



The Clay Center for Young Healthy Minds

Developing Resilience through Engagement, Awareness and Media



MASSACHUSETTS
GENERAL HOSPITAL



HARVARD MEDICAL SCHOOL
TEACHING HOSPITAL



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Doctor as Teacher and Healer: Fulfilling Our Social Contract

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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
- 1999: 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
- 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



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.”*

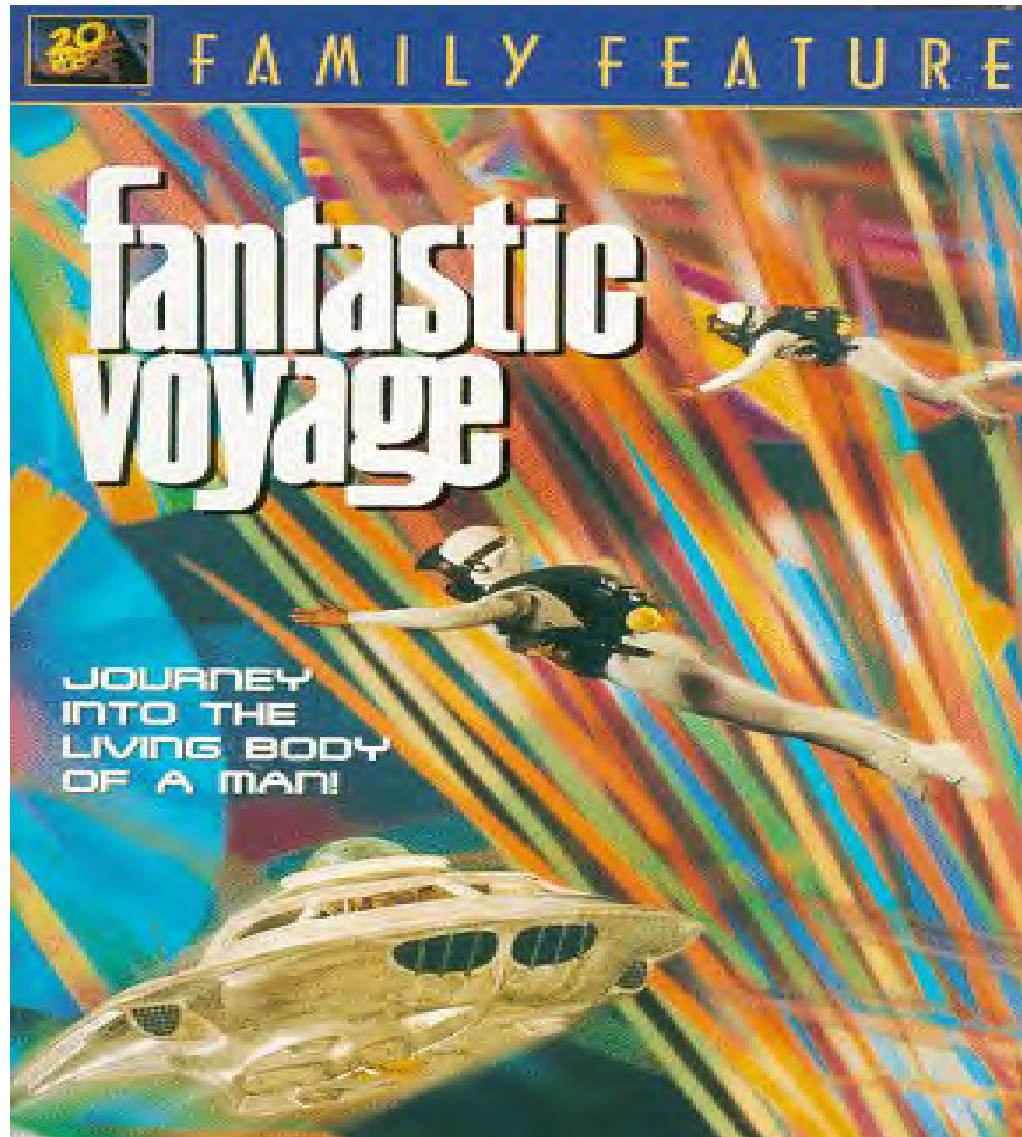
Hunter S. Thompson

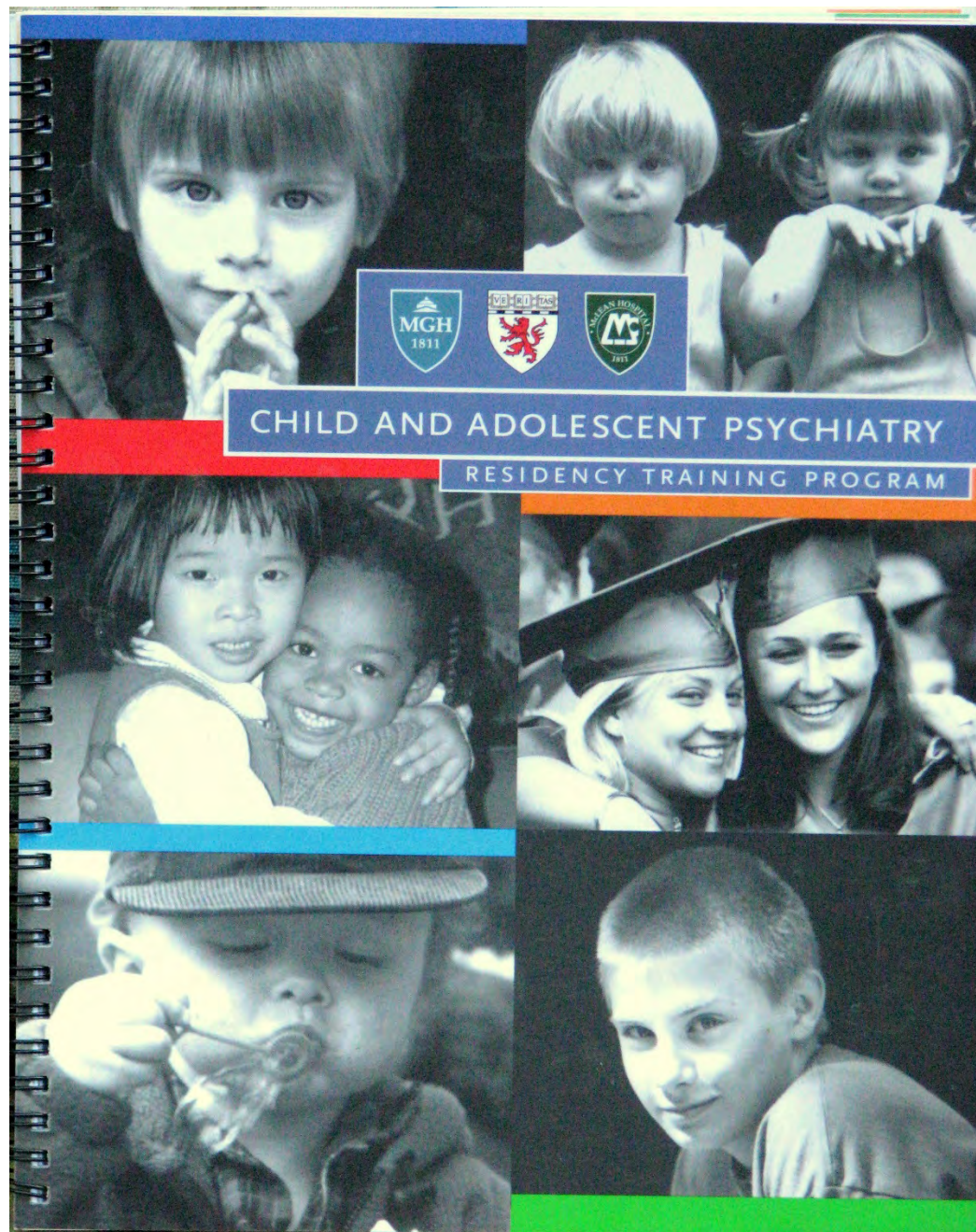


“We teach who we are: technique is relatively unimportant. Residents seek to mimic good clinicians. They not only notice who their teachers are but how they are. They notice if their teachers are fully present to patients and themselves. Good teachers teach from personal wholeness and guide the resident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

