

**Silence
the ~~Shame~~**

MID-YEAR

REPORT



**20
22**

THE YEAR OF EXPANSION

The mental health of Black, Hispanic, and Asian respondents worsened during the pandemic, with significant increases in depression and anxiety among racialized minorities.

A NOTE FROM OUR FOUNDER

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What an exciting year we are having, and we are only halfway through it! Silence the Shame has made great strides in mental health advocacy, but none of this would be possible without our partners. Partnerships are an essential part of any organization, and they have allowed us to grow our programs and resources and helped to increase awareness in vulnerable groups. We are incredibly grateful to our partners and look forward to continued engagement and new opportunities!



OUR VISION

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

OUR MISSION

Empower and educate communities on mental health and wellness.

ABOUT OUR COMPANY

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.

52+
COUNTRIES

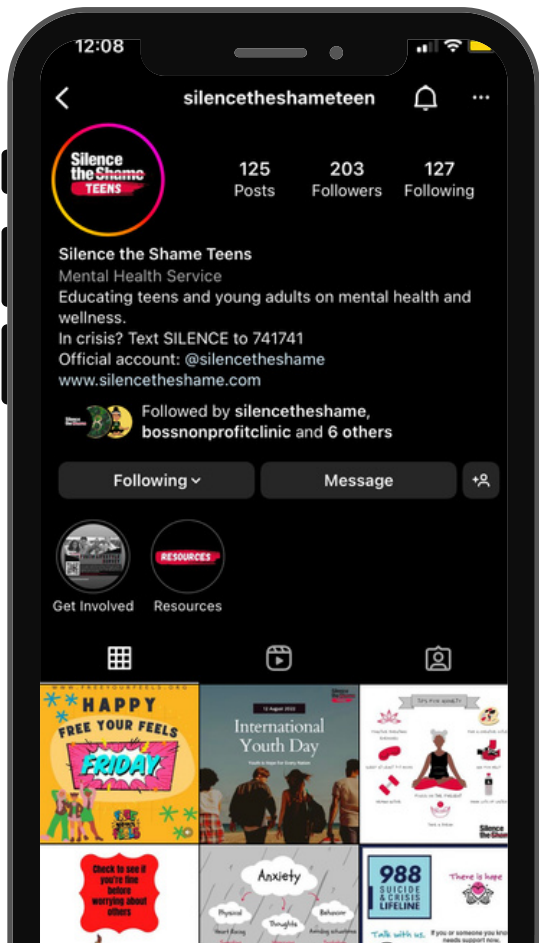
We envision being a world leader in erasing the stigma and educating communities on mental health and wellness through community conversations, wellness seminars, compelling content, and outreach programs.

36.8K
FOLLOWERS

28% increase since
FY21 year-end

534K
IMPRESSIONS

121% increase compared to
last year



Silence
the Shame
TEENS



Through our partnership with Free Your Feels, a youth mental health awareness program of the Georgia Department of Behavioral Health & Developmental Disabilities, we expanded our social media to provide exclusive content for teens and young adults. Make sure to follow @silencetheshameteens on Instagram and Facebook. To learn more about Free your Feels, visit www.freeyourfeels.com



COMMUNITY CONVERSATION

Silence the Shame partnered with over 30 influencers, advocates, and community organizations to host nine community conversations. In March 2022, the Atlanta Hawks sponsored our first in-person conversation:

Pictured: Sports, Entertainment, and Wellness, featuring retired NBA Hall of Famer Jumaine L. Jones, Former NFL Player Garrison Hearst, Vice President of ATL Hawks Corporate Social Responsibility, Andrea Carter, and Licensed Professional Counselor Dr. Vaughn Gay. To see this recap, click [HERE](#).



SELF-CARE SATURDAY

STS offered four virtual activities and one in-person event. Self-care activities included a vision board, step challenge, paint party, and a cooking demonstration. In addition, STS partnered with Emory University's Science Gallery ATL to host our first in-person Self-Care Saturday.

Pictured: Conversations & Care, a blended program of community conversation and self-care Saturday. Participants engaged in a 30-minute yoga session with Talen Lane of Lane Wellness Co. In addition, they heard from a panel of subject-matter experts and young adults about navigating the transitions into adulthood. To see this recap, click [HERE](#).



COMMUNITY HEALTH EQUITY ALLIANCE IN GEORGIA

Janssen Neuroscience established the Community Health Equity Alliance (CHEA) to prioritize community-informed solutions to advance care for Black adults with serious mental illnesses. The CHEA in Georgia includes Silence the Shame, Association of Black Health Systems Pharmacists Foundation, Black Psychiatrists of America, Mental Health America of Georgia, NAMI Georgia, and Satcher Health Leadership Institute.

