



The Clay Center for Young Healthy Minds



MASSACHUSETTS
GENERAL HOSPITAL



HARVARD MEDICAL SCHOOL
TEACHING HOSPITAL

Annual Report ★ 2015



Dear Friends,

In 2013, Mr. and Mrs. Landon and Lavinia Clay stepped forward with a transformational gift that allowed The Clay Center for Young Healthy Minds to become a reality. This, of course, built on the pivotal early support of Mrs. Elizabeth Gail Hayden, who was integral in helping to articulate the mission of the center, and lay the groundwork for its growth into a robust vehicle for public education.

This past year has been a major year of growth for The Clay Center, and we are pleased to share with you this annual report that will highlight those advances. As you will see, there is much to be proud of.

We want to express our deepest gratitude to our founding donors, our Advisory Council members, and our supporters along the way. Thank you for helping fulfill our long-held dream of enhancing the emotional well-being and resilience of youth and families everywhere. We look forward to seeing what we can continue to achieve together in the years to come.



Dr. Gene Beresin with Dr. Jerry Rosenbaum, Chief of Psychiatry, and our founding donors (left to right): Elizabeth Gail Hayden, Lavinia Clay, and Landon Clay

Sincerely,
The Clay Center Team

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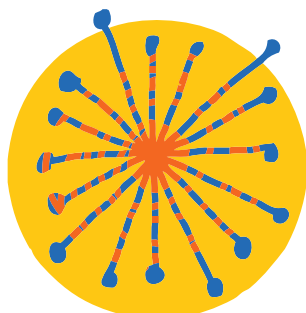
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Mission Statement

The Clay Center for Young Healthy Minds at Massachusetts General Hospital is devoted to promoting the emotional well-being of young people by providing innovative education about mental health.



OUR STORY

1 in 4 individuals will experience a mental illness during the course of his or her lifetime. What's more, 50% begin in childhood, adolescence, or young adulthood. Despite this prevalence, however, stigma remains widespread.

This stark reality fueled Dr. Gene Beresin's belief in the power of public mental health education to make a difference. And thus, in 2013, The Clay Center for Young Healthy Minds was born. Today, The Clay Center has become a valuable online resource where parents and other caregivers can access credible information and practical guidance on a host of mental health and developmental topics to support the emotional well-being and resilience of children in their care.

At The Clay Center, we strive to stand apart from other sources of mental health information through a narrative multimedia approach that delivers high-quality content via multiple formats, including blogs, audio podcasts, online videos, and social media. Our information is presented in an easy-to-understand manner that is both engaging and entertaining. It is also continuously updated based on new research, current events, and user feedback.

Our strength and credibility come from the expertise of our core team, as well as from our close affiliations with the Massachusetts General Hospital Department of Psychiatry (named #1 in psychiatry by *U.S. News & World Report* for 17 of the last 20 years) and Harvard Medical School. We are also able to draw from an extensive community of local and global peer experts in all facets of youth development and emotional well-being, thereby delivering a range of topics spanning psychiatric disorders, general pediatric concerns, and learning differences.

MEET THE CLAY CENTER TEAM



Gene Beresin, MD, MA

Executive Director

Dr. Gene Beresin is executive director of The Clay Center for Young Healthy Minds, a full professor of psychiatry at Harvard Medical School (HMS), and senior educator in Child and Adolescent Psychiatry at Massachusetts General Hospital. He received a BA in music from Princeton University, and an MA in philosophy along with his MD from the University of Pennsylvania.

Dr. Beresin has won a number of local and national teaching awards, including the Parker J. Palmer "Courage to Teach" Award, given annually by the Accreditation Council of Graduate Medical Education to 10 program directors from all medical specialties. He was also awarded the American Psychiatric Association and National Institute of Mental Health Vestermark Award for Outstanding Teaching, and the HMS Department of Psychiatry Cynthia M. Kettle Award for Medical Student Teaching.

Dr. Beresin has consulted on a variety of television shows, including *ER*, *Law and Order SVU*, and the Emmy Award-winning HBO children's specials *Goodnight Moon and Other Sleepytime Tales* (2000), *Through a Child's Eyes: September 11, 2001* (2003), and *Classical Baby* (2005). He has published numerous papers and chapters on a variety of topics, including graduate medical education, mental health and media, eating disorders, personality disorders, and child and adolescent psychiatric treatments.

Dr. Beresin has been featured in/on CNN, *Time*, *Forbes*, Good Morning America, VICE.com, *The Boston Globe*, ABC News, *The Huffington Post*, and WBUR's CommonHealth, among others. From 2016 through the end of 2017, he will serve as the *Senior Advisor on Adolescent Psychiatry* for Students Against Destructive Decisions (SADD).





Ellen Braaten, PhD

Associate Director

Dr. Ellen Braaten is associate director of The Clay Center, director of the Learning and Emotional Assessment Program (LEAP) at Massachusetts General Hospital, and an associate professor of psychology at Harvard Medical School. Dr. Braaten received her MA in clinical psychology from the University of Colorado, and her PhD in psychology from Colorado State University.

