health programing to address mental health stigma at the city and state levels. The Federation is responding to an alarming rise in anti-Asian incidents throughout New York City.

During the contract period, the Asian American Federation launched a multilingual media campaign, working through several Asian American community provider agencies. They provided community education events to normalize mental health needs among Asian New Yorkers. The Federation partnered with the following community agencies in New York City: Arab American Association of New York, Hamilton-Madison House, Korean Community Services of Metropolitan New York and Sapna NYC.

Also, through a series of articles placed in Bangla, Chinese, and Korean media outlets and on social media and texting platforms, the Federation provided valuable mental health information on topics such as how to support children and seniors with mental health needs in culturally sensitive ways.

Summary of work funded by NYS Tax Check-off Funds CY 2023

The Federation was able to reach tens of thousands of readers, listeners, and followers who otherwise would not have had access to valuable mental health information, and captured high engagement levels through thousands to tens of thousands clicks and impressions.

The Federation also reached more than 150 community members through mental health events that used various approaches to de-stigmatize mental health needs, such as through the arts.

Some events funded by this grant include:

| Date | Event |
|----------------|--|
| May 6, 2023 | Mental Health in the AAPI Community: Impacts of Discrimination and How We Heal |
| Aug. 22, 2023 | Supporting Asian Nonprofit Staff: Reiki Session |
| Sept. 16, 2023 | Asian heARTs at the Table: Celebrating Emotional Wellness |

One of the resources distributed through the Federation's media campaigns was a mental health directory. The following data shows the reach and level of engagement related to the mental health directory.

- 13,142 impressions on Twitter
- 3,157 impressions on Instagram
- 1,870 impressions on Facebook
- 1,900 visitors on the website

Seven Regional Community Stigma Reduction Projects

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame: June 2022 until October 2023

Seven Regional Community Projects were funded for work conducted between June 2022 to October 2023 and projects were **completed during the 2023 calendar year**.

We are very proud of the work each agency has accomplished. They looked within their regions, researched their constituents and their community's greatest needs regarding mental health stigma and tailored specific anti-stigma messaging and educational and contact-based interventions to their identified target populations to raise awareness of mental health services, to normalize the importance of mental wellness, mental health stigma and increase help-seeking behaviors.

Reducing Mental Health Stigma in the Physical Healthcare System

Hands Across Long Island, Suffolk County Long Island

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame of Activities: June 2022 until October 2023

Targeted Audience(s): Outpatient physicians working within the Sun River Health, Harmony Healthcare and Charles Evans Center.

A series of experiential video vignettes on the lived- experience of 'diagnostic overshadowing' within the physical healthcare system were created.

The veteran film documentarian, Lucy Winer also created the film, '[Kings Park | Stories From An American Mental Institution](#),' about her personal experience of receiving inpatient psychiatric treatment within the state psychiatric system.

Hands Across Long Island is using this series of videos and well-placed discussion periods as an intervention and presented this to three groups of physicians initially. The goal is to expose physicians to the phenomenon of diagnostic overshadowing to raise their awareness and to stimulate further discussion with these medical professionals. Pre and post evaluation was conducted to assess the impact of viewing the film on these OP medical providers.

As of Dec. 7, 2023, there were 7 presentations:

- Sun River Health (medical directors)
- Charles Evans Center (doctors, dentists, care coordinators, social workers)
- Harmony Healthcare (large group doctors)
- HALI (general community - for Mental Health Awareness month)
- Bi-County Empowerment Conference (recipients of care)
- NYAPRS Conference (recovery community)
- NAPS Conference (peer specialists)

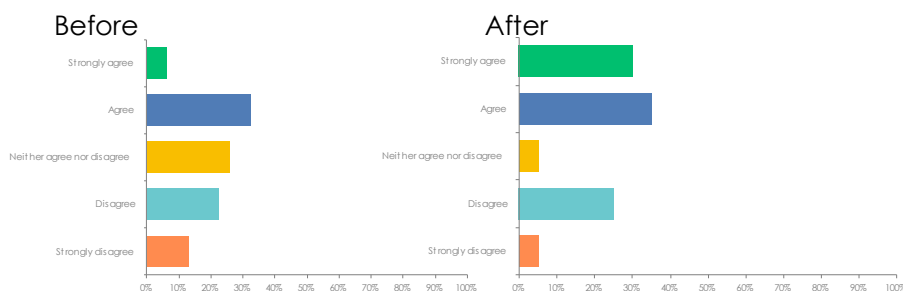
Summary of work funded by NYS Tax Check-off Funds CY 2023

Pre- and post- evaluation surveys were distributed to physicians to measure the impact of the presentation and discussion focus groups. See results below.