CHEA in Georgia has engaged with over 50 partnering organizations throughout Georgia to discuss racial health disparities and expand the continuum of care to include faith leaders and local pharmacists. To hear the Fireside Chat with Pastor Eddie, click [HERE](#).



SILENCE THE SHAME PODCAST

Silence the Shame released five podcast episodes focusing on managing stress in school and career development, men's mental health, and overcoming adversity in the music industry.

Pictured: Shanti Das sits down and talks with Bobby about his new documentary, "Biography: Bobby Brown," 12-week series, the New Edition tour, personal challenges overcame, and triumphs gained. To hear this episode, click [HERE](#).

MAY 1ST BLACK CHILDREN'S MENTAL HEALTH AWARENESS DAY

STS established a resolution through the Georgia Legislative Black Caucus to designate May 1st as Black Children's Mental Health Awareness Day to bring attention to the growing risk factors and social determinants of health that exacerbate the mental health of Black children in Georgia. STS will observe this day by (1) Increasing awareness of risk factors and challenges unique to Black youth to reduce the stigma surrounding suicide and mental illness, (2) offering prevention and intervention strategies to support healthier outcomes, and (3) supporting funding for black researchers to offer culturally responsive interventions.



FIRESIDE CHAT WITH MONALEO AT TEXAS SOUTHERN UNIVERSITY

STS partnered with The National Alliance on Mental Illness (NAMI) to offer two two-hour panel discussion events for students and administration attending Historically Black Colleges and Universities (HBCUs). In March 2022, STS hosted a Fireside Chat on Texas Southern University's campus. Mariah Campbell, Miss Texas Southern University, and STS Founder & CEO Shanti Das co-moderated the panel discussion with rapper/songwriter, Monaleo, TSU University Counseling Center Director Dr. Caren Cooper, and NAMI Board Member Glenda Dumas. In addition, NAMI of Greater Houston and TSU's Counseling Center provided student resources.



The Global Expansion

The Soundtrack of Mental Health



The Soundtrack of Mental Health, sponsored by Sony Music Group, Social Justice Fund offers customized mental wellness seminars on signs and symptoms of crisis, practical coping techniques, and stress and anxiety management for people working in the music industry. STS created nine unique seminars and accompaniment guides on stress management, addiction, and suicide in the workplace, an overview of general mental health, maternal mental health, and trauma.



MENTAL HEALTH AWARENESS

We have trained communities throughout the US, Australia, New Zealand, Asian and Middle Eastern Regions including Singapore, Malaysia, Thailand, Vietnam, Philippines, Indonesia, Korea, Dubai, China, Hong Kong, Taiwan, and India. We will be expanding into Latin Regions including Mexico and Brazil.

CULTURAL COMPETENCY

STS is conducting focus groups for Latin Region Communities to curate culturally competent curriculum and content. Our goal is to learn more about stress management, coping tools and strategies, and the culture surrounding mental health among families or communities to offer relevant programming.

TRAINING OF TRAINERS (TOT)

STS will recruit and train professionals to serve as STMH facilitators to educate communities globally. Our goal is to expand visibility and accessibility to mental health awareness globally.

**A Special Thanks to
Our Sponsors:**



SONY MUSIC GROUP



SONY MUSIC
PUBLISHING



Silence the Shame

Youth Mental Wellness Community Outreach & Practice Effort (COPE) Clinic

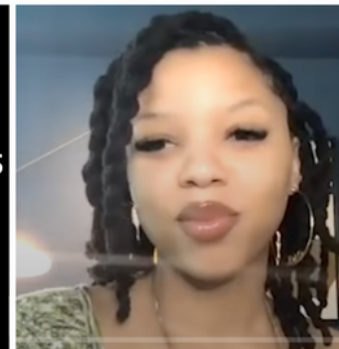
We partnered with the Atlanta Hawks to pilot the Youth Mental Wellness Community Outreach & Practice Effort (COPE) Clinic, a resiliency support program. The COPE Clinic is an immersive experience of hope where participants hear from members of the sports and entertainment industry intersecting with mental health & wellness. The goals of the COPE clinic include:

- Increased mental health literacy for underserved and at-risk youth 13-15 years of age
- Increased positive experiences and positive relationships to support positive youth development for at-risk or vulnerable youth
- Mental wellness promotion & awareness to synthesize and normalize conversations around mental health
- Increased community engagement in supporting youth resiliency and social connectedness

The COPE Clinic featured three engagement opportunities: a virtual courtside chat, an immersive one-day summit, and community engagement and practice activities.

