



Bell Seal Awarded Again in 2025!

MHANKYSWOH joins just 2 in 5 employers nationwide that meet standards for certification

Mental Health America of Northern Kentucky and Southwest Ohio is proud to announce that it was awarded a 2025 Platinum Bell Seal for Workplace Mental Health by Mental Health America (MHA).

The Bell Seal recognizes employer advances in workplace mental health by awarding Bronze, Silver, Gold, and Platinum recognition. Only two in five employers meet the standards for Bell Seal certification.

MHANKYSWOH underwent a rigorous evaluation of its policies and practices in four areas: workplace culture, benefits, compliance, and wellness programs.

Gaining status as a Bell Seal recipient demonstrates an ongoing commitment to employee mental health and well-being.

Mental Health America of Northern Kentucky and Southwest Ohio established core values to support employee wellness, including being person-centered, reliable, ethical, and nurturing a collaborative environment.

Employees are encouraged to focus on dimensions of wellness that support their overall well-being.







Associate Director Amanda Shaw said, "This award is a tremendous honor, and it wouldn't be possible without the dedication of our leadership team and the commitment of every employee to build a supportive and healthy workplace. We're proud to be recognized as a leader in prioritizing mental health, and we're committed to continuously improving our efforts to support our team's well-being."



Reflecting on Resilience and Renewal

A message from Executive Director Liz Atwell

Fiscal Year 2025 was a year of both important progress and real challenges for our agency. Like many agencies across the behavioral health services field, we faced shifting funding landscapes, growing community needs, and the continued strain on our workforce. Yet through it all, our team demonstrated the resilience, compassion, and creativity that define who we are.

This year, we strengthened programs that connect people to recovery support, expanded community partnerships, and continued to integrate lived experience into everything we do. We found new ways to collaborate across regions and continued to show up for individuals and families who rely on us.

We also recognize the challenges — the staffing transitions, resource constraints, and the daily balancing act of meeting high needs with limited capacity.

These moments have reminded us why our mission matters, and why the work of healing, hope, and connection is never done alone.

As we look ahead, we carry forward the lessons of this year: that small acts of dedication can create lasting impact, that innovation often grows from adversity, and that the strength of our agency comes from the people who make it possible — our staff, partners, and supporters.

Thank you for standing with us, believing in this mission, and helping make recovery and wellness possible for our communities.







We are a nonprofit providing support, resources, education, and advocacy to individuals, families, professionals, and communities.

We work to promote mental health and prevent mental illness while decreasing stigma.

Reliable
Person-Centered
Collaborative
Ethical

MHANKYSWOH fulfills its mission to promote mental health and prevent mental illness through education, research, services, and advocacy.



Every day we work to protect the rights and dignity of individuals with lived experience to be sure that peers and their voices are included in all areas of our agency.



We accept all members of the community. We commit to include all.
We treat each other with compassion, respect, and understanding.



We respect diversity, which we define as culture, gender, social status, and the values of the community.

Peer Support

Our Certified Peer Support Specialists are trained to use lived experiences in a professional manner to help other people recover.

Peer Support Specialists give encouragement, hope, guidance, and understanding through the recovery process.



The PIER - Northern Kentucky

July 1, 2024 to June 30, 2025

2210 unique individuals served



- Record Sign In Month during October 2024, **638** center sign-ins
- Record enrollment month in February 2025, **56** enrollments
- 565 group classes were provided, serving 2,406 participants
- Staff hosted and participated in **257** outreach events, engaging and serving more than **4,951** community members
- Received **\$19,000** NKYASAP Harm Reduction Grant
- Received \$500 donation from St. Elizabeth
- Collaborated with NKY Health Department for an Anti-Stigma campaign: What Recovery Looks Like
- Collaborated with and sponsored the Black Balloon Project
- Collaborated with Life Learning Center and other Northern Kentucky RCC centers, hosting the first annual Harm Reduction Event in the region
- Collaborated and partnered with Campbell County Detention Center for Women's After Care. The PIER serves as a home base for their classes and groups
- Had partnerships with Matthew 25: Ministries, Brighton Center, Inc., Fresh Start Shower Ministries, Florence Christian Church, and SUN Behavioral Health
- Started new Own Your Space: Mastering Boundaries Group, the Peer2Peer Support Group, and Celebrate Your Journey (MOUD Support Group)

Peer Support

Participant Success

Peer support participant LS has gained full custody of two children from Child Protective Services. She has also reunited with her other three children.

She attended Peer Recovery Support training and received a passing score of 98%.

She says, "I cannot wait to be a PRS."

