

**Silence
the Shame**



**ANNUAL
REPORT
2023**

**EMPOWERING
GENERATIONS FOR
MENTAL WELLNESS**

www.silencetheshame.com

LETTER FROM THE CEO



CEO/Founder
SHANTI DAS

Dear Friends and Supporters,

As we reflect on this past year, I am filled with immense pride and gratitude for the community surrounding and uplifting Silence the Shame. Our theme for this year's annual impact report, "Empowering Generations for Mental Wellness," encapsulates the spirit and determination of the individuals and families we serve. Together, we have turned challenges into triumphs and silence into advocacy.

Our focus has been clear: to empower youth, families, and young adults to advocate for mental health and embrace and practice healthy coping mechanisms for a successful and satisfying life.

Silence the Shame has reached new milestones this year thanks to your support. We have expanded our programs, developed innovative workshops, and strengthened our advocacy efforts. More importantly, we have seen a remarkable increase in community engagement, with more individuals stepping forward to share their journeys and support each other.

This report highlights our collective achievements and the transformative power of intergenerational support. It is a testament to what we can accomplish when we come together, breaking down barriers and building bridges of understanding and support.

Let's carry forward this year's momentum as we look to the future. Let us continue to be voices of resilience, advocating for mental wellness not just in our communities but across the globe. Your continued support is vital to our mission, and I invite you to join us as we forge ahead, making mental health a priority for all.

Together, we are changing lives. Thank you for being a part of this incredible journey.

PROGRAM OUTCOMES

MENTAL HEALTH LITERACY
GAINED

85%

WILLINGNESS TO ASK
FOR HELP

87%

ENHANCED COLLEGE AND
CAREER READINESS

88%

BEHAVIOR CHANGE
TOWARDS WELLNESS

88%

COMMUNITY ENGAGEMENT
AND SUPPORT

90%



ORGANIZATION OVERVIEW

VISION

A world leader in erasing the stigma and educating communities on mental wellness through community conversations, compelling content and outreach programs.

MISSION

Empower and educate communities on mental health and wellness.

ABOUT SILENCE THE SHAME

Silence the Shame, Inc. is a national non-profit organization dedicated to eliminating mental health stigma and reducing health disparities and suicide rates among vulnerable populations. Through community conversations, compelling content, and culturally responsive programs, we aim to normalize the conversation, peel back the layers of shame, and promote mental wellness.

KEY ACHIEVEMENTS & OUTCOMES



In 2023, Silence the Shame's impactful initiatives and engagements have led to significant outcomes in advancing mental health awareness and well-being in the community. Here is a summary of our key achievements and outcomes:

ENGAGEMENT AND ADVOCACY

Engaged in 28 speaking events, 19 outreach activities, and five advocacy events, connecting with 12,000 adults and youth to advocate for health equity and offer essential resources.

YOUTH AND FAMILY SUPPORT

Hosted 10 COPE Clinics and 7 COPE Activities, benefiting 1,000 teens, and facilitated four Parent Cafes.

YOUTH EMPOWERMENT

Held 10 Youth Advisory Council meetings with 30 active teens, providing a platform for youth to voice their perspectives on mental health programs.

WORKPLACE WELLNESS

Facilitated 23 mental wellness and suicide prevention seminars for various industries, impacting 2,000 adults.

DIGITAL OUTREACH

Launched ten podcast episodes with 14,000 listens, disseminating valuable information on mental health and suicide prevention.

COMMUNITY EVENTS

Organized five special events, engaging 600 adults and promoting community support.

MEDIA CAMPAIGNS AND RESOURCE DISTRIBUTION

Conducted media campaigns with 3.3 million impressions to promote youth mental health and distributed over 10,000 behavioral health resources and crisis tools.



YOUTH MENTAL HEALTH CAMPAIGN

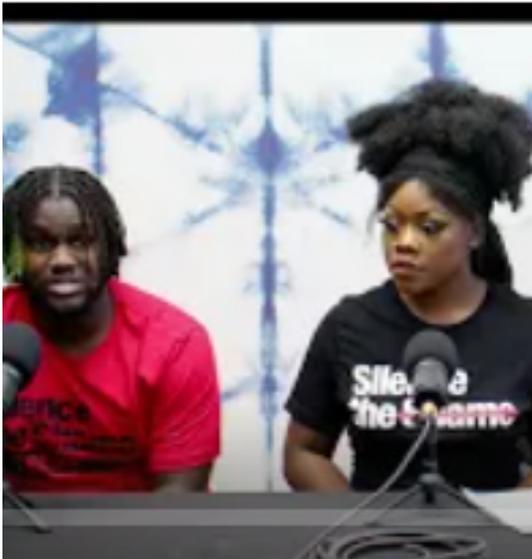
Silence the Shame kicked off the Youth Mental Wellness Marketing Campaign on August 21, 2023! The campaign aims to emphasize that mental health should not be seen as a luxury but rather a priority. Its objective is to recognize the significance of mental wellbeing at every stage of life, foster a sense of overall wellness, and eliminate the negative perception surrounding mental illness.