Dr. Braaten is widely recognized as an expert in the field of pediatric neuropsychological and psychological assessment, particularly in the areas of assessing learning disabilities and attention disorders. Her most recent book, *Bright Kids Who Can't Keep Up*, addresses slow processing speed in children, and was released in August 2014. Currently, she is working on a number of books for professionals that will look at defining and assessing intellectual, developmental, and learning disabilities in children and adolescents.

Dr. Braaten has been featured in/on CNN, Boston's Fox 25 News, WBZ Radio's *NightSide* with Dan Rea, NECN, WBUR, and *The [London] Times*, among others.



Steve Schlozman, MD

Associate Director

Dr. Steve Schlozman is associate director of The Clay Center, course director of the psychopathology class for the MIT-Harvard Medical School (HMS) Program in Health, Sciences and Technology, and an assistant professor of psychiatry at HMS. He practices child and adult psychiatry at Massachusetts General Hospital, where he also serves as the primary consultant to the pediatric transplant service. Dr. Schlozman received BAs in English and biology from Stanford University, and his MD from the Dartmouth-Brown Program in Medicine.

Dr. Schlozman serves as supervisor for both general psychiatry residents and child psychiatry fellows. He has also been involved in national efforts to increase recruitment in psychiatry and decrease stigma with regard to psychiatric illness.

Dr. Schlozman has been featured in/on *The New York Times*, *The Huffington Post*, NBC News, *Boston Magazine*, ABC News, MTV.com, NECN, WBZ Radio's *NightSide* with Dan Rea, and WBUR's CommonHealth, among others.



Liz Jarrell, MA
Communications Director

Liz Jarrell is the communications director for The Clay Center. She received her BA in journalism from The University of Maine, and her MA in global marketing communication and advertising from Emerson College. Liz began her career at TD Bank, where she was responsible for marketing, corporate event planning, and sponsorship management. Her next professional opportunity landed her at the world headquarters of SAP in Walldorf, Germany. At SAP, Liz was part of a small team tasked with bringing a game-changing new product to market, and specifically led all social media efforts for the North American launch. Prior to coming to Massachusetts General Hospital, Liz worked in account management at DigitasLBi, a leading global digital agency network, where she managed Web-based design and technology projects for one of the largest financial institutions in the world.



Michelle Lanno, MEd
Production Manager

Michelle Lanno is the production manager for The Clay Center. She received her BS in sociology from Boston College, and her MEd in early childhood education from Lesley University. Michelle specializes in complex project management services, and has worked with the Massachusetts General Hospital Department of Psychiatry since 2011. Previously, she was the assistant director of creative services at Joslin Diabetes Center, and also served in multiple managerial capacities for Abbott Laboratories.



2015 YEAR IN REVIEW



STRATEGIC COMMUNICATIONS AND PLANNING

In the annual report for 2014 **(1)**, we highlighted two overarching goals The Clay Center team has identified for the coming years:

- To become a go-to resource on young people's mental health and well-being for families across the U.S.
- To raise an additional \$5 million to broaden our current scope and ensure our long-term sustainability.

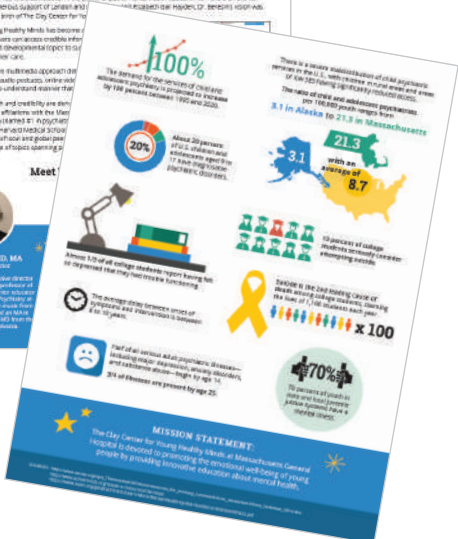
One of our primary objectives in achieving these goals was to bring in public relations and marketing counsel to a.) implement a comprehensive branding and communications strategy that establishes mainstream awareness of The Clay Center, and b.) leverage those increased awareness levels to generate new and sustainable sources of funding.

Since the fall of 2014, we have been working with **Nancy Marshall Communications** (NMC) out of Augusta, Maine, to do just that. Thanks to our cumulative efforts, we have made great strides in establishing a cohesive brand for The Clay Center; building awareness of the center among our

target audiences; and setting benchmarks from which to measure future success.

Some of the tactical accomplishments in these areas include:

- Introduction of a brand style guide **(2)** to ensure consistent use of The Clay Center's visual identity.
- Development of a media room **(3)** where members of the local and national media can easily access The Clay Center's brand story, bios and videos for the team, and latest press releases and trending topics.
- Regular news release distribution and media pitching, along with monthly reporting to gauge success and identify areas of improvement.
- Development of audience-engagement initiatives such as "The Clay Center Mailbag" **(4)** and "Content for Download."
- Creation of in-depth social media strategies for Facebook, Twitter, and YouTube.
- Implementation of strategic search engine optimization (SEO) efforts to assist in attracting greater traffic to the site.



