

## FOUNDERS LETTER 2020

FROM FOUNDER, RICH MATTINGLY

### HOW ARE YOU?

We truly hope that you and all of those you care about are safe and well. Much has happened since we crafted our annual letter last year, to say the very least. We certainly wanted to share a year-end update regarding The Luv u Project and that is the genesis of this correspondence.

But most importantly, this year, we are deeply interested in you, your news, and that of those you luv. Never in our lifetimes have we collectively been so disconnected, yet so focused on a common objective—moving beyond Covid- 19 and its far-reaching effects.

I will even venture to suggest that many have come to better understand the correlation between and importance of, both physical and mental health in our lives. In these unprecedented times, the facts strongly suggest that mental health has never been more important.

The Luv u Project began 2020 with a full and exciting agenda. While the year took an unexpected turn, we are proud of the work we have continued to accomplish both in public and behind the scenes.



# CAROLYN C. MATTINGLY AWARD FOR MENTAL HEALTH REPORTING

NATIONAL PRESS FOUNDATION PARTNERSHIP

In January, we began accepting applications for our Journalism Award, The Carolyn Mattingly Award for Mental Health Reporting. By the close of entries in early March, it was yet another record number of submissions from a wide-ranging spectrum of journalists, representing many of the biggest names in broadcast, print, and digital media. Since the outset, this initiative has been a wonderful partnership with the National Press Foundation.

In late April, The Colorado Independent was announced as the winner for a story on how the killing of a mentally ill man by a police officer changed a community. ["Through the Cracks: A stranger, a police shooting, and a small town's silence."](#) The piece was written by Niki Turner, editor of the Rio Blanco Herald Times, and Susan Greene, editor of The Colorado Independent, a nonprofit in Denver.

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**"NOT LONG AFTER WINNING, I WAS CHOSEN BY THE CARTER CENTER AS A FELLOW IN MENTAL HEALTH JOURNALISM. I WILL BE FOCUSING THIS FALL ON THE PSYCHOLOGICAL FALLOUT OF THE PANDEMIC AND THE RELATED FINANCIAL CRISIS."**

**- SUSAN GREENE**

EDITOR, THE COLORADO INDEPENDENT



"The breadth and depth of the reporting was spectacular," the judges said. "Through the lens of one tragic police-shooting, this collaborative journalism project was able to peel back the layers to show how warning signs are ignored, how rural towns are unequipped to handle mental illness, and how families struggle with too few choices."

The competition was so intense that the Judges decided to award an honorable mention to Kaiser Health News for ["Lethal Plans: When Seniors Turn To Suicide in Long-Term Care."](#)

Unfortunately, we were unable to gather for our formal awards presentation at the National Press Club in Washington, DC in May for obvious reasons. I did however have the privilege of speaking directly with our winners and was deeply touched by their expressions of appreciation. Both Niki and Susan shared a personal commitment to mental health on an ongoing basis. We look forward to the opportunity to invite them to join us, in person, sometime next year.

# PROMISES KEPT

FROM OUR INCEPTION, WE HAVE EMBRACED “PROMISES KEPT—ACTS OF KINDNESS.” THIS YEAR WAS NO EXCEPTION.

## WOMEN MOVING FORWARD CONFERENCE

A COLLABORATIVE PRISON  
RE-ENTRY PROGRAM

Our commitment to the annual Women Moving Forward Conference: A Collaborative Re-entry Program for approximately 150 residents at the Maryland Correctional Institute for Women, in conjunction with the National Association of Women Judges, was on track for a robust event on April 11—only to be canceled due to Covid.

The planned agenda this year, as in recent years, evolved around mental health and well-being as it relates to every sector of re-entry. The steering committee met recently to resume plans for an in-person event in 2021 and The Luv u Project will again be a lead sponsor and active participant. We are grateful to all of the dedicated volunteers who are steadfastly focused on helping bring this program to an often-forgotten population with boundless need.

Another promise kept initiative is with the Montgomery College Foundation, based in the Maryland suburbs of Washington DC. We are particularly pleased with our evolving relationship with this large community College that continuously ranks among the best in the country. We applaud their message “We embrace our role as both a college and a community.”