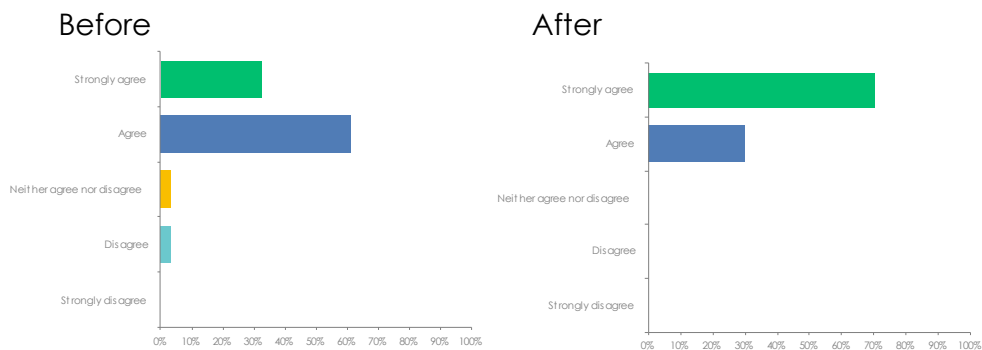
Measuring the Impacts of viewing “Overshadowed”

- Sessions with medical staff included data presentation, discussion, and viewing of videotaped stories shared by individuals directly impacted by stigma in the physical healthcare system.
- Providers were asked to complete a brief survey before and after the sessions to assess their own attitudes and beliefs on the topic.
- Several viewing events with discussion groups are being planned across the state including in Albany.
- The pre- and post- evaluation data that follows was taken from these three sessions:

My beliefs or attitudes about mental health may, knowingly or unknowingly, influence how I treat someone with a diagnosis

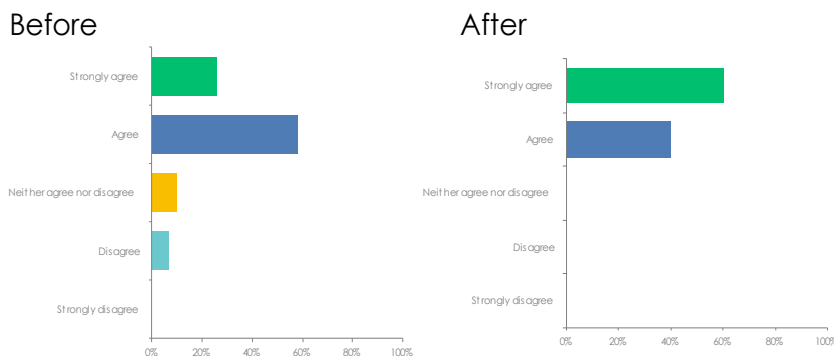


I can think of reasons why a psychiatric diagnosis would make someone less comfortable seeking medical care.



Summary of work funded by NYS Tax Check-off Funds CY 2023

I can think of examples where focusing on a mental health condition resulted in medical issue or necessary treatment being overlooked



The WeSpeakNYC Website & Toolkit

Montefiore Medical Center & Columbia University, New York City:

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame of Activities: June 2022 until October 2023

- Early focus groups from identified communities. around mental health to tailor the website and toolkit.
- Innovative and community-based approach.
- Culturally relevant tools.
- Toolkit to combat mental health stigma (virtual and printed versions)
- Website development for initiative.
- Three community showcase events to release and distribute toolkit.
- Outreach 3 community partners in identified neighborhoods.

Targeted Audience(s): Marginalized and under-resourced communities of East Harlem, Southeast Bronx, and East Brooklyn.