Media Room

Welcome to The Clay Center for Young Healthy Minds' media room. Members of the press will find here a variety of resources to assist with stories, features and other news items about The Clay Center, our team and our mission. For media inquiries, please contact:

Liz Jerrell
 Communications Director
 The Clay Center for Young Healthy Minds
 P: 617-643-1590
 M: 207-210-8844
lizbeth.jerrell@partners.org

Thanks in advance for the opportunity!

About The Clay Center [More](#)

- Our Mission Statement**
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Our Doctors [More](#)

- Gene Beresin, M.D.**
[View](#) [Download](#)
- Ellen Braaten, Ph.D.**
[View](#) [Download](#)
- Steven Schlozman, M.D.**
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Trending Topics [More](#)

March 8, 2016
 Hot Topics
 Talking To Kids About 2016 Politics: A Parent's Duty In Our Volatile Political Climate

The Clay Center Mailbag

Welcome to The Clay Center Mailbag! Do you have a general question about your child or adolescent's emotional and/or mental health and well-being that you would like to ask The Clay Center team? If so, fill out the form below—we'll try to address it on an upcoming podcast or video.

Note: Your privacy is important to us, so rest assured that we will never share any individually identifiable information in our response.

First Name *

Email *

What state do you live in?
 Choose your state *

What topic category does your question fall under? *

Choose a category *

Please briefly explain your question in the field below. To protect your privacy, any individually identifiable information provided will be removed from The Clay Center team's response.

[Submit](#)

The information and advice provided by The Clay Center team is intended for your general knowledge only, and is not a substitute for professional medical advice or treatment for specific medical conditions. You should not use this information to diagnose or treat a health problem or disorder without consulting with a qualified healthcare provider. Please consult your healthcare provider with any questions or concerns you may have regarding your condition.

I wish to sign up for The Clay Center for Young Healthy Minds' monthly e-newsletter. I understand that I can discontinue receipt of the newsletter at any time by clicking on the SafeUnsubscribe! link found at the bottom of every email.

WEBSITE

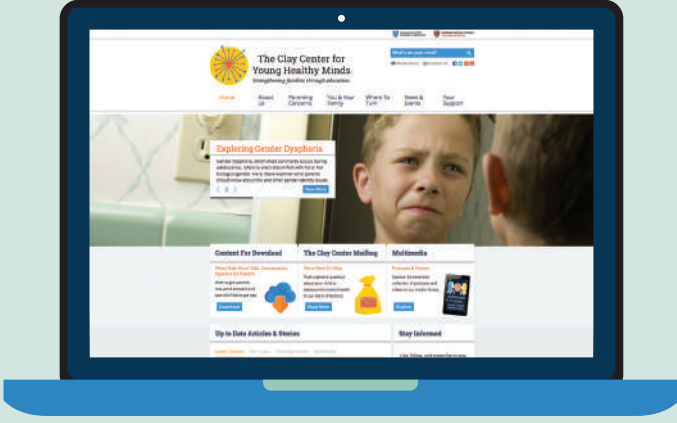
The Clay Center is pleased to report tremendous growth in our website (www.mghclaycenter.org) metrics over the past year:

108,040 visits
 a **400%+** increase over 2014

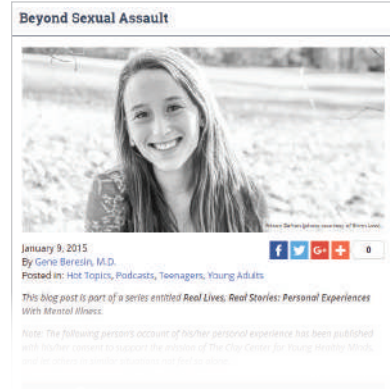
85,622 unique visitors
 a **400%+** increase over 2014

158,924 total page views
 a nearly **300%** increase over 2014

Of the 108,040 visits to the site, more than half (approximately 55%) of visitors found us through search engines, a positive indication that our audience is not only *finding* us in their search queries, but also *choosing* to click through. We also received significant traffic from referral sources (approximately 35%, up from 22% in 2014) such as Twitter, Facebook, Massachusetts General Hospital, WBUR's CommonHealth, *The Huffington Post*, and LearnPsychology.org.



CONTENT



BLOG

The Clay Center’s “bread and butter” is, of course, our blog content (however, our videos will become the focal point of our content strategy in 2016 and beyond). At present, our website features **250 blog posts** spanning a variety of topics, no shortage of which include timely “hot button” issues of relevance to parents and other caregivers of children.

