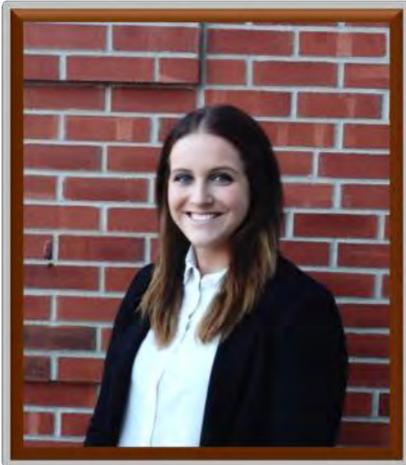




# Momentum Center: Collaborative Community Space for Improving Mental Health

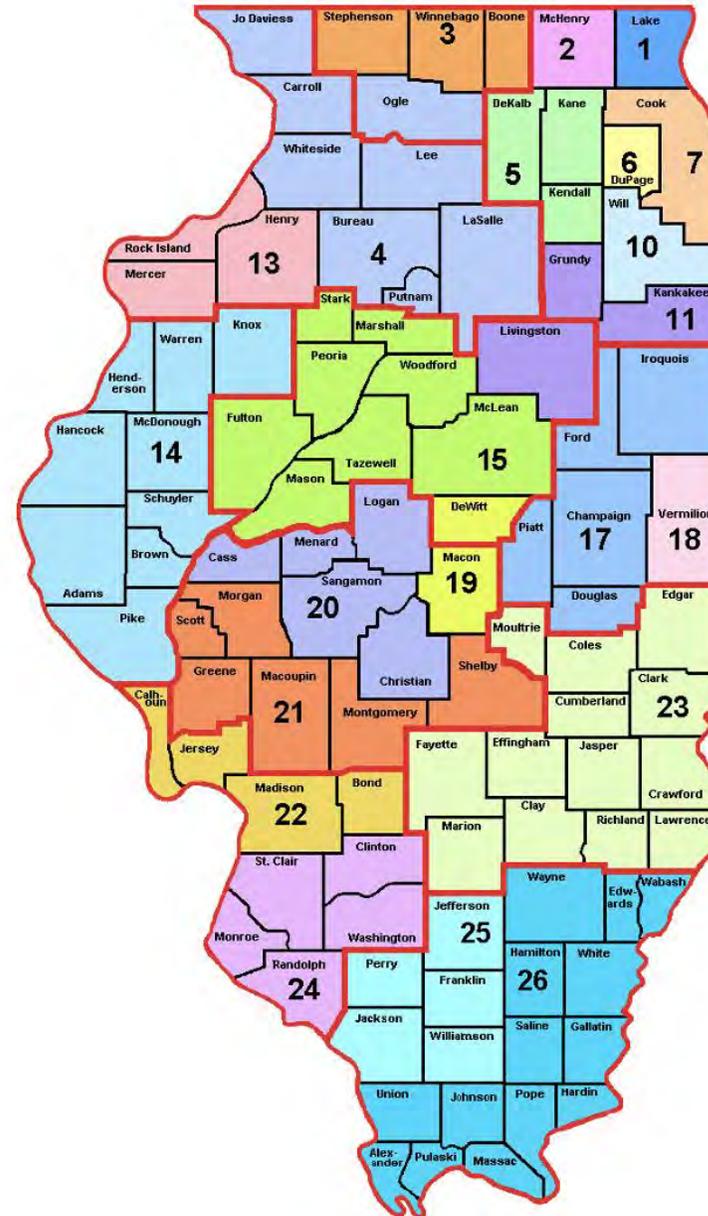
April 14, 2021



## Kiersten Baer

- Online Marketing Coordinator
  - Illinois Center for Specialized Professional Support
- [ksheary@ilstu.edu](mailto:ksheary@ilstu.edu)

# Where is Your Local Area?



# Which partner do you best represent?





## Barbara Lee VanHorsen, MBA

- Founder and Experi-Mentor,
  - Momentum Center
- [Barbara@momentumcentergh.org](mailto:Barbara@momentumcentergh.org)
- 616.502.2078

# Objectives

- Tools and Techniques for Community Conversations
- 5 Keys of Momentum Center Success
- Sustainability



# A Mother's Story



1 in 4

Americans who will experience a mental health disorder



The graphic features a blue rectangular area with white text. The text is arranged in four lines: 'SAMHSA', 'Behavioral', 'Health', and 'Barometer'. The entire graphic is set against a light gray background with a dotted line border.