*David Leach, MD
Former Executive Director
Accreditation Council of Graduate
Medical Education*

My Journey















Development Happens





Evolution of the Clay Center for Young Healthy Minds at MGH





Psychiatric and Behavioral Illnesses: Extraordinary Prevalence



1 in 4



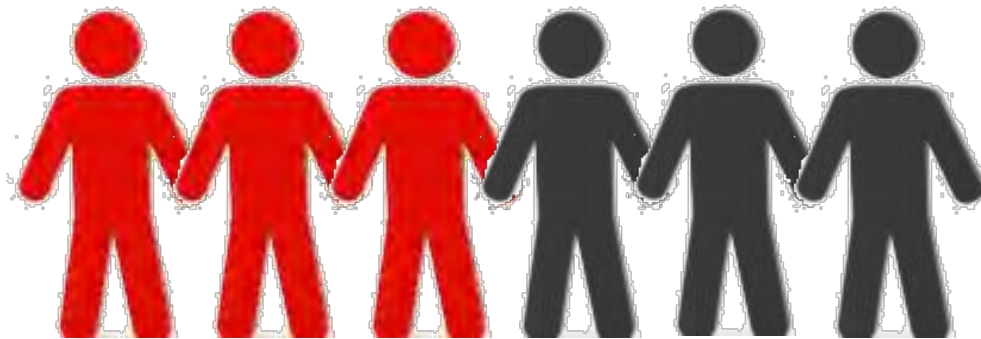
individuals will suffer from mental illness



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) 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.



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Our Mission

**Develop
Resilience through
Engagement,
Awareness and
Media**

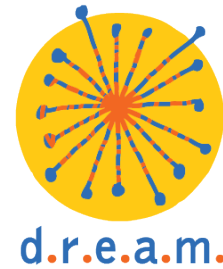


The Clay Center for
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Our Mission

D.
R.
E.
A.
M.



The Clay Center for
Young Healthy Minds

Developing Resilience through
Engagement, Awareness and Media



Fostering Resilience through Engagement and Awareness





Overarching Goals

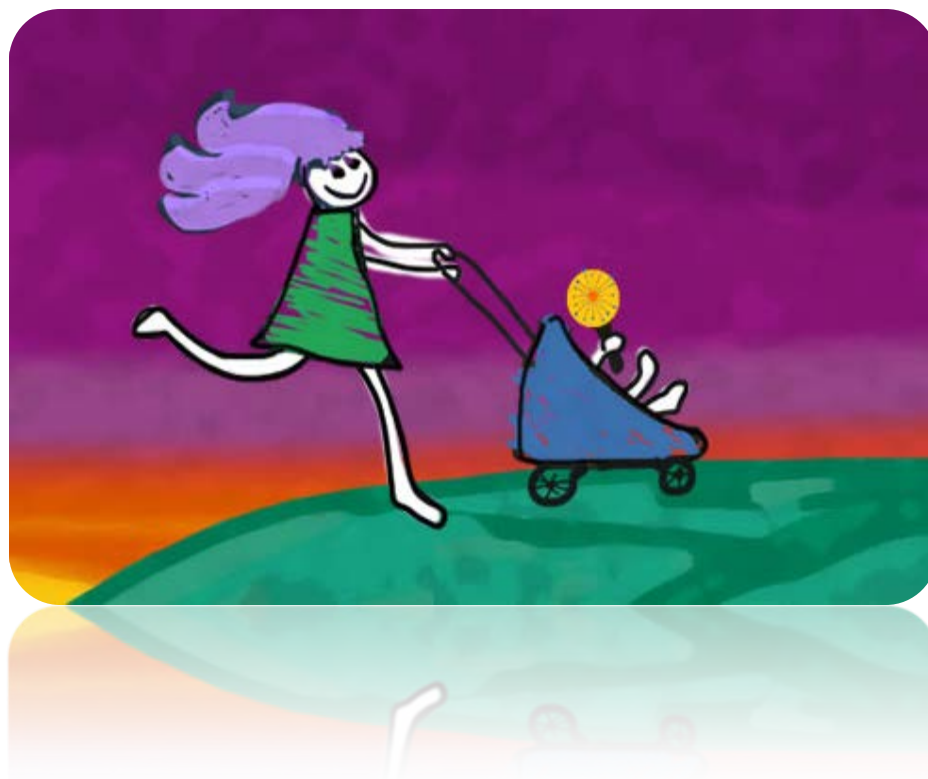
- ❖ Promote optimal emotional development in children, adolescents and transitional-age youth, including resilience
- ❖ Promote optimal well-being in parents and caregivers
- ❖ De-stigmatize psychiatric disorders in the general public
- ❖ Enhance early detection of emotional and social problems