Some examples:

- The long-term impact of traumatic brain injury(ies) on young athletes
- The purported link between gun violence and mental illness
- Discussing the Paris attacks and other mass tragedies with children of different ages
- Seven myths about juveniles in jail
- The crisis in pediatric psychiatric emergency rooms
- Military sexual trauma affecting our female soldiers and veterans
- Child homelessness
- Sexual assault on high school and college campuses

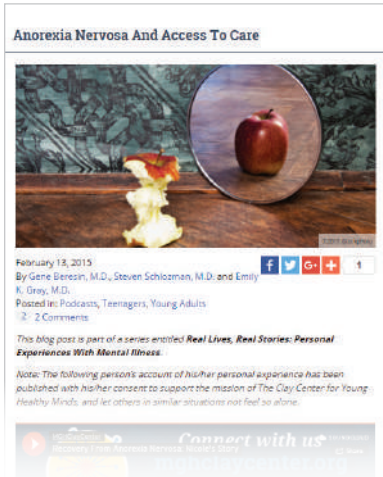
Since our audiences have proven to be particularly drawn to real-time events which affect them and their families, it may come as no surprise that, for the second year in a row, our most visited blog is **“The Impact Of Reality TV On Our Teens: What Can Parents Do?”** by guest contributor Dr. Holly Peek. Aside from such media-driven topics, however, our audiences have also demonstrated a keen interest in learning disabilities, especially the up-and-coming area of slow processing speed (for which our own Dr. Ellen Braaten is leading the charge).

An excerpt from Dr. Ellen Braaten’s blog,
“Coping With Slow Processing Speed At Home And At School”:



“At home, processing speed deficits can make nearly any situation more difficult, as one child can slow down the entire family. In addition, research has shown that when children are not well matched to their environment, they can show behavior problems and other difficulties as they grow up. This idea is sometimes referred to as “goodness of fit”—that is, how well a child’s personality matches—or fits with—his or her family’s. Although slow processing speed is only one variable in goodness of fit between parent and child, it is an important one, and one that becomes increasingly more important over time.”

To read the full blog, visit us at www.mghclaycenter.org.



PODCASTS

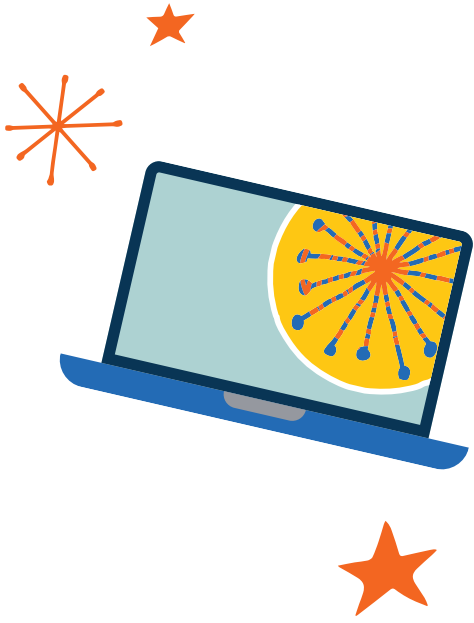
Part of the branding efforts led by Nancy Marshall Communications involved rebranding our audio podcast—hosted by Dr. Gene Beresin and Dr. Steve Schlozman—to more succinctly (and creatively) represent the series’ mission and focus.

The result? ***Shrinking It Down: Mental Health Made Simple*** was unveiled in the summer of 2015. Despite the podcast’s new title and aesthetic, the general discussion/interview format has remained the same, and to date, we have released a total of **36 episodes**, including:



- “When Kids Leave Home”
- “The Impact Of Divorce: All Children Only Get One Childhood”
- “Spring Suicide: An (Un)Likely Combination?”
- “What Is Separation Anxiety?”
- “Anorexia Nervosa And Access To Care”

2016 will bring still more exciting changes, including the launch of video podcast (vlog) segments, and periodic Q&A sessions in which audience members can interact in real-time with Drs. Beresin and Schlozman via an online platform.



ONLINE VIDEOS

Rounding out our multimedia library are **23 online videos**, including three additional original videos (on top of the four completed in 2014) that were released last fall:

Combating Mental Health Stigma

A look at why and how the stigma of mental illness persists in the African American community—and what some are doing to address it.



Bright Kids Who Can't Keep Up

We profile two smart young men with slow processing, a learning difference that affects their ability to manage daily tasks in a timely fashion. Dr. Ellen Braaten has expert advice for both parents and children coping with this issue.



Could Your Honor Student Be A Heroin Addict?

This video offers two compelling chapters: first, a fictional sequence of a day in the life of a clean-cut teen addict, and second, a frank dialog with Boston Mayor Martin J. Walsh and a young man in recovery.



2015 also saw the launch of our YouTube channel, **Clay Center TV**. Under the Clay Center TV moniker, we will soon introduce a revamped educational video series, as well as our new video podcast (vlog) segments. Coupled with a supplemental blog post, these will comprise a three-part educational package on any host of mental health topics, allowing audience members to self-select their level of immersion on a particular subject matter.

Why the increased focus on video in 2016 and beyond?