ACCESS OUR CAMPAIGN RESOURCE WEBPAGE ON THE STS WEBSITE BY SCANNING THE QR CODE.

Digital billboard advertisements were located in various neighborhoods in the Metro-Atlanta area, Los Angeles, California, Houston, Texas, Chicago, Illinois, Bronx, New York, and Times Square, New York, New York.

YOUTH ADVISORY COUNCIL



At STS, we encourage and support young individuals aged 13-26 to raise awareness about mental health, eliminate stigma, and build a healthier future.

Our Youth & Young Adult Advisory Board and Ambassador Program are key initiatives that allow members to significantly impact their community. Through these programs, members can promote their voices, educate and empower others about mental health, and help reduce its negative connotations.

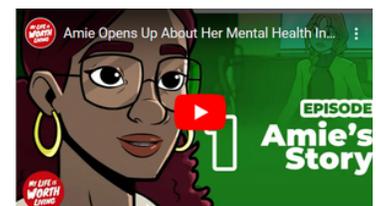
Over the past year, we held ten meetings and eight training opportunities to help members achieve their goals. Ultimately, we aim to cultivate youth advocacy and leadership while promoting positive youth development.



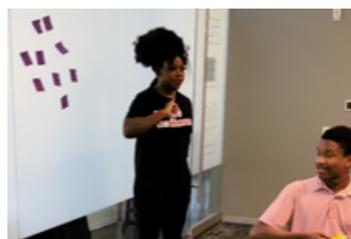
ADVISORY MEETINGS & TRAININGS



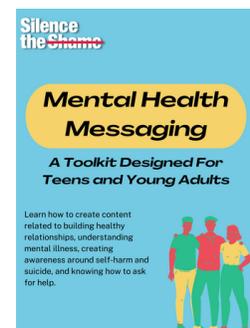
SUICIDE PREVENTION SEMINAR



MY LIFE IS WORTH LIVING



LEADERSHIP, CONTENT CREATION AND LIVE PODCAST



YAC & CAB ORIENTATION

TEEN PARITY PARTY

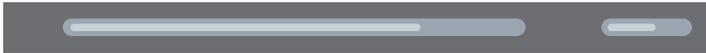
ADVANCING HEALTH EQUITY SEMINAR

**Silence
the Shame**

Teen Parity Party
Advancing Health
Equity Seminar



[CLICK HERE](#)



The Teen Parity Party created a safe space for students to discuss mental health parity, with many expressing frustration over limited resources and stigma. The workshop emphasized the need for more education and awareness to combat mental health stigma. Check out our Magazine Issues from each group.

WRITING YOUR LEGISLATOR WORKSHOP

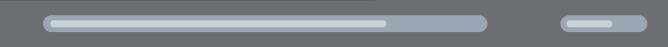
**Writing Your
Legislator**

Teen Parity Party - Advancing Health Equity

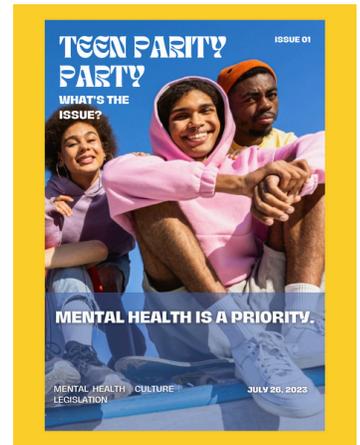


**Silence
the Shame**

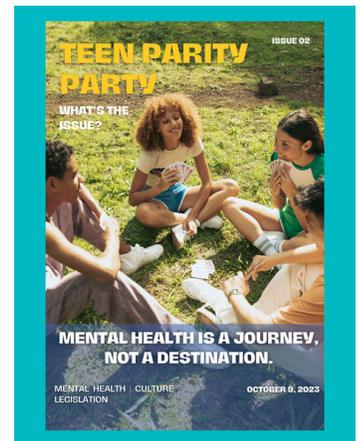
[CLICK HERE](#)



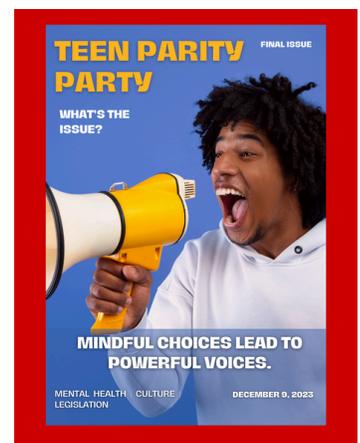
STS conducted a workshop with 25 teens to teach effective letter writing to legislators based on challenges identified from Georgia HB 1013. Teens learned to identify key issues, craft respectful letters, understand the impact of their letters, and feel empowered to advocate for important issues.



