

FOUNDER'S LETTER

Thank you for your continued support of The Luv u Project.

Late last summer, after much thought and research and preparation, we met with a core group of friends to plan The Luv u Project's inaugural event. It was time to actively follow through on promises we had made to each other, and we wanted to publicly share these promises through The Luv u Project mission. On the evening of November 5, 2015, our journey together began when we had the privilege of honoring Carolyn C. Mattingly by sharing this mission with an extraordinary audience of over 300 special guests.

Today, approaching a year since that evening in Bethesda, Maryland, we want to share with you, our kind and generous supporters, not only a summary of our vision but also a report of actions taken, progress made, and achievements realized.

From the onset, we established a clear and focused mission, one that demands that we seek avenues "to turn an unacceptable tragedy into a quantifiable agenda and responsible actions that advance the understanding of, and treatments for, mental health issues." The magnitude of this challenge is not lost on us, and we appreciate the daunting complexities involved. But we are determined to face these challenges directly, with the wisdom of strong, credible, and caring partners, because we understand that only responsible action will yield positive change.

Promises Kept

Mental health is our agenda. Nothing else. To make a real and scalable impact in this very diverse and divisive field, we have forged relationships with distinguished people and institutions—world-class leaders in the mental health field, on both large and small scales. And we also decided to make several commitments each year—commitments that would vividly reflect the luv and spirit that made Carolyn so special. We simply, but meaningfully, named this part of our plan Promises Kept.

Emboldened by our emerging partnerships and vitalized by your input and generous financial support, The Luv u Project's journey has already reached exceptional heights in a very short period of time.

One Promise Kept was to the 2016 Women Moving Forward Re-Entry Conference, an initiative of the National Association of Women Judges. Carolyn worked with this dedicated group since its inception, eight years ago, at the Maryland Correctional Institution for Women. The conference's goal is to give women in prison who are approaching release the information and support they need to successfully transition back into the community. This year's conference—held coincidentally on Carolyn's birthday, April 23—focused on mental health issues among the incarcerated, undeniably one of the most significant challenges facing our country today, both societally and economically.

Visit theluvuproject.org this fall for a new and more elaborate Luv u Project web experience. The new site will feature key mental health facts, educational materials, stories, and pictures, and it will integrate our ever-expanding social media efforts.

THE LUV U PROJECT

In Memory of Carolyn C. Mattingly

The Luv u Project is an all-volunteer organization: we have no staff and no office overhead. We have relied on the help, guidance, and hearts of gifted lawyers, accountants, and strategic planners—all working pro bono—and we are blessed with some of the greatest friends on this earth. There is certainly no way to adequately thank all the people who have embraced our journey.

Another of our Promises Kept was to The Frost School in Rockville, Maryland. Carolyn was always athletic, and she embraced youth sports and the benefits of physical activity. So to continue her legacy, we sought to help children through an athletic initiative. We donated a climbing wall—the Luv u Wall—to The Frost School, a part of the Sheppard Pratt Health System. The Frost School works with children and adolescents who have emotional and behavioral disorders, among other challenges. Dedicated on June 1, 2016, the Luv u Wall will help students build confidence in themselves, understand teamwork, and master other athletic and educational objectives. As I watched those children climb and the intensity on their faces build, it became very clear that our mission is being realized.

uLead: A Generation Takes Charge of the Conversation

From the beginning, The Luv u Project came alive through the kindness of many close friends who contributed in different ways. Early on, I was impressed and inspired by the enormous heart and dedication of the young adults—young professionals—who truly cared about the Luv u mission.

Christin's and Alex's extraordinary friends initially led the charge, but soon new faces appeared. Not only did they help us build, but they challenged us to think differently. I felt then, and still feel, that to be successful, The Luv u Project needs the power and leadership of an upcoming generation. Each generation has its own perspective, both publicly and privately, on mental health. Today's young professionals, in many ways, have the best opportunity to transform change from just a word, easily bantered, into sustainable, responsible action.