Our Audience

Parents

- ❖ Anxiety
- ❖ Guidance
- ❖ Community





Being A Parent Means...

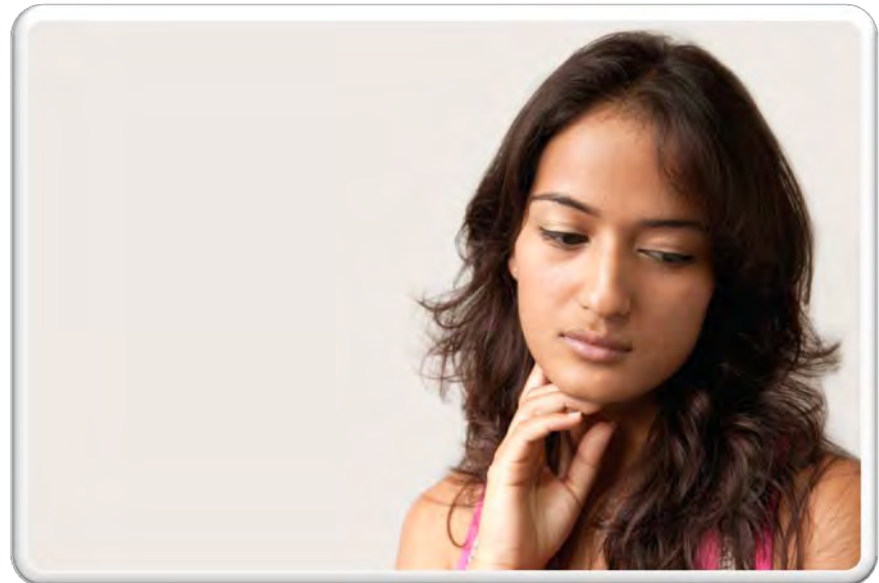
LOVE. PRIDE. HOPEFULNESS. JOY.

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

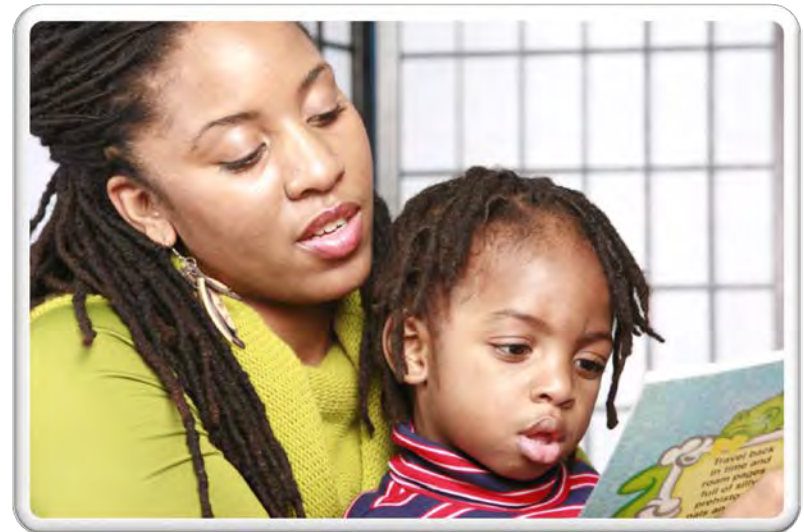
Stories complicate our thinking.