**SAMHSA  
Behavioral  
Health  
Barometer**

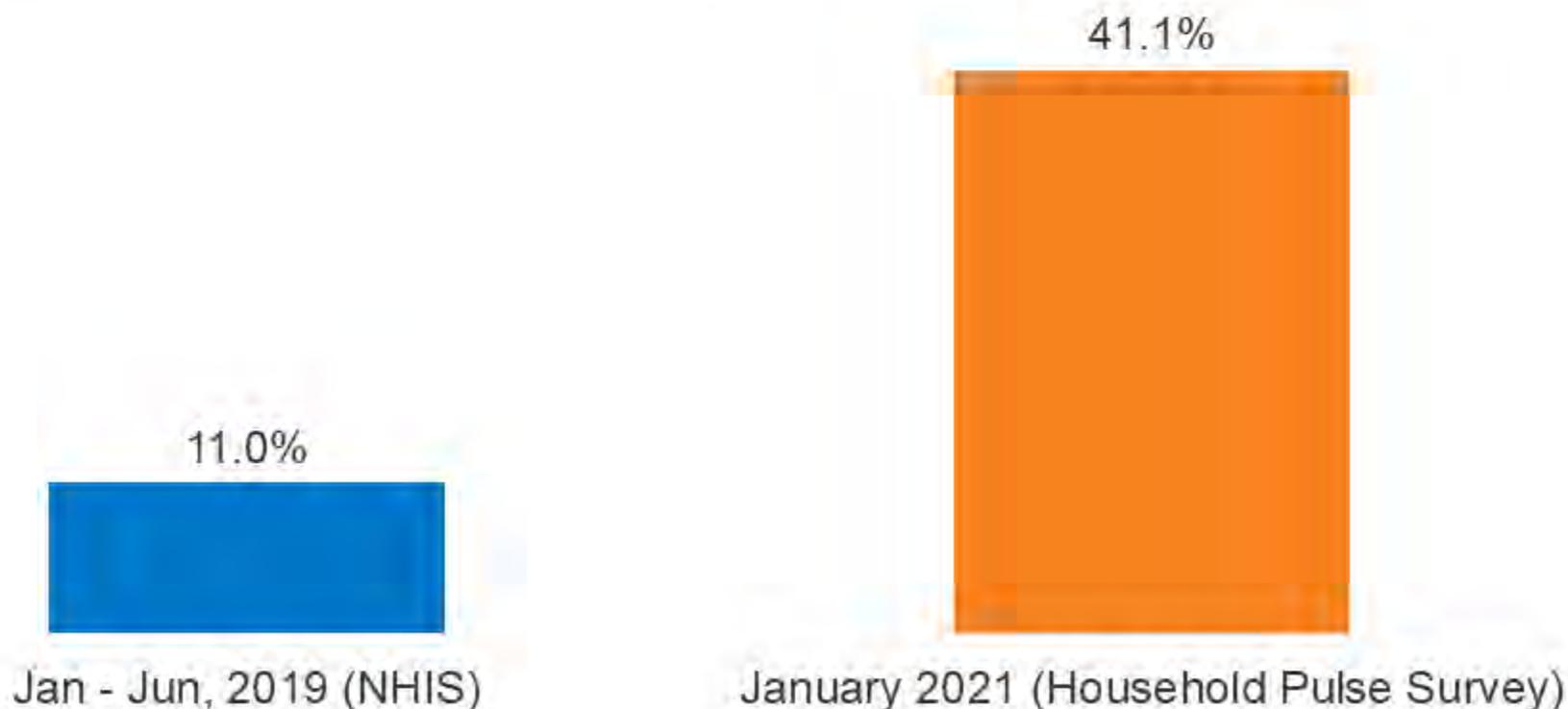
3.21% of adults live with a serious mental illness

