



Silence the Shame

ORGANIZATION PROFILE

REDEFINING MENTAL WELLNESS

Redefining mental wellness involves nurturing a balanced life, prioritizing mental health, and acknowledging the connection between mind, body, and community.

BRIDGING THE GAP IN ACCESSING HEALTH CARE

Community engagement and culturally conscious care are essential for meeting unmet needs. Collaboration among government agencies, healthcare providers, and community organizations for sustainable solutions, including policy changes advocating for access, preventive care, mental health support, and health literacy, empowers individuals to take charge of their well-being.



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Shanti Das,
Founder & CEO

ABOUT

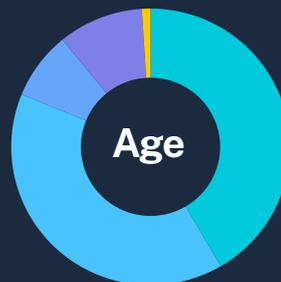
Silence the Shame (STS), founded in 2016 by Atlanta native and music industry veteran Shanti Das, emerged from her personal and professional experiences with mental health struggles and losses. Her passion for mental health advocacy drove her to address the stigma surrounding mental illness. Recognizing the lack of dialogue and resources, she launched Silence the Shame in 2017 to elevate conversations about mental health, encourage help-seeking behaviors, and provide education.

Utilizing social media and public events, the organization has grown through initiatives such as community conversations, mental health training, and partnerships with celebrities, governments, policymakers, and other groups. A pivotal moment was the first #SilenceTheShame Day on May 5, 2017, which significantly raised awareness and expanded our reach. Today, we remain a community-centric resource, promoting openness, advocating for policy changes, and ensuring access to mental health care for all.

GEOGRAPHIC REACH

While headquartered and primarily operating in Georgia, STS is registered to operate in Kentucky and Maryland. We have delivered seminars and conversations in California, New York, Washington, DC, Texas, Amsterdam, and Bermuda.

POPULATIONS SERVED



- Under 18: 42%
- 18-24: 40%
- 25-34: 8%
- 45-54: 10%
- 65+: 1%



- Female: 70%
- Male: 28%
- Other: 2%



- 30% identify as LGBTQ



- Black/African American: 80%
- Hispanic/Latino: 20%
- White/Caucasian: 15%
- Asian / Middle Eastern: 2%
- American Indian/Alaska Native: 1%
- Multiracial: 6%



FINDING PEACE IN THE CHAOS
Hip-Hop, Mental Health, and Creativity
with Shanti Das & Killer Mike

PASSION & PURPOSE

STS is dedicated to eliminating the stigma surrounding behavioral health. We work to foster greater understanding and acceptance around mental wellness, particularly for high-stress communities. Our goal is to inspire positive perceptions and approaches to care, empowering others to take charge of their health and wellness.

STS advances community education and advocacy to encourage open conversations around mental health. Through collaboration with community leaders, health professionals, and trusted voices, we develop accessible mental wellness programs for youth, young adults, families, and community members. These programs are designed with a focus on meeting people where they are and providing supportive resources and welcoming environments.

The organization also supports policies that increase access to quality healthcare and address broader factors that can influence health and well-being. By considering the role of social and environmental influences, STS works to promote overall emotional and mental health.

Our goal is to empower communities to value mental health and well-being, encourage dialogue, and prioritize support for all individuals. We strive to create a world where everyone has the opportunity to thrive emotionally, mentally, and socially.



OUR VISION

A STIGMA-FREE, CULTURALLY COMPETENT WORLD WHERE MENTAL WELLNESS IS UNIVERSALLY EMBRACED AND PRIORITIZED.

This vision goes beyond the awareness efforts; it acts as a rallying cry to create a community that values the importance of mental well-being and actively works to remove the barriers that prevent people from seeking help when needed. In a world without stigma, individuals wouldn't have to deal with isolation or judgment because of their health challenges. Instead, they would find comfort in knowing that their struggles are acknowledged and met with empathy.