TEEN PARITY PARTY
07/26/2023
ISSUE ONE



TEEN PARITY PARTY
10/09/2023
ISSUE TWO



TEEN PARITY PARTY
12/09/2023
FINAL ISSUE

Silence the Shame PODCAST

WATCH ON:
SILENCETHESHAME TV



LISTEN ON:



STS Podcast - Thriving Through Surviving: Kevin Hines and His Story of Surviving a Suicide Attempt



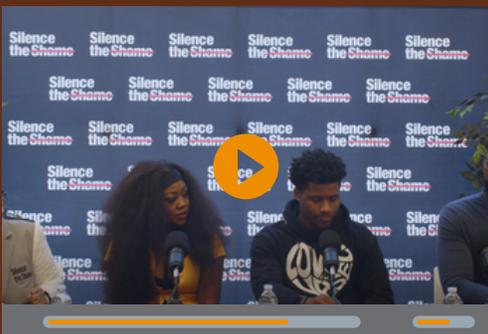
Live STS Podcast: Healing in Public w/ DJ Drama



Live STS Podcast w/Les Twins: Showcasing Mental Wellness Through Dance



Saving the Light Inside of You: Candid Conversations Around Seasonal Depression



Live STS Podcast: Teens and Certified Self-Love



Silence the Shame x Usher's New Look - Impact of Violence on Youth Mental Health



Healing in Public w/ Lamman Rucker

OUTREACH EVENTS



[Redefining Manhood for Mental Resilience ft. Dr. Jay Barnett, Willie Moore, Jr. & Marquis Hill](#)

Click Above!



No Reservations Needed Thanksgiving Dinner at The Atlanta Mission



No Reservations Needed Holiday Brunch at Asbury Harris Epworth Tower - Assisted Living Facility

Visit [Silence the Shame TV on YouTube](#) to check out more event content!



Honorees



ANJALI DAS ARNOLD
MENTAL HEALTH
PROFESSIONAL AWARD
Dr. Vaughn Gay
Holistic Atlanta



CAREGIVER
ADVOCATE AWARD
Tanya Waldon
My Life is a Gift



HEALING IN PUBLIC
COMMUNITY ADVOCATE
AWARD
Nicci Gilbert-Daniels
From The Bottom UP Foundation



[2023 A Brilliant Mind Gala Recap](#)

Click Above!