Community Partners: Services for the Underserved (East Harlem), Brooklyn Community Services (East Brooklyn), Bronx Health Collective (South Bronx).

[WeSpeakNYC](#)

Myths vs Facts: [Myths vs. Facts — WeSpeakNYC](#)

Summary of work funded by NYS Tax Check-off Funds CY 2023

Measurement Activities:

Three community events were held and roughly 25 individuals attended each one. Demographic information was compiled for two of the events; 62 percent identified as female, and 38 percent identified as male, and the majority of attendees self-identified as black 62 percent , 13 percent as Asian and 25 percent Hispanic. 75 percent reported that they had previously received mental health services. Community members were asked several questions regarding the toolkit, what they would change and if they learned anything new.

- Website was launched and community events were held May 2023.
- 240 page views from 82 unique visitors (June 2023 data)

Integrated Community Alternatives Network (ICAN)

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame of Activities: June 2022 until October 2023

Targeted Audience(s): 450 students and 75 teachers at three schools in Central New York. Two BOCES schools with diverse racial and ethnic backgrounds, underserved student populations, BIPOC refugee population in Utica, 120-plus parents with mental health diagnoses, focused on mental health and the public. Teens in Central New York schools were a focus of the project.

- Targeted educational interventions for underserved populations.
- Purchased Video equipment for photo and video shoots for anti-stigma messaging.
- Created videos to use in social media featuring Mental Health Ambassadors and ICAN Staff.
- ICAN used the role of regional Mental Health Ambassadors to raise awareness of the importance of mental wellness.

Summary of work funded by NYS Tax Check-off Funds CY 2023

- Presentations at local schools to students, teachers, and school staff by Ambassadors on Mental Health stigma.
- Mental Health Ambassadors: Liz Ellis, Morning Show Host KISS FM, Naz Deloach, Artist, writer and Audio Engineer, Al Marro, Youth Care Coordinator and Mixed Martial Arts Fighter.
- Parent support groups also held.
- 2 TV or radio appearances, articles, and Op Ed's in local newspapers.
- Monthly newsletters to 4k subscribers.
- Overcoming Obstacles Large Youth Conference: Overcoming Obstacles – ICAN Event – Tuesday, Oct. 11; SUNY Polytechnic Institute.

Rompa el silencio, no esta solo

'Break the Silence You are Not Alone.'

NAMI- NYC, New York City

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame of Activities: June 2022
until October 2023

Developed a Public Service Announcement and associated toolkit: [Rompiendo el Silencio | Breaking the Silence - NAMI-NYC \(naminycmetro.org\)](#)

Targeted Audience(s): Latino population, identified target Latina caregivers of individuals with serious mental illness. Materials were distributed widely, throughout New York City and New York State.

STAR Stop the Stigma!

SUNY Downstate Medical Center Special Treatment and Recovery Program, Brooklyn, New York City

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame of Activities: June 2022 until October 2023

Targeted Audience(s): Black and LatinX adults (18 and over) with and at-risk for mental health challenges, living within New York City, as well as the public.

- Develop and release website dedicated to Mental Health stigma.
 - Direct community to mental health services.
 - Increase help-seeking behaviors of those in need
 - Visit [STOP Mental Health Stigma - New York.](#)
-
- Site features videos of individuals with lived experience sharing their stories.
 - Anti-stigma messaging, mental health information, hotline numbers, and links to access resources.
 - 51,471 page views indicated users are engaging with the content.
 - Educational videos about mental health stigma featured on website and other social media platforms.
 - Roundtable with young adults to discuss mental health stigma, how it plays a role in accessing care and ways to reduce it.

United Way of Dutchess - Orange Region

Full amount awarded: \$15,000 in CY2022, and \$3,750 in CY 2023 to complete work.

Time Frame of Activities: June 2022 until October 2023

- Provide a platform for safe, open dialogue in support of our community members, especially those affected by mental illness and other vulnerable populations.
- Share educational information and advocacy tools with the public and with targeted populations.
- Encourage community members to collaboratively identify solutions to problems such as stigma and other negative social cues and provide community members with the tools to act.