In 2020 we reaffirmed our commitment to funding Nursing Scholarships to students who have identified as having an active interest in mental health services and meet established financial and GPA criteria. Worth noting is that we received letters from 5 students with extensive details of their individual challenges and personalized appreciation for our support. “I will continue to thrive in this program to honor your gift.” Alexa King, a student recipient wrote. We are delighted to report that our commitment to these awards will continue in 2021. As in the past, these scholarships are made in the memory of our good friend Mitchell Greenberg.

## MONTGOMERY COLLEGE FOUNDATION

MITCHELL GREENBERG  
SCHOLARSHIPS

# PROMISES KEPT

FROM OUR INCEPTION, WE HAVE EMBRACED “PROMISES KEPT—ACTS OF KINDNESS.” THIS YEAR WAS NO EXCEPTION.

## MENTAL HEALTH EDUCATION

EXPANDING OUR  
MONTGOMERY COLLEGE  
PARTNERSHIP

We also continue to expand our relationship with the faculty and students at Montgomery College regarding mental health education. This year we were honored to be asked to participate in a special presentation/conversation with the institution’s senior staff and community members about the College’s ongoing support of mental health awareness and growth as an institution.

Unfortunately, the April 3 presentation was canceled due to COVID-19 precautions, but we have been invited to continue our agenda with Montgomery College in March of 2021, in a presentation to employees focusing on mental health.

DURING LATE  
JUNE OF 2020

**40%**

OF U.S. ADULTS  
REPORTED  
STRUGGLING  
WITH MENTAL  
HEALTH OR  
SUBSTANCE  
ABUSE.

SOURCE: CENTERS FOR  
DISEASE CONTROL AND  
PREVENTION

STIGMA IS A MAJOR  
BARRIER TO CARE-  
SEEKING, POLICY  
CHANGE,  
INCREASED  
FUNDING, AND  
DECREASED  
DISCRIMINATION.

THE BUSINESS CASE:  
PROJECTED SAVINGS  
OF

**\$38-68  
BILLION**

PER YEAR BY  
INTEGRATING  
MEDICAL AND  
BEHAVIORAL  
HEALTH SCIENCES

SOURCE: MILLIMAN RESEARCH  
REPORT, JAN 2018



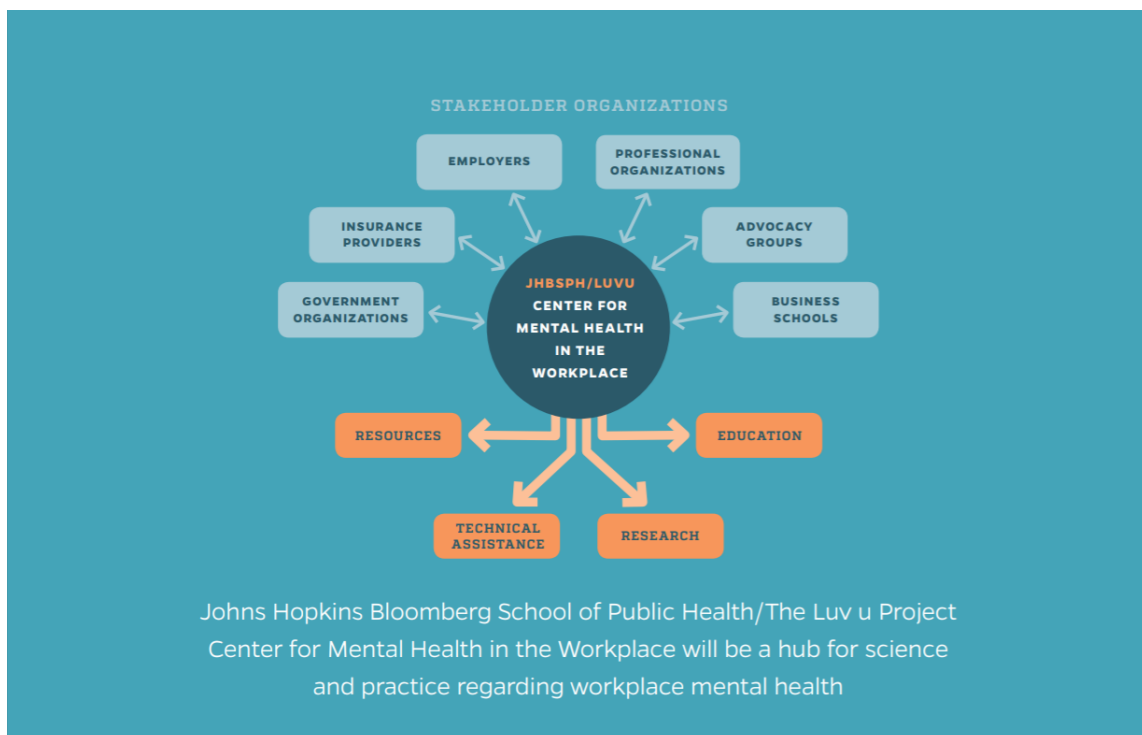
# CENTER FOR MENTAL HEALTH IN THE WORKPLACE

A JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH ALLIANCE

Our signature and most ambitious initiative is the alliance with the Johns Hopkins School of Public Health (JHSPH). After years of collaboration and most importantly, the facts, we are laser-focused on mental health in the workplace. Since most of life is spent in the working years, the workplace is the ideal setting to promote public health informed initiatives to prevent and treat these illnesses. Our entire case statement entitled: [Minding our Businesses](#) is available to read and share. We urge all that care about The Luv u Project and our work to please review this publication either digitally or, we would be delighted to send you a printed copy.

In this publication, we describe our vision and plan to establish and grow the Johns Hopkins Bloomberg School of Public Health/The Luv u Project Center for Mental Health in the Workplace. The first-ever academic home for research and development focusing on workplace mental health in the nation, the Center will offer a collaboration with businesses, professional organizations, providers, and government organizations. The search committee is actively recruiting the Center's inaugural director.

With an undertaking of this magnitude comes the responsibility of raising the funds to ensure long-term prominence and impact. Accordingly, we have established a schedule which itemizes these milestone costs in a clear, critical components attachment: [Minding Our Businesses—Critical Components](#).



# CENTER FOR MENTAL HEALTH IN THE WORKPLACE

A JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH ALLIANCE

## **NEW:** CAROLYN C. MATTINGLY AWARD FOR MENTAL HEALTH IN THE WORKPLACE

LAUNCHING IN 2021

We are very excited to share that The Carolyn C. Mattingly Award for Mental Health in the Workplace has been created and will officially launch in 2021. This new recognition focuses specifically on robust approaches that support employee mental health. Criteria include mental health benefits and resources, workplace policies and practices, leadership support, and efforts to create a positive work environment and organizational culture above and beyond what is offered in a broad-based health and well-being program.

The idea for the new Award was born out of our initial symposium conducted by the JHSPH in October 2016, entitled, Mental Health in the Workplace: A Public Health Summit. The architecture of the Award has been led by our good friend Ron Z. Goetzel, Ph.D. of JHSPH, and is an alliance of JHSPH, The American Psychological Association (APA), and The Luv u Project.

Recognizing that workplace mental health efforts are most effective in the context of an overarching culture of health and comprehensive efforts that enhance employee well-being, The Mattingly Workplace Award was developed as a complement to APA's Psychologically Healthy Workplace Award (APA Award) and builds on the foundation of workplace practices encompassed by that award. Those include employee involvement in decision-making, health and safety policies, employee growth and development, work-life balance, employee recognition, and strategic communication.

Special thanks to our inaugural year sponsors for this new Award: Lockheed Martin, PepsiCo, Prudential and Becton Dickinson.

## WITH LUV, THANK YOU

YOU CAN CONTINUE TO  
SUPPORT OUR INITIATIVES  
BY MAKING A DONATION AT  
[WWW.THELUVUPROJECT.ORG](http://WWW.THELUVUPROJECT.ORG)

Even in a year as challenging as this has been, there are many reasons for optimism. 2020 and Covid have demanded new pathways for research and science. At the time of this writing, the fruits of historic scientific collaborations are within sight. I borrow a line from a remarkable mind and friend, Francis Collins, MD, Director of The National Institutes of Health, who was there to help us when the Luv u Project was simply an idea--"It's a great year for science, even though it's a terrible year for the world."

I genuinely hope that you are safe, healthy and happy. Please know that we need your support now, more than ever. We have now built the programs and funding is our fuel. I also genuinely hope that we have the opportunity to see each other, in person, in the coming year. It would be a pleasure and an added honor to share a bit more about our work.

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**THE**  
**LUV U**  
**PROJECT**

In Memory of  
Carolyn C. Mattingly