Our vision emphasizes the need for innovative approaches to mental health education, prevention, and treatment. We recognize that mental well-being is shaped by social and economic factors. Therefore, we advocate for mental health services and support that are easily accessible and relevant for all communities. By embracing and respecting wellness, we aim to create an atmosphere where everyone feels heard and supported on their mental health journey. This commitment to competence aims not just to enhance health outcomes but also to foster a sense of belonging and empowerment for individuals from all backgrounds.

In essence, we envision a future where mental well-being takes stage for all individuals and society, as a whole, rather than being an afterthought. This entails reshaping how we view, discuss, and address mental health and care for those with mental illness.

We aim to create a caring world by focusing on education, advocacy, and community-driven projects that prioritize mental well-being as a key element of overall health and happiness.

OUR MISSION

EMPOWER AND EDUCATE COMMUNITIES ON MENTAL HEALTH AND WELLNESS.

Our mission embodies our dedication to eradicating the stigma associated with mental illness and ensuring that individuals from all backgrounds have the necessary knowledge, resources, and support to lead mentally healthy and fulfilling lives.

- Empowerment lies at the heart of our mission. Our goal is to equip individuals with the tools and confidence to seek help, offer support, and advocate for mental health awareness in their communities. This involves granting access to information and resources and fostering a supportive environment where people can share their stories without fear of judgment.
- Education stands as another vital aspect of our mission. We believe that by educating communities about mental health and wellness, we can dispel myths, reduce stigma, and promote early intervention and treatment. Our educational programs cater to various audiences, including schools, workplaces, faith-based organizations, and community groups, offering workshops and resources on mental health conditions and well-being strategies.
- Additionally, we are committed to addressing the mental health challenges unique to high-stress communities. Recognizing the stigmas they face in accessing care, we partner with local organizations, provide culturally sensitive resources, and advocate for policies that promote mental health access.

Our ultimate goal is to establish a world where mental health is equal to the care offered for physical health, enabling everyone to flourish. We firmly believe that by empowering and educating individuals, we can diminish the shame associated with mental illness and cultivate stronger, healthier communities.



CORE VALUES

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the Shame

Integrity: "Honor Code"

An unwavering commitment to integrity lies at the core of STS's work. This value, encapsulated by our 'Honor Code,' ensures transparency and honesty in all our operations. We aim to eradicate mental health stigma and minimize disparities by adhering to the highest ethical standards. This dedication is evident in every aspect of our work, promoting trust and reliability within our communities.

Self & Community Care: "Can't Pour from an Empty Cup"

Self and community care are fundamental to our mission. The principle 'Can't Pour from an Empty Cup' underscores the necessity of fostering individual and community health. We believe that personal mental health is essential for communal strength. Encouraging individuals to prioritize their well-being creates a supportive atmosphere where everyone is inspired to help others.

Anti-Stigma & HOPE: "Heal in Public"

The value "Heal in Public" challenges mental health stigma and reflects our artistic vision. We view creative expressions, stories, images, and movement as healing tools that transform personal pain into shared experiences. Through various artistic mediums, we encourage individuals and communities to express their inner worlds, celebrating both struggle and resilience.

Equity & Inclusion: "All Means All"

Inclusivity and equity are pillars of our strategy, embodied in the value 'All Means All.' This principle guarantees that STS's initiatives are accessible to everyone, regardless of background or circumstance. We are committed to creating a genuinely inclusive environment where everyone feels acknowledged, heard, and supported.

Operational Simplicity: "Keep it Simple"

The tenet 'Keep it Simple' supports all our values and guides our operational strategies. We prioritize clarity and ease of access in all our programs and support mechanisms. By being present and approachable, we meet people where they are, removing barriers to participation and facilitating easier access to mental health resources.



We utilize trauma-informed strategies to educate communities on behavioral health, suicide prevention, and promoting healthy lifestyles. Our goal is to empower individuals to advocate for access to behavioral health services and practice preventive self-care.