We continue to use the foundation developed during this contract period funded by OMH to grow our network and expand our reach to offer improved communication around our community's mental health.

See Testimonies from participants!

“Thank you for compiling this. I was able to use these topics as conversation starters with my DEIB (Diversity, Equity, Inclusion and Belonging) Team.”

“Thank you so much! I read every article part of this challenge and learned (and thought!) a great deal!”

“Wonderful experience. Great to read the articles and learn.”

“I want to use this in small group team activities that my co-workers can participate in.”

“I loved the equity challenges. I use the materials as conversation starters with my 10-year-old twins at dinner each night. Thank you for giving me the resources to speak openly with them.”

Yates County Community Mental Health, Yates

Time Frame of Activities: June 2022 until October 2023

Amount: Full award \$15,000.00 award, \$3750.00 awarded in CY 2023

Targeted Audience(s): Individuals living within Yates County known to have low help-seeking behaviors. Three populations were identified: the Mennonite community living in Yates, a high socio-economic status group, and a large migrant farm-working community.

- **Print materials, posters, household mailings, billboards, social media educational campaign in May for Mental Health Awareness month**
- **Bus wrap, Chalk the Walk community event, Mental Health Matters t-shirts, Self-Caramel Sundae Event**
- **Mental Health Awareness Sundae Event, directing individuals to resources for support and mental health services.**
- **Worked with community members, local businesses and the Chamber of Commerce.**
- **Distributed over 200 posters, with QR code that directs community members to services, 640 Mental Health matters t-shirts given out**

On May 11, schools, community providers, businesses and families all wore their Mental Health Matters T-shirts to help raise awareness. A local ice cream store created and highlighted a ‘self-care sundae.’ The Ice Cream store shared this sundae along with MH stigma information on social media. Chalk the Walk-HALO distributed sidewalk chalk in May, and businesses, schools and families drew inspirational messages.

Summary of work funded by NYS Tax Check-off Funds CY 2023

Researchers and Consultants

Sidney Hankerson, MD

Amount: \$25,000.00 CY 2023

Dr. Hankerson has joined the faculty at the Icahn School of Medicine at Mount Sinai as an Associate Professor and Vice Chair for Community Engagement in the Department of Psychiatry and Director of Mental Health Equity Research at the Institute for Health Equity Research in the Department of Population Health Science and Policy

Dr. Hankerson will assist in successful stigma reduction projects to provide outreach to community and faith-based providers engaged in mental health and wellness and engage other professional and state organizations to build alliances and strengthen mental health stigma reduction activities throughout New York State.

Planning activities occurred to implement the Honest, Open, Proud intervention with BIPOC populations in faith-based communities. Dr. Hankerson also offers subject matter expertise on intersectionality and health equity. He provides feedback on the OMH Strategic Plan for Stigma Reduction and on projects within that portfolio.

Dan Bernstein, MHS

Amount: \$8,000 CY 2023

Bernstein has spent more than 15 years studying mental health and dispute resolution and developing tools to help all sorts of mental health stakeholders address concerns about challenging behaviors and accessibility without inadvertently becoming discriminatory.

Bernstein provides “lived experience” consultation on mental health stigma reduction projects and is also implementing a social-media intervention on what stigma can look like in everyday life and what we can do about it, integrating aspects of the Americans with Disabilities Act and requests of employees for Reasonable Accommodations.