Southwest Ohio Peer Support

July 1, 2024 to June 30, 2025





Staff Accomplishments

Amanda Gray won the START Peer of the Year Award. Her peers voted for her to receive this recognition.

Theresa Roberts, new to the peer staff team during FY25, became part of a second START dyad.

MHA Peer Michele Stewart helped many women obtain their Peer Recovery Supporter Certificates. She also helped facilitate two WRAP trainings, expanding her skill sets and working on facilitation and presentation skills.

Pro Bono Counseling and Peer Support Team Lead Dani Diede has worked with the Warren and Clinton Counties Board to start a LOSS team in Warren County. This will provide support to family and friends following a suicide.

Peer Support

Client Feedback

"I love Erica and her energy!"

Client said she "wouldn't be going to AA meetings if Erica wasn't joining her."

Client Background

- incarcerated in January 2025
- released to Residential Treatment Center in February
- transitioned to at-home IOP in April
- Client has fulfilled all scheduled medical appointments, continues to refill medications, and maintains appointments with peer support specialist on a weekly

Northern Kentucky Health Department

July 1, 2024 to June 30, 2025

NKY Health contracted with Mental Health of America of Northern Kentucky and Southwest Ohio to hire, train, and supervise three peer support specialists who provide services to clients living with HIV.

Responsibilities include:

- Communicate frequently and regularly with clients and medical case managers
- Coordinate and facilitate peer support groups
- Bridge the gap:
 - Connect to health and social services
 - Navigate the complex health and social support systems
 - Accompany clients to medical appointments
- Support adherence and retention
 - Motivation, reminders, practical support
- Address psychosocial needs offer support, reduce isolation, help combat stigma
- Identify goals and hold client-centered meetings

For additional information:

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Prevention Education

We aim to decrease stigma and help build resilience by helping people gain new insights about mental health, substance use disorders. recovery, and overall wellness.

During fiscal year 2025 the Prevention and **Education Department** completed 81 outreach activities, reaching 9,266 individuals.



Wellness & Education

23

1126 **Individuals**

Classes

Prevention and Education staff completed the Increasing Accessible and Competent Healthcare for LGBTQ+ Greater Cincinnatians grant.

With this project, MHANKYSWOH addressed barriers to accessibility, quality, competency, and barriers in mental health care for adults and youth who identify as LGBTQIA+ in the region.

Addressing these issues requires a multi-faceted approach, including a behavioral health provider training program, Pro-Bono Counseling program, and Teen Mental Health First Aid.

The project's goal was to serve 60 behavioral health providers. We served 168 providers during Fiscal Year 2025.

Peer Support and WRAP Training

234 People Trained

5 Peer Support Trainings

Wellness Recovery Action Plan

MHA accepted a **State Opioid and Stimulant Response** (SOS) grant from the Ohio Department of Mental Health and Addiction Services. This grant enabled staff to produce no-cost weekly peer support groups, supported employment services, and continuing education opportunities designed to meet peer license requirements.

Mental Health First Aid

The Mental Health First Aid Collaborative, managed by MHANKYSWOH, continues to provide MHFA courses for participants throughout the state of Ohio and within Northern Kentucky.

Grants and Funding with People Served in FY25

- **3,619** Ohio Mental Health and Addiction Services (OhioMHAS)
 - **324** Older Adult Project
 - **40** Project Aware (teen)
- 1,277 Paid Classes
- 544 Substance Abuse and Mental Health Services Administration (SAMHSA)
- **120** Millstone
- The MHFA Collaborative served **5,924** people during the fiscal year
- Average class sizes were 22.3 people
- Total classes held: 265
- Average classes held per month: 22
- The MHFA Newsletter was distributed each month to more than 22,000 people

Wow! What a great concept to train on Mental Health First Aid, having been in the HR field for 8 years now, I have supported employees through some pretty tough situations. The awareness a training like this prepares you for, are those situations that you hope to not encounter but the reality is there is mental illness, addictions, tragic situations and extreme cases that field workers do face. - MHFA Participant



Crisis Intervention Team (CIT)

Crisis Intervention Team (CIT) training is an education program for first responders including law enforcement, probation, parole, fire/EMS, corrections, and emergency communications.

CIT teaches skills needed to respond safely and effectively to individuals in the community who are experiencing crisis related to mental health, substance use, developmental disabilities and other unique circumstances. CIT training also introduces first responders to social services in Hamilton County with the hope of increasing engagement and collaboration. Additionally, the CIT Program serves as a liaison to connect first responders and behavioral health services in order to build relationships and improve outcomes.