- ▶ YouTube is the second largest online search engine behind Google with **three billion** searches made and **six billion hours** of video viewed every month.¹
- ▶ Viewers retain **95%** of a message when they watch it in a video compared to 10% when reading it in text.²
- ▶ Video attracts **two to three times** as many monthly visitors to a website, and increases organic traffic from search engines by **157%**.³
- ▶ The average Internet user spends **88%** more time on a website with video than without.⁴

¹ Mushroom Networks; <http://www.mushroomnetworks.com/infographics/youtube---the-2nd-largest-search-engine-infographic>

² Invisia; <http://www.invisia.com/50-must-know-stats-about-video-animation-marketing-2013/>

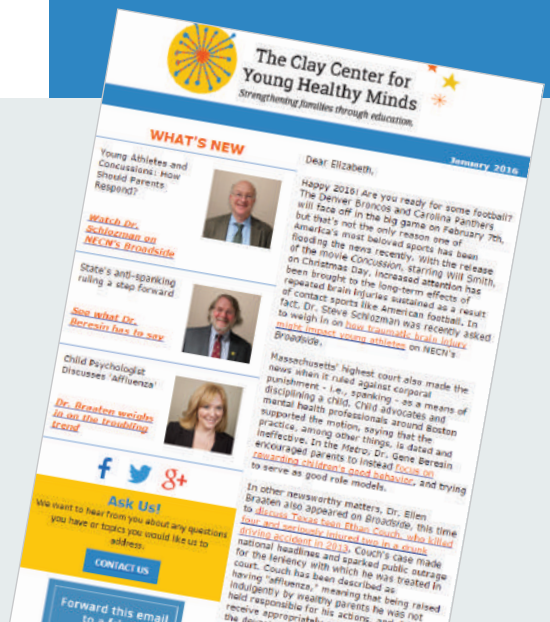
³ Marketing Sherpa; <http://www.marketingsherpa.com/article/how-to/videos-attract-300-more-traffic>

⁴ Adelle Studios; <http://www.adeliestudios.com/top-15-video-marketing-statistics-2015/>

E-NEWSLETTER

Since Spring 2014, subscribers to our mailing list have remained abreast of happenings at The Clay Center via our monthly e-newsletter, which includes topical highlights and notable media appearances by The Clay Center team. We are pleased to report that over the past year, we've grown that distribution list by **76%**. Those interested in signing up can do so on the homepage of the website, or by clicking on the "Connect with us" tab on our Facebook page.

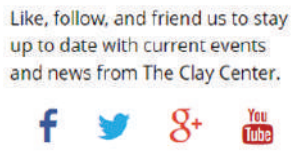
Subscribe to our e-news!

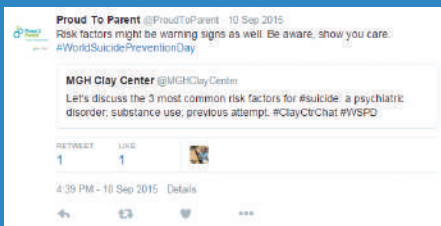
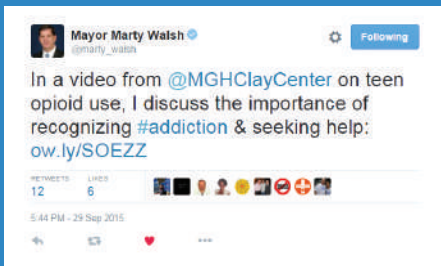
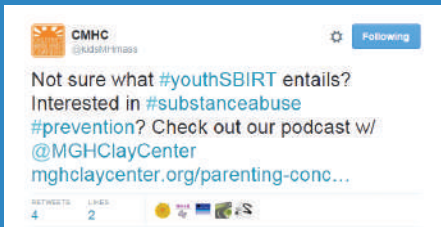


SOCIAL MEDIA

Creating an active and vibrant presence on major social media networks like Facebook, Twitter, Google+, and YouTube is an important part of The Clay Center's communications strategy—and 2015 pushed us toward that goal in a big way.

Our approach has always been to first establish credibility—primarily by balancing messages that promote our content on the website with others that reference articles, studies, and resources by respected third-party organizations and influencers that are relevant to our audience, and aligned to the overall mission and focus of The Clay Center. It would seem we're doing something right, as over the past year, we have increased our followers on Twitter by **86%** and our number of "Likes" on Facebook by **35%**. We have also achieved respectable numbers when it comes to our impressions (the number of times a post from our account was displayed on an individual's personal page) on each platform: more than **52,000** impressions on Facebook, and more than **375,000** impressions on Twitter, 100,000 of which were between August and October. In the case of Twitter, our success was likely attributed to Twitter chats we hosted in both September and October to engage the public in dialogues around World Suicide Prevention Day on September 10, and World Mental Health Day on October 10. Using the hashtag **#ClayCtrChat**, these one-hour chats allowed us to contribute to and capitalize on the larger conversations taking place across the Twittersphere, as well as increase our awareness among our target audiences, a key element of our communications strategy.