Summary of work funded by NYS Tax Check-off Funds CY 2023

Addendum 1.0: Summary Table of Invoices Paid

| Summary of Tax Check Off Funds CY 2023 | | | |
|---|---|-----------|--------------------|
| Agency Funded | Deliverables | Status | Invoices Paid 2023 |
| Mc Silver Institute | Stigma Tipsheets for Behavioral Health Agencies (re: Organizational Stigma and Self- Stigma), Two training Webinars on NECT, an intervention to decrease self-stigma and increase success of treatment, and MH Stigma Learning Module in CTAC platform. | Completed | \$25,000 |
| Seven Regional Community Stigma Reduction Projects <ul style="list-style-type: none"> Hands Across Long Island (HALI) | Lived experience vignettes and discussion periods on Diagnostic Overshadowing. Viewing events to be scheduled across the state and in Albany | Completed | \$3750 |
| <ul style="list-style-type: none"> Integrated Community Alternatives (ICAN) | Use Mental Health Ambassadors, push social media content, TV, radio, MH education campaign, Community Events, opening of Family Resource Center, BOCES events & parenting groups | Completed | \$3750 |
| <ul style="list-style-type: none"> SUNY Downstate Medical Center STAR Program | Dedicated website and lived experience and educational content, links to mental health resources to increase help-seeking behaviors. | Completed | \$3750 |
| <ul style="list-style-type: none"> Montefiore Medical Center & Columbia | Dedicated website and toolkit regarding Mental Health Stigma | Completed | \$3750 |

Summary of work funded by NYS Tax Check-off Funds CY 2023

| | | | |
|---|--|--------------------|--|
| <ul style="list-style-type: none"> NAMI-NYC | Public Service Announcement regarding support for Latina caregivers of individuals with SMI-linkage to services. | Completed | \$3750 |
| <ul style="list-style-type: none"> United Way Dutchess and Orange Region | Regional anti MH Stigma messaging, through Mental Health Ambassadors, large media and educational campaign. | Completed | \$3750 |
| <ul style="list-style-type: none"> Yates Community Mental Health Services | Mental Health Stigma reduction messaging multiple medium, bus wraps, billboards, household mailings, virtual and hardcopy, several community gatherings, linkage to services. | Completed | \$3750 |
| Sidney Hankerson, MD Statewide consultation to project Focus- implementation of Honest, Open, Proud program within BIPOC and faith-based communities in CY 2024. | Consulting, Community Coalitions, Outreach and Engagement to Coalitions and agencies to build infrastructure for MH Stigma Reduction across the state. Stigma reduction interventions in BIPOC communities of need and in faith-based organizations. | Continue into 2024 | \$25,000 pending |
| Dan Bernstein, MHS Statewide consultation to project. Focus on Social media info graphics around actions to take for stigma reduction. | Consultation on stigma reduction projects, initial planning for Social-media Infographic intervention- What Stigma Looks like Lived- Experience Input into project. | Continue in 2024 | \$8,000 \$1,000 pending |
| | LGBTQ+ Mental Wellness, Suicide | Underway | \$49,900 |

Summary of work funded by NYS Tax Check-off Funds CY 2023

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|--|---|----------|-------------------------|
| GLOWOUT! Mental Health Theatre Summer Camp for Youth 2024 | Prevention, MH Stigma Reduction, Theatre-based Summer Camp program. | | pending |
| Mental Health News Education | Regional Mini Grant Showcase Webinars (7) 7 Mini Grant Stigma Reduction Approaches Articles to be published in Spring 2024 Behavioral Health News. | Underway | \$17,500 pending |

Total spent in 2023: **\$83,850.00 spent.**
(Including encumbered) **\$93,499.00 pending**
Total- \$124,708.00

The following activities reflected in the report, occurred in CY 2023, funded CY 2022

| Agency | Deliverable | Status | Funded 2022 |
|--|---|-------------------|--------------------|
| The Asian American Federation, New York | Stigma messaging through NYS Asian Community, variety of media, service linkage | Completed in 2023 | \$49,900 |
| Mental Health News Education | Special 2023 issue of Behavioral Health News, | Completed in 2023 | \$49,900 |

| Anti-Stigma Fund End CY 2023 Balance/Available | |
|---|------------------|
| December 31st, 2023, Ending Balance | \$218,207 |
| Pending Promised Transactions Total | \$93,499 |
| <i>1100287304 - GLOW-OUT</i> | <i>\$49,999</i> |
| <i>1100271933 - DR SIDNEY PRODUCTIONS, LLC</i> | <i>\$25,000</i> |
| <i>1000052423 - MHNE</i> | <i>\$17,500</i> |
| <i>1100275180 - MH MEDIATE LLC</i> | <i>\$1,000</i> |
| Grand Total (Ending Balance) Available | \$124,708 |