

# THE LUV U PROJECT<sup>INC</sup>

In Memory of Carolyn C. Mattingly

We are both inspired by and grateful for your ongoing support of The Luv u Project.

The Luv u Project began as a personal commitment to make a difference in the field of mental health—fueled initially by our own resolve and our friends' kindness in response to a terrible tragedy. It has since evolved into the agenda of a national organization. We would like to share a few highlights of what we have accomplished over the past year. And although certainties are rare, we are nonetheless certain that none of the following would be possible without your generous support.

First, we faithfully continue our “promises kept” initiative of making several commitments each year that honor Carolyn's compassion and spirit. In 2018, these “acts of kindness” included the following:

- Establishing our inaugural **Luv u Fellowship** when Colin Stoecker, a graduate student from Georgetown University, partnered with our friends at the National Press Foundation to produce several outstanding videos featuring the intersection of journalism and mental health. One production was used to nationally promote our Journalism Award for Mental Health Reporting, while another featured the persistent work of *uLead* and its efforts to educate young professionals and to mobilize them to destigmatize mental health.
- Beginning the **Luv u Scholarships** by way of Montgomery College, in Rockville, Maryland. Supporting young people who are striving to grow both educationally and emotionally aligns directly with our mission. In order to qualify for a scholarship, candidates must meet financial-need criteria, have an active GPA of 2.5 or higher, and have an active interest in mental health services—all verified by independent college officials. These scholarships are in the memory of our good friend Mitchell Greenberg.
- Serving as the Leadership Sponsor of the **Annual Women Moving Forward Re-Entry Conference**, in collaboration with the National Association of Women Judges. Held at the Maryland Correctional Institution for Women in April, the conference offered more than 100 residents invaluable information and resources (including mental health resources) to help them in their transition back to the community.

Likewise, The Luv u Project followed through on several of our long-term initiatives.

## **uLead: The Luv u Project's Young Professionals' Organization**

**uLead**, our affiliated young professions' organization, continues to grow under the leadership of its chairperson, Erin Lavelle. Under Erin's direction, uLead has expanded its social-educational platform to include not only a new event entitled “Run for Your Brunch” but also a new fundraiser entitled “Stand Up for Mental Health,” which was hosted in October at the DC Improv Comedy Club. The comedy evening was received

with so much enthusiasm that it is already being planned to make a comeback, on an even larger scale, in 2019.

Annually, uLead presents the ***uLeader: Young Professional of the Year Award*** to a young professional who works to reduce the stigma around mental health, improve awareness about mental health, and improve access to care for those coping with mental health issues, or who has passionately worked toward improving mental health in our society.

This year, the award went to Zachary Schleien of New Brunswick, New Jersey. Schleien collaborated with his best friend to create a new mental health app called *18percent*, which is making a difference for those suffering with mental illness. The name *18percent* acknowledges the fact that at any given moment, 18% of Americans are experiencing some form of mental illness.

### **Carolyn C. Mattingly Award for Mental Health Reporting: Our Partnership with the National Press Foundation**

We are very proud to share that the **Carolyn C. Mattingly Award for Mental Health Reporting** has evolved into the nation's premier award for excellence in the field of mental health journalism. Stemming from our partnership with the National Press Foundation, the award recognizes journalism that illuminates and advances the understanding and treatment of mental health issues. Applications are open to any US-based journalist at a US-based news organization, including print, broadcast, and online media.

This year's award was presented to **John Schmid of the Milwaukee Journal Sentinel**. Schmid masterfully combined data and storytelling to trace the aftershocks of Milwaukee's collapsed manufacturing economy and the impact it had on generations of children. NPF judges said: "The Milwaukee Journal Sentinel put mental illness into rare perspective with a compelling explanatory project that illustrated the social and political costs of childhood trauma. Told through the lens of a young girl who is a survivor, "**[A Time to Heal](#)**" walked readers through the crushing litany of adverse childhood experiences that can harm and define children into adulthood."

The judges awarded honorable mentions to the following journalists:

- ProPublica, for a **[harrowing account](#)** of a Mississippi teenager who was jailed in 2012 for assaulting his father's girlfriend and then languished behind bars for 1,266 days waiting for a psychiatric evaluation.
- *The Guardian*, for reporting on mental health problems among **[farmers](#)**, who suffer a higher suicide rate than any other occupation in the United States.

The application window for the 2019 Award (broadcast or published in the 2018 calendar year) will open on January 14, 2019.

## **The Johns Hopkins Bloomberg School of Public Health/The Luv u Project Center for Mental Health in the Workplace**

“We envision a society where mental health is as important as physical health. Where depression, anxiety, addiction, and other mental health challenges occur rarely, and when they do, they are openly addressed to minimize their effects on our lives.” These are the opening sentences in our new case statement titled “Minding Our Businesses,” which highlights our signature alliance with one of the nation’s premier institutions—The Johns Hopkins Bloomberg School of Public Health (JHSPH).

After extensive study and counsel from some of the most distinguished minds in the field of mental health, we chose to focus on the workplace. After all, the majority of our lives are spent at work. The economics of mental health in the workplace are profound and the facts validate the tremendous need—and opportunity. If we are going to set a quantifiable agenda and take responsible actions, how can we afford not to make the workplace a top priority? We cannot.

We are extremely proud to announce the establishment of **The Johns Hopkins Bloomberg School of Public Health/The Luv u Project Center for Mental Health in the Workplace**. This game-changing initiative will provide the country’s first academic home for workplace mental health research and development. It will be a collaboration with businesses, professional organizations, health care providers, and government organizations alike.

Our collaboration with the leaders of the JHSPH have been evolving for the past several years, beginning with our “Mental Health in the Workplace: A Public Health Summit” and our establishment of an Advisory Council in the fall of 2016. Then, this past April, a peer-reviewed manuscript of our work was published in the prestigious *Journal of Occupational and Environmental Medicine*. This, too, was a collaborative effort, co-authored by all of the Advisory Council members. You can read the entire publication on our website at [www.theluvuproject.org](http://www.theluvuproject.org)

We were fortunate that we were invited to present our work at the National Institutes of Health and the National Institute for Occupational Safety and Health, among others.

Our work with the JHSPH can be credited to the school’s bright and passionate leaders. We are grateful to many, but we could never have reached this milestone without the vision and commitment of Daniele (Dani) Fallin, PhD, chair of the Department of Mental Health at JHSPH and Ron Goetzel, PhD, director of the Institute for Health and Productivity at JHSPH.

### **Looking Ahead to 2019**

Since upward of one-half of all Americans will experience a mental or behavioral health challenge in their lifetime, we genuinely hope you will consider inviting us to share more details about the Center and how we can ensure the rapid acceleration of our programs.

It would be an honor to visit with you, anytime, anywhere. After all, mental health affects each and every one of us.

The Luv u Project remains an all-volunteer organization—passionate, efficient, and effective—and it exists because of your kindness and interest. Your ongoing support is much needed and would be deeply appreciated.

As always, we are grateful for your friendship and wish you and all those you care about much happiness this holiday season!

Luv,  
Rich