Courses taught: 14 Participants trained: 256

- 4 40-hour CIT courses delivered with Crisis Prevention Techniques (CPT)
- 1 weeklong Crisis Response Training was delivered to Cincinnati Police Department
- 3 CIT for Emergency Communications Courses delivered
- 1 CIT for Youth Course delivered
- 3 Role Specific Courses delivered (2 Parole/Probation and 1 Corrections)
- 1 Advanced Topic Course delivered. Stories over Stigma only 3 hours/carried CPTs
- 1 CIT Refresher (Updates) Course delivered with CPTs
 - One hundred percent of trainings were rated 4.25 out of 5 or higher
 - Two 40-hour classes had a **4.98 overall rating**, which was the highest
 - The lowest-rated class was the first CIT for Parole at 4.39

The combined average rating for all CIT training was 4.78.

99% of participants/respondees indicated increased knowledge.



First Responder Community Events: 14

Total People Reached: 1,895

Boone County Alliance

Boone County Alliance is a non-profit organization working towards building a healthy community by preventing and reducing drug and substance use among the youth. Angela Boone serves as the BCA Program Director.

Activity from July 1, 2024 to June 30, 2025

Capacity

- 5 Community partners added
- 4 New coalition members added
- Monthly newsletters sent to 102 subscribers

Boone County Alliance

Implementation

- Shared information and resources at **30** community events
- Participated in 15 community outreach events
- Co-hosted 4 collaborative events with community partners
- 20 Tobacco/THC Environmental Scans Completed
- Safe Storage Information presented to 58,000 Boone County Households
- Advertisements displayed on TANK public transit
 - 988 (Suicide Prevention)
 - Parental Conversations around Substance Use and Mental Health
- 10,000 988 Doorhangers were distributed to Boone County households by 54 volunteers, 11 coalition members, and 17 organizations.

Northern Kentucky ASAP

The **Northern Kentucky Agency for Substance Abuse Policy** Board was formed in 2000 with funding provided by the Kentucky Office of Drug Control Policy to develop a strategic plan to reduce the prevalence of alcohol, tobacco, and other drug use among youth and adult populations in Northern Kentucky (NKY), and to help coordinate efforts among local and state agencies.

The work spans **eight counties** of Northern Kentucky: Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, Pendleton

Courtney New, NKY ASAP Director, is employed by Mental Health America of Northern Kentucky and Southwest Ohio.

Activity from July 1, 2024 to June 30, 2025

- Provided funding for 10 community-led projects
 - Project Highlights:
 - 700 syringe access exchange participants
 - 930 vouchers for free nicotine replacement therapy
 - 93 gas cards for patients with SUD to reduce transportation barriers
 - 9 trainings conducted with a total of 394 participants
 - 6 Harm Reduction-focused events with over 1,000 attendees reached
 - 1,921 drug screens conducted through Life Learning Center's programs
- Distributed 800 medication lockboxes
- Distributed **2,944** Deterra medication disposal pouches
- NKY ASAP projects directly served over 5,000 individuals and reached over 500,000 individuals
- 65 Community Partners
- 10 Treatment Collaborative meetings, providing community resource presentations and networking opportunities for treatment providers



MENTAL HEALTH SCREENING

Several approaches were utilized to help build awareness of this important resource. These resulted in

completed screenings in the service area during FY25.

Approaches included:

- distribution of QR code cards and stickers
- mentions during outreach and network events
- social media posts with video and graphic mentions
- content placed in public locations such as libraries, laundromats, and restaurants



Our Online Activities

We facilitate and maintain an online presence for many of the MHA projects. Here's a snapshot of some activities during Fiscal Year 2025.

MHANKYSWOH

Facebook

Visits 3.1k Follows 196 Followers 15,927* Link Clicks 246 Content Interactions 1.4k

Instagram

Visits 721
Follows 33
Followers 189
Reach 1.7k
Content Interactions 227
Link Clicks 0

PIER

Facebook

Visits 8.2k Follows 253 Followers 2,138 Link Clicks 95 Content Interactions 4.3k

Instagram

Visits 98
Follows 13
Followers 131
Reach 381
Content Interactions 82
Link Clicks 0

MHFA

Facebook

Visits 5.3k
Follows 403
Followers 1,996
Link Clicks 961
Content Interactions 3.3k

Instagram

Visits 174
Follows 37
Followers 330
Reach 418
Content Interactions 87
Link Clicks 0

NKY ASAP

Facebook

Visits 632
Follows 63
Followers 492
Link Clicks 354
Content Interactions 92

Instagram

Visits 37
Follows (data unavailable)
Followers 18
Reach 1.8k
Content Interactions 23
Link Clicks 98

Notes:

NKY ASAP purchased **seven** boosted ads on Meta properties during FY25. Total ad spending equaled **\$349.11**. This resulted in **747** total clicks on both Meta properties. There were **44,295** views of the boosted content.