The Courtside Chat was moderated by CEO Shanti Das, featuring recording artist and actress Chlöe Bailey and ATL Hawks All-Star Player Trae Young. They shared messages for teens about mental wellness, healthy coping strategies, and how to maintain well-being. The immersive one-day summit included a Fireside Chat with recording artist Mooski discussing practical coping supports. In addition, teens engaged in physical wellness activities and seminars that educated teens about financial resilience and emotional wellness.

Finally, teens had the opportunity to participate in several COPE activities, including hosting a Teen Chat, recording a podcast episode, learning how to build a business from passion, understanding how to become a music industry professional, and building a bike from scratch.



May is Mental Health Awareness Month



On May 5th, we observe National Silence the Shame Day, which creates opportunities to continue the conversation about mental health and wellness, check on our friends and family, and erase the stigma associated with mental illness.

This year, we were joined by Colony Reeves, from Netflix's *Selling Tampa*, and Keisha Johnson to discuss the importance of prioritizing mental health even as a high-performing, successful professional.

Media Impact



[CLICK HERE](#)

[CLICK HERE](#)

[CLICK HERE](#)


[CLICK HERE](#)

Silence the Shame

MAY 2022 HIGHLIGHTS

Silence the Shame Week

Help us expand national mental health programs

SUNDAY MAY 1ST Black Children's Mental Health Awareness Day & STS Sunday Dinner	MONDAY MAY 2ND Black Children's Mental Health Awareness Townhall	TUESDAY MAY 3RD Silence the Shame Tweet-a-thon Live on Twitter
WEDNESDAY MAY 4TH The Soundtrack of Mental Health Training "Maternal Mental Health" & Healing in Public Podcast	THURSDAY MAY 5TH National Silence the Shame Day Global Text-a-Thon	FRIDAY MAY 6TH Mental Health Morning Live on IG
SATURDAY MAY 7TH STS x ATL Hawks Youth Mental Wellness Clinic	DONATE 	

www.silencetheshame.com

- On **MAY 1st**, STS hosted a Sunday Dinner with families to discuss children's mental health in the Black Community.
- On **MAY 2nd**, STS hosted a Black Children's Mental Health Awareness Day Town Hall to hear from experts about the impact on the mental health of Black youth, adverse childhood experiences, and social determinants of health. View the discussion [HERE](#)
- On **MAY 3rd**, STS hosted a Tweet-a-Thon to support our recovery awareness campaign #HealingInPublic. Healing in Public (HIP) is a mental health and crisis recovery initiative to create safe spaces for everyone to be radically honest, transparent, and vulnerable without shame. The purpose is to offer a safe space to connect with others and provide solutions to address trauma and mental health.
- On **MAY 4th** STS offered a community mental wellness seminar, Maternal Mental Health in the Workplace, supporting mothers returning to the workforce.
- On **MAY 5th**, STS observed National Silence the Shame Day, which creates opportunities to continue the conversation about mental health and wellness, check on our friends and family, and erase the stigma associated with mental illness. STS hosted a text-a-thon at The Gathering Spot featuring Fireside Chat with special guests Colony Reeves & Keisha Johnson to normalize the conversation about mental health in high-stress industries.
- On **MAY 6th**, STS connected with Houston NAMI Board Member Glenda Dumas in a 30-minute Instagram Live to discuss suicide among college students and young adults.
- On **MAY 7th**, the Atlanta Hawks & STS teamed up to offer the COPE Clinic for over 40 teens (13-15) from the Metro Atlanta Area. The teens heard about prioritizing mental health from Recording Artist, Mooski, and behavioral health professionals.

Silence the Shame

Community Conversation:

BLACK CHILDREN'S MENTAL HEALTH AWARENESS DAY TOWNHALL

MON 6 PM EST MAY 2

Register here: bit.ly/3vpflyG

 BRANDON JOHNSON Subject Matter Expert AAKOMA Project	 DR. LE ROY REESE Director of Behavioral Health Akoma Counseling & Consulting, Inc.	 BRITTNEY NEWTON Senior Policy Analyst Voices for Georgia's Children	 TREBOR RANDLE Special Agent in Charge Georgia Bureau of Investigation	 TAKEYSHA LEWIS Member at Large Jack & Jill of America, Inc. - Southeastern Region	 SHANTI DAS Founder & CEO Silence the Shame
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Silence the Shame Week


Tweet-a-thon & Live Chat

HEALING IN PUBLIC TWEET-A-THON

TUNE IN HERE:
www.twitter.com/silencetheshame

STS Tweet-a-Thon and Live Chat is scheduled for May 3, 2022 beginning 8 AM EST. STS will tweet and retweet messages on mental health & trauma education and supports to promote healing in public. At 12 PM, STS will engage community partners in Live Chat on Healing in Public.