As a result of these and other efforts, we also gained some notable, influential connections on Twitter:

Media



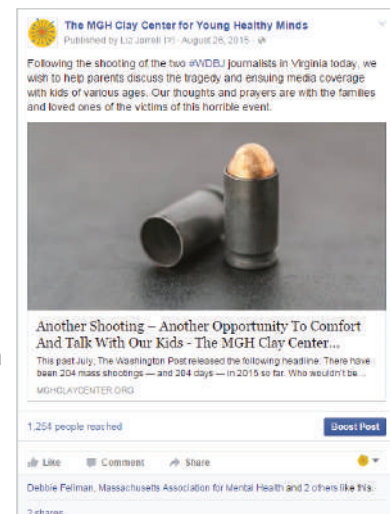
- **The Atlantic Health** (178,000 followers)
- **Lori Lite**, social media influencer and founder of Stress Free Kids (47,300 followers)
- **Liz Szabo**, medical reporter for *USA Today* (46,200 followers)
- **Texas Parenting Magazine** (45,300 followers)
- **Sue Scheff**, contributor to *20/20*, *CNN*, *Dr. Phil*, *The New York Times*, and *The Wall Street Journal* (39,500 followers)
- **Steve Sternberg**, senior writer for *U.S. News & World Report* (14,400 followers)

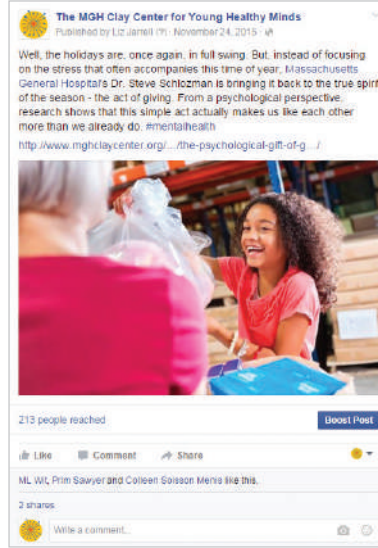


- **Estelle Erasmus**, contributor to *Newsweek*, *The Washington Post*, and *Psychiatry Today* (9,818 followers)
- **Dan Rea**, host of *NightSide* on WBZ Radio (5,885 followers)

Mental Health Advocates

- **Mental Health Chat** (59,300 followers)
- **American Psychiatric Association** (37,200 followers)
- **Understood.org** (25,100 followers)
- **PTSD Education** (20,700 followers)
- **NAMI Massachusetts** (12,200 followers)
- **American Academy of Child and Adolescent Psychiatry** (8,678 followers)
- **Project 375**, founded by NFL wide receiver Brandon Marshall (3,287)



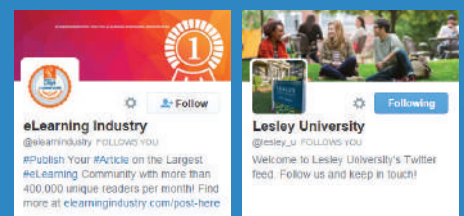
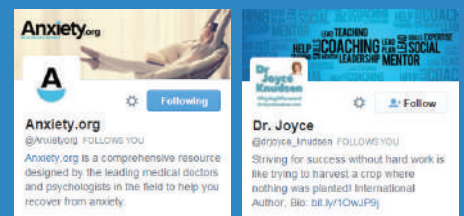
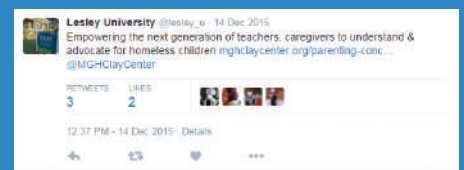
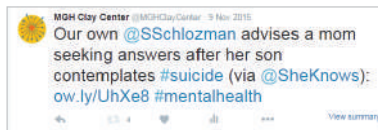


Medicine & General Health

- The Coffee Klatch Special Needs Radio (55,900 followers)
- Men's Health Network (40,700 followers)
- Massachusetts General Hospital (19,500 followers)
- Boston Children's Innovation News (3,807 followers)
- Massachusetts General Hospital for Children (3,560 followers)
- Newton-Wellesley Hospital (2,457 followers)

Personalities

- **Taye Diggs**, actor and children's book author (598,000 followers)
- **Chelsea Krost**, TV/radio talk show host and 'millennial' spokesperson (115,000 followers)
- **Matt Sweetwood**, contributor to *The Huffington Post* (82,000 followers)
- **Dr. Lynne Kenney**, pediatric psychologist and international speaker (22,800 followers)
- **Jessica Lahey**, writer (*The New York Times*, *The Atlantic*), teacher, and speaker (8,167 followers)





“We have come to rely on The Clay Center to help us inform the public about urgent mental health issues, whether it’s how to talk to kids about the latest school shooting, or how to prevent suicide. What Gene [Beresin] and Steve [Schlozman] write is not just accurate and informative, but wise and compassionate. They’re speaking out in the best of all possible ways—and very skillfully, too! For us as journalists, they’re also modeling how fruitful a collaboration—really, a partnership—between a media outlet like WBUR and experts driven by a mission of public education can be.”

– Carey Goldberg,
former Boston bureau chief
of *The New York Times*
and co-host of WBUR’s
CommonHealth

90.9wbur
Boston’s NPR® news station

MEDIA COVERAGE

Part of the communications strategy developed with Nancy Marshall Communications involves extensive outreach to both local and national media outlets in order to increase our sphere of influence, and raise awareness of The Clay Center among our key target audiences.