Mental Health First Aid purchased **twelve** boosted ads on Meta properties during FY25. Total ad spending equaled **\$226.89**. This resulted in **2,481** post engagements, of which **8** were new messaging conversations. There were **40,845** views.

*MHANKYSWOH Facebook follower numbers are not reflective of organic activity. The account was compromised in 2022, resulting in a vast number of followers from Asian countries. These numbers are gradually declining after the account was limited to U.S. visitors.

Instagram link clicks are rare unless visitors click links in the account profile or links in a business account posted video reel.

Websites

MHA of Northern Kentucky and Southwest Ohio maintains three sites. These are hosted with three different providers. Statistics vary between each provider.



mhankyswoh.org

8,078 active users 8,082 new users* Direct visits 5,869 Organic search 1,794 Referrals 217 Organic social 196

Total Sessions 12,160 Engaged Sessions 5,590 Engagement rate 45.97% Top landing pages:

- Homepage 5,875
- /peersupport 1,647
- /educationsummit 546
- /cit 351



pierrcc.org

2,971 unique visitors 1,080 returning visitors Direct visits 1,659 Organic search 1,056 Referrals 61 (mhankyswoh) Organic social 37 Email marketing 6

Page views 6,663 Top landing pages:

- Homepage 2,309
- /get-involved 2,091
- /programs-services 420
- /peer-support 260
- /contact-us 260



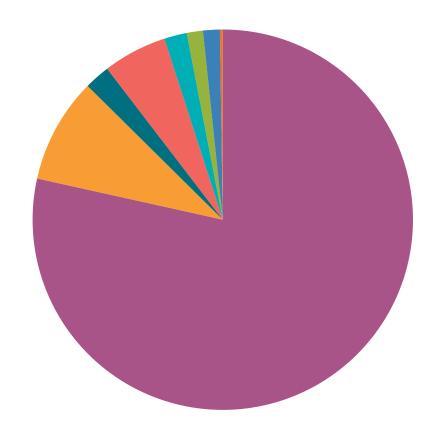
mhfacollaborative.org

18,946 unique visitors New users 97% Returning users 3% Direct visits 10,239 Direct search 2,594 Referrals 1,571 Social 349

Page views 9,010 Top landing pages:

- Homepage 10,488
- /take-a-course 4,054
- /teen-mhfa 3,287
- /i-ve-been-trained 1,690
- 2025-mhfa-summit 1,365
- host-a-class 1,247

*mhankyswoh.org data from Google Analytics begins Feb. 2025, following the launch of the new site. Data from the previous hosting provider is unavailable. Reports include all dates through June 30, 2025.



Government Grants	\$3,059,736
Government Fees	\$348,590
Foundations	\$85,000
Program Fees	\$212,240
United Way of Greater Cincinnati	\$75,000
Associated Organizations	\$53,551
Contributions	\$55,540
Special Events	\$9,205
Miscellaneous	\$168

Total \$3,899,030

pending final audit

Funding and Financial Data

Thank you to our generous funders and supporters!

Boone County Alliance • Hamilton County Job and Family Services (OH Start) • Live Oaks Career Center • Faith Community Pharmacy • National Alliance on Mental Illness Ohio • North Eastern Ohio Medical University • Mental Health America • Health Resources and Services Administration • Hamilton County Mental Health and Recovery Services Board • Northern Kentucky Agency for Substance Abuse Policy • Hamilton County Board of Commissioners • Ohio Mental Health and Addiction Services • Northkey Community Care • Substance Abuse and Mental Health Services Administration • Talbert House • Northern Kentucky Health Department • Northern Kentucky Fiscal Courts (Boone, Campbell, and Kenton Counties) • Interact for Health • Virginia K. Weston Assistance Fund • Kroger Community Awards • Corporex - Commonwealth Employees GIVE Fund • City of Cincinnati Police Department • Premier Health • St. Elizabeth Healthcare • Millstone Fund • City of Columbus - Central Ohio Area Agency on Aging • Direction Home of Eastern Ohio • Perry County BHS/JFS • Great Oaks Career Campus • Columbus City Schools Board of Education

• The Beaver Companies • United Way of Greater Cincinnati

and many generous individual donors!