Community Conversations

Community Conversations are dialogue-driven events focused on important topics such as trauma, suicide, health, education, poverty, and grief. These gatherings encourage open communication and collaboration among community members, individuals with lived experience, and subject matter experts. The primary objectives are to foster education, share helpful resources, strengthen community connections, and connect participants with appropriate support and care. Formats include informal Fireside Chats, youth-led Teen Chats, family-centered Sunday Dinners, and supportive Parent Cafés.

Mental Wellness / Suicide Prevention Training

Mental Wellness Seminars offer practical sessions on mental health, resilience, and life challenges, led by expert facilitators and tailored to meet specific audience needs. Seminars are adapted for youth, focusing on career and college readiness and skills building. We provide evidence-based training, such as Mental Health First Aid and QPR Suicide Prevention Training, equipping participants with vital skills to support themselves and others in crisis.

Self-Care Socials

Self-Care Socials are curated events designed to promote comprehensive self-care across eight areas: physical, mental, emotional, spiritual, intellectual, environmental, social, and financial. Each gathering features activities led by culturally diverse experts, ensuring guidance is relevant and impactful for all participants. Additionally, our COPE Activities focus on youth, encouraging creative expression, career and college readiness, and interpersonal skill development. By integrating these elements into personal wellness routines, we aim to empower individuals and communities to thrive.

Outreach & Awareness Initiatives

STS promotes mental health awareness through outreach programs, digital campaigns, and advocacy initiatives. Key efforts include creating educational toolkits, producing engaging podcasts, and sharing suicide prevention resources across social media platforms. Special programs such as the STS Podcast, Black Children's Mental Health Awareness Day, and National Silence the Shame Day expand the reach of accessible, informative content.

OUR PROGRAMS

Our community-centric programs are tailored for and by youth and their families, young adults, and adults in high-stress environments, to create youth leaders, healthy family and community systems.



The Youth Mental Wellness COPE Clinic

We offer workshops for youth (ages 13-19) on mental health literacy, coping techniques, vocational skills, financial literacy, and college and career readiness. We train and support youth leaders. Parent Cafés support caregivers in improving family dynamics and supporting children's mental health. We also empower and engage youth leaders through our Youth Advisory Council.



Silence the Shame University (STSU)

We train student ambassadors to raise mental health awareness on campus. They conduct educational campaigns, provide resources, connect students with professional help, prioritize marginalized groups, and promote help-seeking to reduce the stigma around mental illness.



Conversations & Care

We engage community members in discussions with subject-matter experts on mental health, trauma, resilience, and wellness, and integrate self-care activities to model strategies for healthy living. We help groups practice health self-care strategies to incorporate within their daily routine.



Mental Health Corporate Solutions

We enhance workplace wellness and community resilience through tailored wellness seminars, suicide prevention training, awareness campaigns, and self-care socials. The initiative promotes mental well-being in professional and social settings and fosters inclusive, supportive cultures.



OUR PARTNERS

We collaborate with a range of partners including government agencies, faith-based institutions, schools, colleges, universities, behavioral health providers, advocacy organizations, community-based organizations, wellness facilitators, and health subject matter experts.

- AIDS Healthcare Foundation
- Amazon Music
- Amerigroup
- Amy Dickson Integrative Counseling
- Atlanta Hawks
- Atlanta Public Schools
- Atlanta Parks & Recreation
- Benchmark
- Behavioral Health Link
- Boys & Girls Club of America
- Braves Foundation
- CarMax Foundation
- CareSource
- Chatham Co Government and partners
- Chatham Co Safety Net Planning Council Inc.
- City of Atlanta
- Clayton County School System
- Communities in Schools
- Delta Community Credit Union
- Dep. of Veteran Affairs
- Delta Community Credit Union
- Drew Charter School
- Eastlake Foundation
- Emory University
- Family Connections
- 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.
- Jean Childs Young Middle School
- Jack & Jill of America, Inc.
- Kaiser Permanente
- Kate's Club
- Latin Association
- Lighthouse Care Center of Augusta
- Live Better Now
- Live Oak Public Libraries
- Mack Gaston Community Center
- Mental Health America of Georgia
- NAMI
- National Center for Civil and Human Rights
- Partnership Against Domestic Violence
- Peach State Health Care
- Resilient Georgia
- Salvation Army - Kroc Center
- Same House
- Savannah City Government
- Serenity Behavioral Health Services
- Shiloh High School
- Skyland Trails
- 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