- ❖ 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:

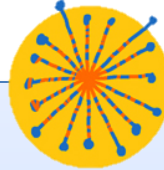
Leadership in Education, Media & Clinical Care



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



Website – www.pathstodream.org



http://

Direct
Education to
Public

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



202



136

Notable Outside Exposure



Gene on “Brains on Trial” (PBS)

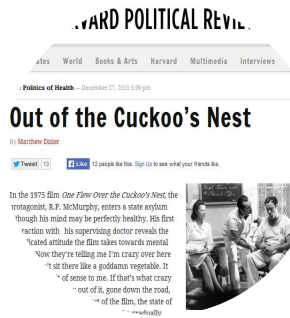


Ellen on Fox25 News



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



Website – www.pathstodream.org



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

To date...

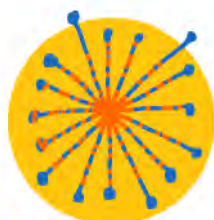
- ❖ 104 blogs
- ❖ 17 videos (3 of which are original)
- ❖ 4 audio podcasts
- ❖ Launch of the virtual community
- ❖ Development of a mobile-friendly site for access on the go

You'll find us on social media, too...

- ❖ 206 followers/466 tweets on Twitter
- ❖ 196 "Likes"/113 posts on Facebook



Website – www.pathstodream.org



 D.r.e.a.m.

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www.pathstodream.org

✉ contact@mg claycenter.org

📞 617-643-1590

📠 617-724-8690

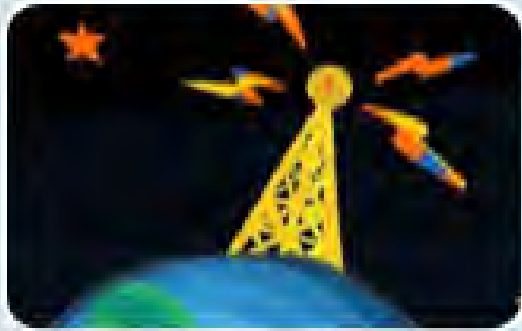
📍 One Bowdoin Square, 7th Floor, Boston, MA 02114

🐦 [@MGHClayCenter](https://twitter.com/MGHClayCenter)

f [/massgeneralclaycenter](https://www.facebook.com/massgeneralclaycenter)

g+ [The MGH Clay Center for Young Healthy Minds](https://www.google.com/+TheMGHClayCenterforYoungHealthyMinds)

National & Regional Media Coverage

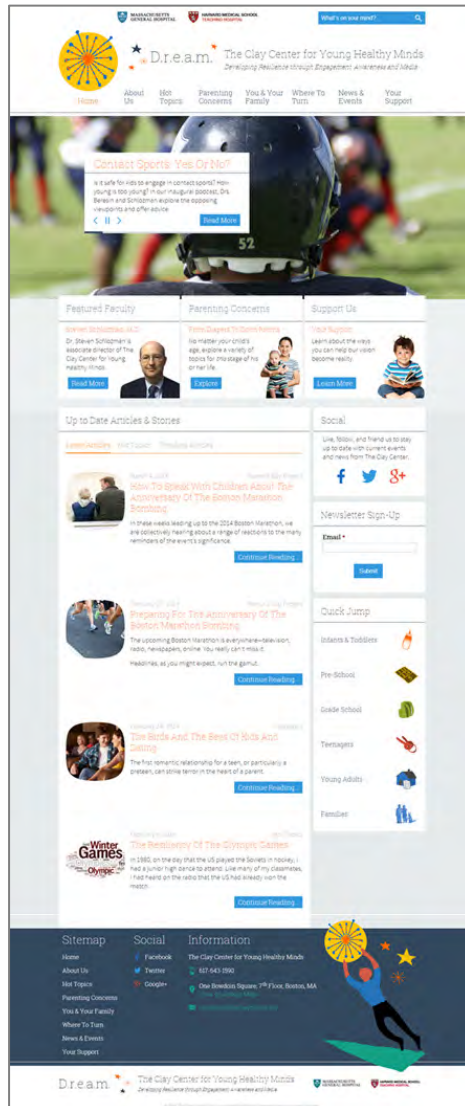


Regular
Consultations
to the Media

To date...

- ❖ 75 consultations to regional/national media outlets via commentary or interview
- ❖ Notables include WBUR's CommonHealth, The New York Times, Fox25 News, The Boston Globe, KFWB News Talk 980 (Los Angeles), Palm Beach Daily News, ABC News

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



Thank You