Assuming this great responsibility is uLead, a young professionals organization that formally launched in January 2016. uLead actively works on several fronts to engage with young professionals who can elevate the discussion on mental health and support The Luv u Project's mission. uLead adapted Carolyn's beloved Luv u signature into its core belief—out of love, you lead—and I'm very confident in the places where uLead is going to direct this generation's thought leaders and mental health pioneers.

In the Press: The Carolyn C. Mattingly Award for Mental Health Reporting

Eager to learn about the spectrum of mental health, I explored every pathway available. I spoke with some of the most gifted and respected minds in medicine, public health, and government. With more knowledge came different perspectives—and even more questions. I have many more experts to meet and learn from, but I want to thank each of the extraordinary people who gave me time and counsel in the Project's formative months. Their support is an invaluable asset to me and The Luv u Project.

In my discussions with these many experts, one idea struck a major chord: elevating the discussion on mental health and ultimately bringing more attention to it through quality journalism. Then came the obvious question: What role might The Luv u Project responsibly play in this endeavor?

The Carolyn C. Mattingly Award received 51 entries in a very brief period of time, “an amazing response, especially for a brand-new award that wasn’t on any news radar.”

Sandy Johnson
President
National Press Foundation

And so evolved our idea to establish a new, prestigious journalism award for excellence in mental health reporting. Concerned with how to establish, administer, and circulate such an award, I shared my idea with Frank Deford, a good friend and an extraordinary journalist. His encouragement and guidance led me to The National Press Foundation (NPF).

The NPF is a non-profit organization that works to increase journalists’ knowledge of complex issues in order to improve the public’s understanding of them. Its track record of presenting journalism awards is proven and distinguished. The NPF agreed to help us establish and administer the Carolyn C. Mattingly Award for Mental Health Reporting, a top-tier journalism award in every respect. With the same level of cash reward as the Pulitzer Prize, this award honors members of the media who successfully increase awareness and prompt responsible actions in mental health throughout the country. Our arrangement with the NPF was for one year, on an experimental basis, so we strove to be immediately impactful—and we were.

We received 51 entries for the award in a very brief period of time. According to Sandy Johnson, the president of the NPF, “That is an amazing response, especially for a brand-new award that wasn’t on any news radar.” Entries arrived from big print outlets such as the *New York Times* and *Los Angeles Times*, from TV networks such as ABC and CNN, from digital publications like Huffington Post, ProPublica, and Bloomberg, and from dozens of medium-sized newspaper, radio, and TV outlets.

In April 2016, we announced the inaugural winner of the Carolyn C. Mattingly Award for Mental Health Reporting. Leonora LaPeter Anton and Anthony Cormier of the *Tampa Bay Times* and Michael Braga of *Sarasota Herald-Tribune* worked for more than 18 months on “[Insane. Invisible. In danger.](#)” The five-part series exposes the harrowing conditions at Florida’s institutions for the mentally ill after \$100 million in budget cuts, and it reveals the dangers not only to mentally ill patients but also to workers at the institutions, where treatment takes a back seat to controlling rampant violence. Since the series was published, lawmakers have acted to curb the violence at Florida’s mental hospitals.

On Tuesday, May 24, 2016, the winners joined over 100 special Luv u guests at the historic National Press Club in Washington, D.C., to celebrate their extraordinary body of work. Since being named winners of the Carolyn C. Mattingly Award, they have also won the Pulitzer Prize for Investigative Reporting and the Associated Press Managing Editors Innovation in Journalism Award.

Our experiment was a huge success, thanks to Sandy Johnson and the NPF for their willingness to follow my instincts and for their ongoing support. I am very proud to share that the Carolyn C. Mattingly Award is now secured on a long-term basis. We will announce the timeline for the 2017 award later this fall.

