The Clay Center for Young Healthy Minds
Developing Resilience through Engagement, Awareness and Media
Doctor as Teacher and Healer: Fulfilling Our Social Contract

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April, 2014
Complete Disclosures

• 1998: Wyeth: Editor of *The Resident Reporter*. Edited 6 resident papers written from session summaries of the American Psychiatric Association Annual Meeting; wrote the Introduction. $500

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• 2002: HBO: Consultant three Children’s shows: *Goodnight Moon, Twas the Night, Through a Child’s Eyes: September 11, 2001* (2 awarded Emmys): $1500

• 2002: Universal Studios: Consultant to two *Law and Order Special Victims Unit* television shows: $1000

• 2003: Phillip Morris: Consultant to a Smoking Prevention Brochure for Teens and Parents. Paid with Tobacco Settlement funds: $5000

• 2003: Universal Studios: Consultant to a *Law and Order Special Victims Unit* television show: $500

• 2004: HBO: Consultant to Emmy Award winning Children’s show *Classical Baby*: $4000
Executive Summary

• Our Mission and Social Contract: To Heal, Educate and Discover

• My Personal Story

• The Need for Public Education

• Evolution of the Clay Center
What Is Our Mission?

“We’re on a mission from God”

The Blues Brothers

www.pathstodream.org
Mission for Physicians

As physicians we have a mission to heal, educate and discover

“to generate physicians as healers not technicians, using their hearts and minds, science and emotion to care for patients, generate new knowledge and educate the public and future generations of physicians”

Harvard Medical School Mission Statement
Healing vs. Curing

• Beyond applying current scientific knowledge, diagnostic procedures and therapeutic technique, healing provides:

– Comfort
– Reassurance
– Open, honest communication
– Respect
– Empathy
Healing is promoted by an intimate, personal, patient-doctor relationship involving

- Affirmation
- Humor
- Judicious Self-revelation
- Active listening
- Altruism
- Cultural Sensitivity

The healing relationship requires secure attachment and education
Mission: To Produce Healers Rather Than Technicians

“The most common criticism made at present by older practitioners is that younger graduates have been taught a great deal about the mechanism of disease, but very little about the practice of medicine – or to put it more bluntly, they are too ‘scientific’ and do not know how to take care of patients”

Francis W. Peabody (1927)
“It’s got to come out, of course, but that doesn’t address the deeper problem.”
Other Missions

“When the going gets weird the weird go pro.”

Hunter S. Thompson
“We teach who we are: technique is relatively unimportant. Residents seek to mimic good clinicians. They not only notice who their teachers are but how they are. They notice if their teachers are fully present to patients and themselves. Good teachers teach from personal wholeness and guide the resident toward personal wholeness.”

David Leach, MD
Former Executive Director
Accreditation Council of Graduate Medical Education
My Journey
Scary

Monsters
Development Happens
Evolution of the Clay Center for Young Healthy Minds at MGH
Psychiatric and Behavioral Illnesses: Extraordinary Prevalence

1 in 4 individuals will suffer from mental illness
Psychiatric and Behavioral Illnesses: Extraordinary Prevalence

AGE 14

50% of all cases begin
Psychiatric and Behavioral Illnesses: Extraordinary Prevalence

SUICIDE

Third leading cause of death among young people ages 10-24
Stigma, Clinical Shortages, and Poor Access

• Despite increased scientific understanding of mental illness, stigma persists in social settings, housing and the workplace

• Current estimates = 7-8000 child and adolescent psychiatrists for about 20 million youth with serious psychiatric disorder

• Significant problems with access to care despite the Mental Health Parity Act
The Critical Role of Resilience

- **Definition**: The ability of an individual to maintain personal and social stability despite adversity

- Resilience is a **PROCESS**, not a **TRAIT**
  - **Preventative**: Resistance to adversity
  - **Corrective**: Ability to cope under traumatic situations

- **Key Elements**: Biology, Family, Social Environment

- **Key Features**: Engagement (Attachment) and Awareness (Self-Reflection)
Proven Value of Public Education and Awareness

• Example: *Time to Change* ([www.time-to-change.org.uk](http://www.time-to-change.org.uk)) on educating doctors, teachers, police officers and general public about mental health

• US: Anti-smoking, Reduction in spread of HIV/AIDS, screening for colorectal, breast and cervical cancer, use of sunscreen

• US: Internet and collaboration with news and media outlets
Our Mission

To promote the **mental health** and **resilience** of children, youth and families through education and prevention, while considering physical, social and environmental influences.