**TUESDAY
MAY 3RD
8 AM - 8 PM
EST
LIVE CHAT
12PM - 1PM
EST**

DONATE


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STS SUNDAY DINNER

STS hosts small groups with intimate guided discussions to promote mental health & wellness, eliminate the shame and stigma of mental illness, and offer strategies to engage vulnerable populations. For example, in May 2022, we were joined by two families to discuss the importance of making space for Black children to feel, think, and behave freely while also granting the caregivers freedom to practice self-care.

A BRILLIANT MIND GALA

Silence the Shame hosted the second annual "A Brilliant Mind Gala" Sneaker Edition at the Westside Cultural Arts Center in Atlanta, Georgia. This immersive experience of hope and healing in mental health honored NFL Cleveland Browns' Chris Hubbard and Dr. Ayanna Abrams while highlighting the mental health recovery stories of Founder of Sane Jane, Paige Gaines, and Former NFL Player Marcus Smith. View the recap [HERE](#)



HEALING IN PUBLIC RECOVERY AWARENESS CAMPAIGN

Since the pandemic, there has been a significant increase in anxiety, depression, and feelings of numbness that impacts our daily functioning. Healing in Public (HIP) is a mental health and crisis recovery initiative to create safe spaces for everyone to be radically honest, transparent, and vulnerable without shame. HIP empowers others to prioritize their mental health and begin healing from past and current life challenges.

Healing
- in -
PUBLIC
Silence the ~~Shame~~



SHARE YOUR STORY

Advocate and share your story to help other access behavioral health supports or to begin healing from past trauma.



OUTREACH VOLUNTEER

Service or fundraising volunteers can support community outreach events or raise funds for the organization. Participate in regular outreach or serve as a volunteer for No Reservations Needed,



PROFESSIONAL PARTNER

Community and organizational partners donate a portion of their time or expertise to connect with the STS network. STS partners with clinical therapists, social workers, educators, medical doctors, pharmacists, certified peer specialists, fitness instructors, equity experts, and more!



COMMUNITY ENGAGEMENT

Free Your Feels is a mental health awareness campaign to improve school culture and encourage Georgia's young people to explore their real feelings and share them fearlessly.



MEDIA AMBASSADOR

Community Influencers or organizations utilize social media platforms to spread awareness of STS, mental health, and suicide prevention.

LOOKING FORWARD

2022-2023



My life is a gift.

'22 SUMMIT

SUICIDE AWARENESS

FEATURING



MONALEO
RECORDING ARTIST



**DR. SPIRIT, PH.D.,
LPC, NCC**
OWNER, T2S ENTERPRISES



TAMU LEWIS
CO-FOUNDER & PRESEIDENT
LEE THOMPSON YOUNG FOUNDATION

10am - 2pm
Event Registration:
bit.ly/mylifeisagift

SEPTEMBER
14

EVENT HIGHLIGHTS:
FIRESIDE CHAT: CELEBRATING RECOVERY WITH MONALEO
COMMUNITY CONVERSATIONS: COPING IN A QUARTER LIFE CRISIS & FINDING YOUR CIRCLE OF SUPPORT
SHAMELESS TRUTH: SAFE SOCIAL MEDIA ADVOCACY, DESTIGMATIZATION OF SUICIDE, HOW TO BE A TRUSTED ADULT

AND MORE DYNAMIC SPEAKERS

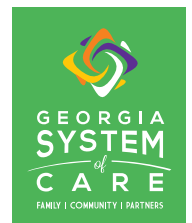
Silence the Shame

- Expand The Soundtrack of Mental Health Train of Trainer Recruitment to offer national in-person seminars.
- Engage Professional Partners to offer non-traditional mental health education to underserved population groups.
- Recruit Advisory Board members to garner expertise on diverse populations and support program development.
- Activate Silence the Shame University (STSU) Student Organization on multiple college campuses.
- Launch Educating Professionals in Cultural Competency (EPICC) Training Series with CEU for various clinical licensures.

THANK YOU TO OUR PARTNERS



Georgia
Department of
Behavioral Health
& Developmental
Disabilities



CONTACT US

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SOCIAL MEDIA

 [Silence the Shame TV](https://www.youtube.com/SilenceTheShameTV)

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