Sponsors





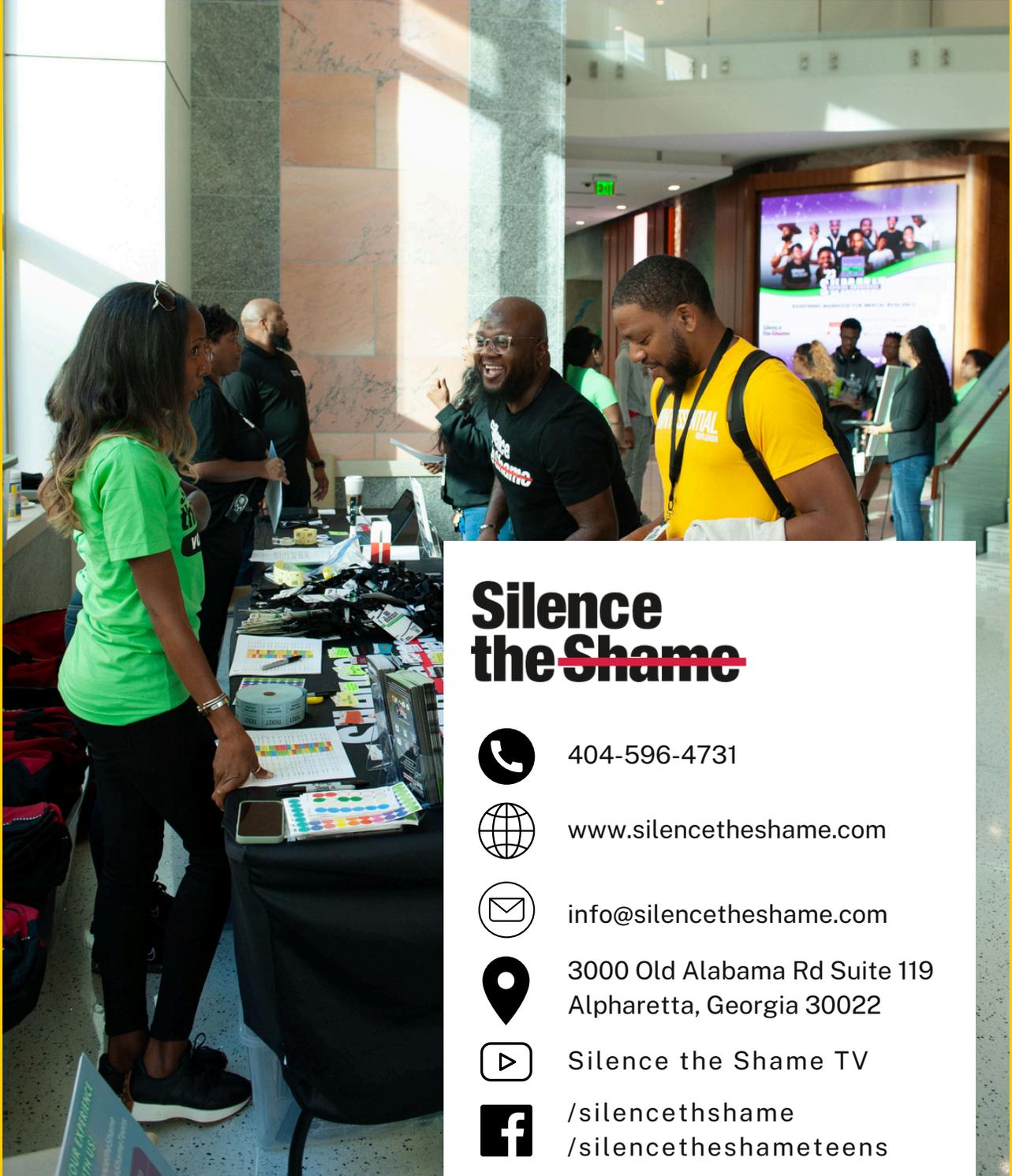
COMMUNITY & PROGRAM PARTNERSHIPS

We want to thank our partners, sponsors and supporters for an amazing year to empower and educate communities on mental health and wellness.

- Aflac
- African American Health Information & Resource Center
- AIDS Healthcare Foundation
- Amazon Music
- Amerigroup
- Amy Dickson Integrative Counseling
- Atlanta Public Schools
- Atlanta Parks & Recreation
- Benchmark
- Behavioral Health Link
- Blackmaled Productions
- Boys & Girls Club of America
- Braves Foundation
- CarMax Foundation
- CareSource
- Chatham Co Dep. of Public Health
- Chatham Co Safety Net Planning Council Inc.
- Children's Healthcare of Atlanta
- City of Atlanta
- City National Bank
- Clayton County School System
- College Prep Professionals LLC
- Communities in Schools
- Delta Community Credit Union
- Dep. of Veteran Affairs
- Devoe Real Estate
- Diamonds in the Rough
- Delta Community Credit Union
- Drew Charter School
- Eastlake Foundation
- Elephant Room
- Emory University
- Engage Life's Choices INC.
- Family Connections
- Fayette County Area Chapter of Jack & Jill of America, Inc.
- First City Pride Center
- Free Your Feels
- Fulton County Sheriff's Office
- Fulton County Department of Behavioral Health & Developmental Disabilities
- Georgia Department of Behavioral Health
- Georgia Department of Public Health
- Georgia Parent Support Network
- Georgians for a Healthy Future
- Georgia Health Initiative
- Gwinnett Community Coalition
- Gwinnett County Public Library
- Guide Inc.
- Highland Rivers
- Inner Explorer
- Ivy Collaborative Healthcare
- Jean Childs Young Middle School
- Kaiser Permanente
- Kate's Club
- Latin Association
- Lighthouse Care Center of Augusta
- Live Better Now
- Live Oak Public Libraries
- Master View Productions
- Mack Gaston Community Center
- Mental Health America of Georgia
- Migrant Equity Southeast
- Mothers Against Drunk Driving
- My Healing Collective (Michelle Adair)
- Myavana
- NAMI Gwinnett Inc
- National Center for Civil and Human Rights
- Oak Film Media
- Partnership Against Domestic Violence
- Patchwerks
- Peach State Health Care
- Promise Place
- Puma
- Resilient Georgia
- Salvation Army - Kroc Center
- Same House
- Savannah City Government
- Serenity Behavioral Health Services
- S. Fahie Consulting Services
- Shiloh High School
- Skyland Trails
- Spellz Production, LLC.
- Target (Suwanee)
- Tia Robinson, The Practice Pause
- The Deep Center
- The Front Porch
- The LGBTQ Institute
- Thrive Research Lab
- United Way
- United Way of Gwinnett County
- United Way of North Georgia
- Usher's New Look
- ViewPoint Health
- Voices for Georgia's Children
- VOX ATL
- Westside Cultural Arts Center
- Yoga Unbound, Daniel Edwards



CONTACT US



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Silence the Shame TV



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