I am also proud to share an important update: After the success of the Carolyn C. Mattingly Award, the NPF was inspired to establish a new program to train journalists on the complexities of mental health. As described in the NPF announcement, the program is “a four-day program, covering a range of topics including: diagnosis and intervention; developments in treatment and research; economic impact; demographics; mental health legislation and public policy reforms; successful models in crisis intervention training for law enforcement;

and community-based care.” According to the NPF, journalists will “look at best practices for reporting on mental illness and mental health policy, with a focus on how to approach reporting on crimes involving the mentally ill.” This new training program is a perfect example of how our action can make an impact.

Another important relationship that was established due to the Carolyn C. Mattingly Award is one with the Carter Center in Atlanta, Georgia. The Luv u Project has been invited to attend the annual meeting of The Rosalynn Carter Fellowships for Mental Health Journalism in September, and we are honored by the invitation and the center’s kind spirit of collaboration.

An Important Partnership: The Johns Hopkins Bloomberg School of Public Health

Strength comes in many forms. We believe it comes from teamwork, collaboration, and good partnerships. Notably, we are very proud of our partnership with the Johns Hopkins Bloomberg School of Public Health (JHBSPH).

A few facts: Based in Baltimore, Maryland, Johns Hopkins opened the first school of public health in the country. It has the largest school of public health in the world. And this school is the only one with a distinct department of mental health. The Hopkins track record is well established and extremely credible, and the school has exceptional, quality leadership.

As a new, growing organization, we want and require the fundamental expertise in place to help us develop a sound action plan. The wide spectrum of mental health is daunting, so to achieve our mission and to be responsible custodians of your investment in our organization, we sought to identify a specific segment within this broad spectrum where we could focus our efforts and funds. In other words, we wanted to identify where we could be the most impactful, for the largest number of people, in a reasonable period of time.

In my meetings with mental health experts, I relentlessly conveyed that whatever we do, we want a quantifiable agenda and a responsible pace of action. All too often, good work is assembled and discussed in great detail, but without tangible actions to help people or improve their lives.

The leadership team at Johns Hopkins was no exception. They heard our story, our passion, and our vision. From early on, they began to help us define a pathway. We understand that paths must be cleared before roads are built, and we have every intent of building a reliable roadmap to progress—together.

With the guidance of M. Daniele (Dani) Fallin, PhD, chair of the JHBSPH Department of Mental Health, and the support of Michael J. Klag, MD, MPH, dean of the JHBSPH, we decided to focus on workplace mental health.

More workers are absent from work due to stress than due to physical illness or injury. One in four adults of working age in the United States will suffer from mental illness or substance abuse, costing employers \$80 billion–\$100 billion annually for these treatable disorders.

We understand that paths must be cleared before roads are built, and we have every intent of building a reliable roadmap to progress—together.

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Dr. Fallin shared her strong belief that changes are possible and that obtainable goals can be established, especially through a better understanding of evidence-based data, coupled with quality measures of prevention. Importantly, she said, “The majority of people suffering from mental and behavioral issues work, so to efficiently influence people with our prevention strategy, we need to reach out to the workplace.”

Clearly, if we can have an impact on the labor force, the benefits will extend far beyond the job site. For months we have been planning, and now it is time for action.

On October 20, 2016, The Department of Mental Health and the Institute for Health and Productivity Studies at the Bloomberg School of Public Health, in conjunction with The Luv u Project, will host a public health summit on workplace mental health.

This public health summit will bring together key stakeholders from academia, industry, and government to examine:

- Overcoming barriers to research on workplace mental health,
- Implementing workplace interventions and services, and
- Applying best practices for overcoming barriers to research and interventions.

The program will focus on solutions to improve the workplace environment, work productivity, and cost efficiency. Our list of speakers and panelists, noted on the following pages, is extraordinary!