Our team was fortunate to appear in/on a variety of noteworthy publications and media channels in 2015, including:

- CNN
- ABC News
- Good Morning America
- Psychology Today
- *Miami Herald*
- Understood.org
- *The Huffington Post*
- LearnPsychology.org
- SheKnows.com
- *Deseret News*
- Women Taking the Lead
- *The Boston Globe*
- *Boston Magazine*
- New England Cable News (NECN)
- WBUR’s RadioBoston and CommonHealth
- WBZ
- Fox 25 News





All together, The Clay Center team had more than **300** media results that produced over **63,000,000** impressions across local and national media, including television and radio, as well as print and online publications.

This equates to an estimated media value of \$1,440,578.



So what do we mean by 'media impressions' and 'media value'?

Media impressions represent the gross number of items that could have been seen by all people, including repeats.

Media value is a tool used to gauge the return on investment for public relations activities. Unlike advertising, which is purchased, media value is print, electronic, and non-traditional news coverage that results from editorial content generated by press releases, interviews, photos, videos, and special events. The simplest way to generate raw data is by using the advertising value equivalency; this involves determining what such editorial coverage in traditional media would cost were it purchased as paid advertising. For example, an ad on CNN would cost far more than an ad in a local newspaper.

However, since public relations is subjective, intangible items are also taken into account: the tone of the article, how The Clay Center is portrayed, whether key messages are delivered, hyperlinks to our website included, etc.



COLLABORATIONS

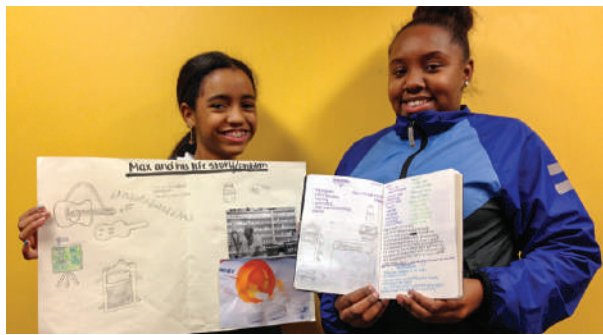
2015 was pivotal in terms of our involvement in a number of strategic partnerships, among them:

Hope Collaborative



The Hope Collaborative provides partner schools and after-school programs the technological and cultural gateways they need to implement world-class distributed programming that empowers kids and teens from disadvantaged backgrounds. Over the course of 2015, The Clay Center created for **Hope Collaborative** a leadership development and resilience curriculum to be implemented in its network; the first phase of a two-part pilot was successfully completed in December at the Boston-area youth mentorship organization, Friends of the Children. Based on best practices within the social-

emotional-leadership segment, this curriculum is intended to help children of all ages develop leadership capacities, emotional maturity, and high moral character through a succession of 12 learning modules, among them: *Conflict Resolution, Overcoming Obstacles; Building Self-Esteem, Trust and Values; and Developing a Strong Identity.*



Project TEACH (Training and Education for the Advancement of Children’s Health)



The Psychiatry Academy at Massachusetts General Hospital, in partnership with The Clay Center, has been awarded a five-year grant by the **New York State Office of Mental Health** to

facilitate consultations with child and adolescent psychiatrists, and educate primary care physicians and pediatricians in children’s mental health, the cumulative goal being to improve the mental health outcomes of children across New York.

Serving as an affiliate to the Psychiatry Academy on the implementation of the program, The Clay Center will produce public education materials geared toward parents, caregivers, and professionals who work with children to help encourage effective communication with primary care providers; enhance mutual understanding of psychiatric and behavioral problems; and ultimately foster prevention and early identification/intervention of mental health disorders in children and adolescents. Initial planning for Project TEACH is anticipated to commence in early 2016.

Children’s Mental Health Campaign (Massachusetts Society for the Prevention of Cruelty to Children and Partners)



Since 2014, The Clay Center has served as the educational vendor for Massachusetts as part of a three-year, five-state pilot program aimed at increasing the number of youth aged 15 to 22 who have access to SBIRT (Screening, Brief Intervention, and Referral to Treatment) or similar screening and early intervention strategies used to combat substance abuse. As a member

organization of the **Addiction Free Futures Project**—the name given to the Massachusetts arm of this pilot program, managed under the Children’s Mental Health Campaign umbrella—The Clay Center produces educational blogs and podcasts, and engages in outreach and advocacy via our social media channels, therein raising awareness about the potential for early intervention tools like SBIRT to help pave the way for young people to lead healthy lives free of substance use disorders.

Lesley University’s Child Homelessness Initiative

(www.lesley.edu/child-homelessness-initiative/)



According to the Urban Institute, throughout the U.S., more than 200,000 children are homeless on any given day. As a response, Lesley University has developed the **Child Homelessness Initiative (CHI)**, the mission of which is to prepare the next generation of teachers, policy advocates, therapists, and child care providers with a specialized curriculum that maximizes infant and toddler health, happiness, and well-being; secures their protection from injury and insult; and advances their educational opportunities. Over the past year, The Clay Center has collaborated with leaders and faculty members at Lesley University on a series of podcasts and blogs to bring attention to the issue of child homelessness, those “invisible” children among us who are so often overlooked. Listeners to the series will draw inspiration from Jade Gardner, a current Lesley student who herself experienced homelessness as a child, and “Anne,” a single mother who was displaced from her home twice during one of the most harrowing winters on record. Both are incredible stories of resilience and the strength of the human spirit to rise above the most unfortunate of circumstances.