OUR IMPACT

Silence the Shame leverages Results Based Accountability (RBA) to evaluate the efficacy of its programs, enhancing service delivery and achieving improved outcomes for targeted communities.

DESIRED POPULATION OUTCOMES:

- Decreased stigma related to mental health.
- Enhanced access to mental health services and resources.
- Raised awareness and actions about mental health.
- Empowerment of youth leaders and amplification of their voices
- Enhanced mental health and overall well-being within all community sectors.

COMMUNITY IMPACT:

HOW MUCH

- 300 Community Conversations, Fireside Chats, and Teen Panels conducted
- 105 Wellness seminars and suicide prevention trainings held
- 60 Self-care, social, and coping activities provided
- 80 youth workshops and seminars
- 60 Behavioral health professional partnerships developed
- 110 Youth leaders trained
- 15,000 Adults and 6,000 youth engaged through programs and outreach
- Digital content reached over 5M people

HOW WELL

- 85% of participants report gaining new knowledge from seminars and workshops
- 87% of youth and young adults reported enhanced skill-building
- 15% of digital and print resources were youth-developed and informed
- 100 Community partners and linkages established

DIFFERENCE MADE

- 87% of participants reported a willingness to ask for help
- 88% of participants reported a behavior change to improve well-being
- 81% report an increased awareness of behavioral health resources



The Board of Directors, advisory members, and other key stakeholders participated in multiple strategic planning sessions to develop a three-year plan aimed at sustaining the organization's operations, promoting behavioral health awareness, establishing a network of community advocates, youth, and parents, and enhancing mental wellness programs across the nation. The organization has meticulously devised strategies focusing on the following areas to further our mission:

One: Strategic Partnerships

We are focused on creating meaningful collaborations with key players to ensure everyone gets fair access to behavioral health resources. By teaming up with healthcare providers, government bodies, leaders, influential organizations, and community groups, we aim to boost mental health awareness, break down stigma, and rally a team of youth and adults advocates and researchers to work towards improved mental wellness for all.

Two: Innovative and Community-Aligned Programming

We are committed to developing culturally sensitive programs that enhance community well-being and foster discussions on mental health. Our strategy involves improving current programs, training our team, volunteers, and ambassadors, collaborating with the media, and utilizing data effectively.

Three: Promotion of Existing Resources and Relationships

We are working to amplify our presence and impact in national and global mental health. By upgrading our technology and forming tech partnerships, we will make it easier for more people to access trauma-informed resources. We will also boost our brand awareness through volunteer opportunities for businesses, corporations and students to promote behavioral health and overall well-being in all communities. Across the nation, we plan to set up support hubs in high-need areas and host conferences to unite people.

Four: Organizational Resilience and Leadership Excellence

We aim to fortify our organization by obtaining financial resources through fundraising, building reserves, and nurturing partnerships. This strategy will improve sustainability and guarantee transparency to our communities, stakeholders, and funders as we strive to reduce the stigma around mental health and enhance leadership models.

MEET OUR TEAM

We are led by a Board of Directors and supported by an Advisory Council, Youth Advisory Council, and volunteers. To learn more about our team, click [HERE](#)



Founder, CEO



Executive Director



Operations Director



Creative Director



Young Adult
Program Manager



Adult Program
Manager

GET IN TOUCH



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Silence the Shame TV



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