Perhaps most important is that we will formally seat an advisory panel of experts who will guide us on this subject moving forward. The advisory panel will comprise representatives from all sectors and will meet the day after the summit and again, later in the year, in person. Together we will build the essential action plan.

If you would like more details on our upcoming workplace summit, please visit the Luv u Project website, or simply give me a call. Of course, we welcome your attendance at the summit. Admission is free for those who can attend in person. And for those who can attend remotely, the summit will be streamed live, online, via a link on the Luv u Project website from 1:00 p.m. to 5:00 p.m. on October 20, 2016. A special thanks to William W. Eaton, PhD and Ron Z. Goetzel, PhD whose untiring commitment to this program is invaluable.

I am proud of what we have accomplished in the past year. And I hope to convey that we understand that our vision could not be realized without your gracious support.

We live every day, all of us, with the challenges of life and the effects of mental health, whether directly or indirectly. We need each other. The Luv u Project certainly needs you.

With heartfelt thanks,
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 The Luv u Project, Inc.

 @theluvuproject

On November 10, 2016, we will host our second annual Luv u event in Bethesda, Maryland. We hope you will join us for this special evening of purpose.



THE LUVU PROJECT^{INC.}

In Memory of Carolyn C. Mattingly

SAVE THE DATE!

Mental Health in the Workplace: A Public Health Summit

The Department of Mental Health and the Institute for Health and Productivity Studies at the Bloomberg School of Public Health, in conjunction with The Luv u Project, Inc., are hosting a Public Health Summit on Workplace Mental Health

**October 20, 2016 at the Johns Hopkins University East Baltimore Campus
Feinstone Hall, 1-5 PM**

Reception to follow.

Admission will be at no charge, first come first serve.
The event will be available live on the web.

More workers are absent from work due to stress than due to physical illness or injury. One in four adults in the United States of working age will suffer from mental illness or substance abuse, costing employers \$80-\$100 billion annually from these treatable disorders.

This Public Health Summit will bring key stakeholders together from academia, industry, and government to examine barriers to research on workplace mental health, implementation of workplace interventions and services, and best practices for overcoming barriers to research and interventions. The program will focus on solutions to improve the workplace environment, work productivity, and cost efficiency.

More information and registration information below

Mental Health in the Workplace: A Public Health Summit

Confirmed Speakers:

Philip S. Wang, MD, DrPH, Director of Research for the American Psychiatric Association

A prolific and highly cited scientist whose areas of expertise include depression in the workplace, comparative effectiveness, mental health care reform, and health disparities

K. Andrew Crighton, MD, Vice President, Chief Medical Officer of Prudential Financial, Inc.

Leader in corporate health and wellness; accomplishments include enhancing employee productivity through promotion of the five (physical, emotional, social, spiritual, and financial) dimensions of health

Kim Jinnett, PhD, Executive Vice President of the Integrated Benefits Institute

Expert in workforce health and productivity, quality of life, mental health and organizational leadership and change, and organizational and community effects on individual outcomes

Peter Wald, MD, Enterprise Medical Director and Director of USAA's Wellness Program

Responsible for conceptualization and implementation of award winning wellness strategy programs and for targeted health and disability interventions to improve employee health and productivity

Victor J. Strecher, PhD, Professor of Health Behavior and Health Education at the University of Michigan School of Public Health

Founder of The Center for Health Communications Research at UM, helped found HealthMedia Inc., the first company to allow large health plans and employers to cost effectively encourage and support healthy behavior change. His research is focused on finding and maintaining purpose in life.

Richard Frank, PhD, the Margaret T. Morris Professor of Health Economics at Harvard Medical School

Former Assistant Secretary for Health and Human Services and coauthor of *Better but Not Well*, whose research focus is on the economics of mental health and substance abuse care

Registration available at: <https://www.eventbrite.com/e/mental-health-in-the-workplace-a-public-health-summit-tickets-27257101725>

More details available at <http://www.jhsph.edu/departments/mental-health/upcoming-events/>