The Clay Center for Young Healthy Minds

Developing Resilience through Engagement, Awareness and Media
Our Mission

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The Clay Center for Young Healthy Minds
Developing Resilience through Engagement, Awareness and Media
Fostering Resilience through Engagement and Awareness
Overarching Goals

- Promote optimal emotional development in children, adolescents and transitional-age youth, including resilience
- Promote optimal well-being in parents and caregivers
- De-stigmatize psychiatric disorders in the general public
- Enhance early detection of emotional and social problems
Our Audience

Parents

- Anxiety
- Guidance
- Community
Being A Parent Means…

LOVE.        PRIDE.        HOPEFULNESS.        JOY.

What about…

❖ ANXIETY
❖ WORRY
❖ FEAR
How We Will Address This:

Breadth of content spanning topics and styles

Parents are armed with education and tools

Parents can draw the distinction
Telling Stories Creates Connection

Stories complicate our thinking.

- But...why would we want to do that?
- We want to help our audience to think carefully about complex issues
- This *demystifies, de-stigmatizes* and *educates*

RESULT: **Everyone benefits!**
In Our Work, You’ll Notice:

❖ Informal style
❖ Personal approach
❖ Evidence-driven information
❖ Content presented in everyday terms
Plus….

- The capacity for **Real Time** responses to events **As They Happen**

- An ounce of prevention…
In Short…

We’ll *uncomplicate* your thinking…

…by making the complicated **accessible**.
The Team: Leadership in Education, Media & Clinical Care
A Trusted Resource

Public

The Clay Center Education Model

- Needs Assessment
- Public Education
- Outcomes Analysis

Current Assets and Partnerships
Three Major Components

Direct Education to Public

Regular Consultations to the Media

Strategic Partnerships
The website is the cornerstone of our direct-to-consumer strategy.

Guiding Principles:
- Homey, but not home-made
- Polished, but not corporate
- Convey clinical wisdom without pathologizing development
- Trusted friend
- Strong independent brand
Website – www.pathstodream.org

What you WILL see:

What you WON’T see:
Social Media Snapshot: Facebook

- 77 “Likes”
- 39 posts
Notable Outside Exposure

Gene on “Brains on Trial” (PBS)

Ellen on Fox25 News

Gene/Steve on CommonHealth
Notable Regional Exposure

Gene in Harvard Political Review

Ellen on Fox25 News

Gene/Steve on CommonHealth
Forthcoming Initiatives

Original Video Segments

Original Podcasts

Content Channel
Future Initiatives for The Center

Reach Additional Audiences
- e.g., coaches, clergy, juvenile justice officers, pediatricians, allied health professionals

Deepen Relationships with the Media
- Respond in real-time to national events

Expand Partnerships
- e.g., Transition to College/College Mental Health Initiative, school-based programs, podcasts
The website is the cornerstone of our direct-to-consumer strategy.

To date…

- 104 blogs
- 17 videos (3 of which are original)
- 4 audio podcasts
- Launch of the virtual community
- Development of a mobile-friendly site for access on the go

You’ll find us on social media, too…

- 206 followers/466 tweets on Twitter
- 196 “Likes”/113 posts on Facebook

www.pathstodream.org
Website – www.pathstodream.org
National & Regional Media Coverage

To date…

- 75 consultations to regional/national media outlets via commentary or interview
Initial Success: www.pathstodream.org

Since September 24, 2013:

- Visits: 9,416
  - 4,313 via organic search
  - 2,683 via direct
  - 1,495 via social
  - 925 via referral
- Unique visitors: 7,119
- Pageviews: 26,230
- Top blog posts:
  - “Adult Children Moving Back Home: The Boomerang Generation And The New Normal” (1,042 pageviews)
  - “Contact Sports: Yes Or No?” (643 pageviews)
  - “3 Things Technology Has Taken Away From You” (438 pageviews)
Our Original Video Segments

*When Idols Fail*

*Sasha’s Story*
Sasha’s Story: Teen Suicide Video