According to the Urban Institute, throughout the U.S., more than 200,000 children are homeless

Home Is Where The Heart Is: Thinking About Homeless Children In The Classroom



December 10, 2015
By Bercca Mason, M.Ed., Gene Beresin, M.D. and Steven Schlozman, M.D.
Posted in: Families, Grade School, Hot Topics, Podcasts

This is the final blog post of a series in collaboration with the **Lesley University Child Homelessness Initiative (CHI)**. For more information about the CHI curriculum, and the ways in which it seeks to empower the next generation of teachers and caregivers to understand and advocate for homeless children, visit <http://www.lesley.edu/child-homelessness-initiative/>.

To view the first and second blog posts, click [here](#) and [here](#).

“As a result of our partnership with The Clay Center, we have been able to bring attention to many issues that face children and families in transition. The podcasts and blogs provide opportunities for listeners to hear directly from people sharing their stories; this turns a topic into more than the written word—instead, it gives dimension to lived experience and inspires action. The Clay Center team has been incredibly generous, supportive, and fun (!) to work with at every turn.”

– Lisa B. Fiore, PhD, professor of education and director of the Child Homelessness Initiative at Lesley University



SPEAKING ENGAGEMENTS

We welcome public and industry speaking engagements, as they provide a forum in which to forge personal connections with the audiences we serve, as well as share the mission of The Clay Center. 2015 brought us a number of opportunities:



For the second year in a row, Dr. Gene Beresin, this time joined by Dr. Steve Schlozman, traveled to Lake Wales High School in Florida to speak to 1,400 students about overcoming prejudice and bias.



Dr. Ellen Braaten addressed the Watertown Special Education Advisory Committee on building resilience in children with learning disabilities.

Dr. Beresin and Dr. Schlozman led workshops at the American Psychiatric Association's (APA) annual conference around leveraging online platforms and technologies for public education.

Dr. Braaten presented at the Colorado Neuropsychological Society's annual conference on slow processing speed assessment and treatment.



Dr. Beresin and Dr. Schlozman led a seminar hosted by the Partners HealthCare Employee Assistance Program (EAP) on fostering resilience in children and adolescents in today's challenging world.

Dr. Braaten was invited by the Archdiocese of Louisville Summer Institute to educate participants on slow processing speed.



Dr. Schlozman presented on stigma in mental illness at a community forum hosted by Cooley Dickenson Hospital in western Massachusetts.

Dr. Beresin spoke at the American Academy of Child and Adolescent Psychiatry's (AACAP) annual conference about best practices in public education.



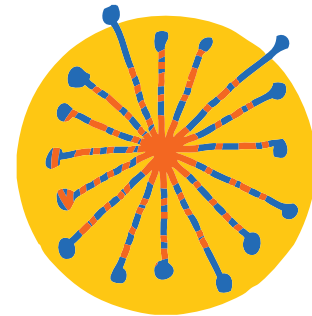
Dr. Schlozman was invited by the American University of Antigua to serve as its visiting professor of Medical Humanities.



ADVISORY COUNCIL

Since The Clay Center’s launch, one of our biggest priorities has been to grow our Advisory Council—those parents, grandparents, and concerned individuals who have committed to advancing our mission and ensuring our long-term sustainability through philanthropy, strategic advisement, and ambassadorship.

At present, we have nine Advisory Council members, placing us nearly at our goal of 10 total members. We are sincerely grateful to each and every individual below for his/her confidence in us and our mission.



The Clay Center for Young Healthy Minds Advisory Council



Lauren Aguirre



Lavinia Clay



Jen Defresne



Debbie Fellman



Gail Hayden



Mary Herman



Laurie Schoen



Rand Spero



Richard Spurzem

If you are interested in joining The Clay Center’s Advisory Council, we invite you to contact Carol Taylor, Interim Vice President of Development, at 617-724-8799.



ADVISORY COUNCIL 2015





A GLIMPSE AT 2016



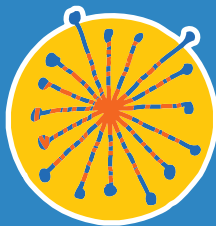
The overarching goal for this year is to significantly expand the reach of our content, while also growing our return-visitor audience base. The primary ways we hope to do so are by:

Engaging in heavy media outreach that is focused on continuing to forge relationships with key media outlets and journalists on a national level.

Introducing The Clay Center YouTube channel—known as **Clay Center TV**—under which we will distribute our revamped educational video series, as well as our new video podcast (vlog) segments. Capitalizing on the popularity of online video, we plan to disseminate compelling content that is both educational and entertaining, regularly updated, and inspired by audience feedback on the topics of most interest to them.

Optimizing our website to ensure that it reflects the latest best practices in search engine optimization (SEO).





The Clay Center for Young Healthy Minds
One Bowdoin Square, 7th Floor, Boston, MA 02114 ★ (617) 643-1590
www.mghclaycenter.org