8.2% of 18 to 25-year-olds had serious thoughts of suicide

12.3% of 12 to 18-year-olds had a major depressive disorder

Figure 1

## Average Share of Adults Reporting Symptoms of Anxiety Disorder and/or Depressive Disorder, January-June 2019 vs. January 2021

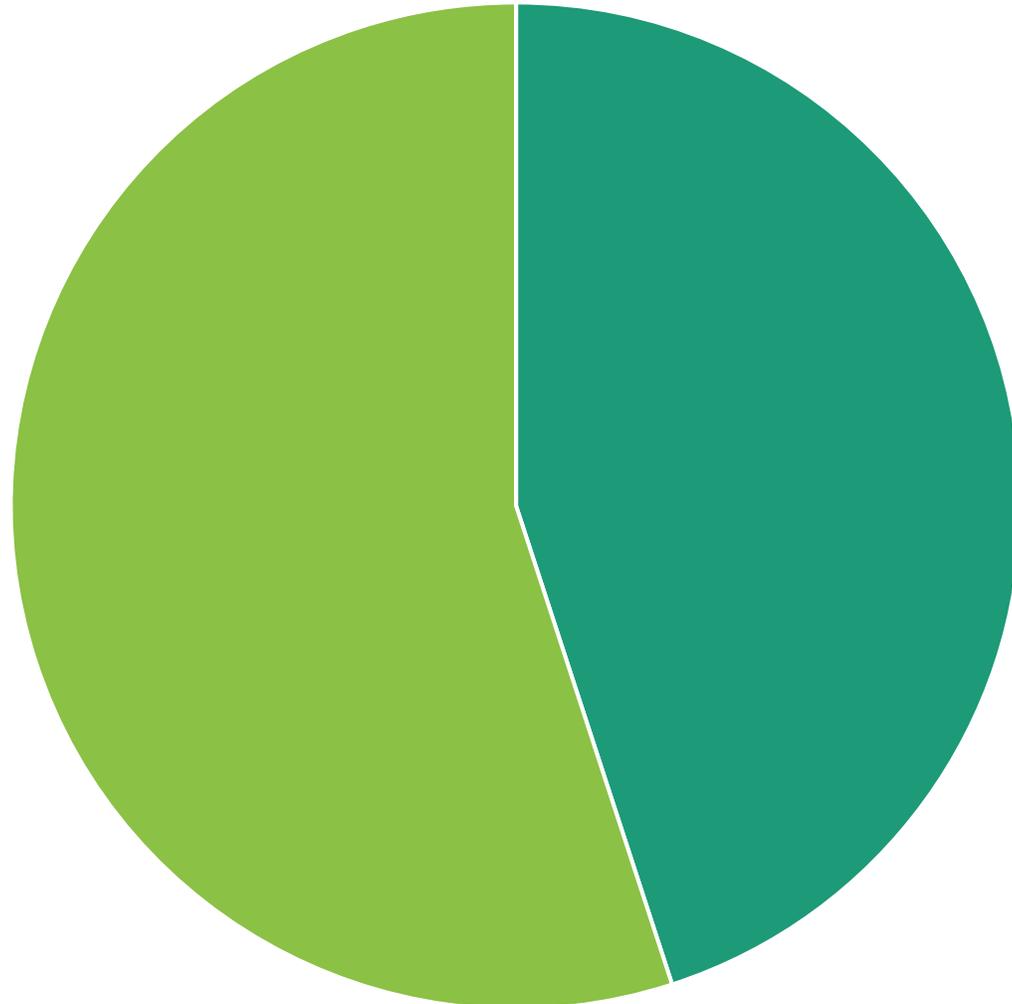


NOTES: Percentages are based on responses to the GAD-2 and PHQ-2 scales. Pulse findings (shown here for January 6 – 18, 2021) have been stable overall since data collection began in April 2020.

SOURCE: NHIS Early Release Program and U.S. Census Bureau Household Pulse Survey. For more detail on methods, see: <https://www.cdc.gov/nchs/data/nhis/earlyrelease/ERmentalhealth-508.pdf>

55%

People who never seek treatment



Polling Question:

Do you or a loved one live with mental illness? (Poll)

How has COVID affected your own mental health?  
(Poll plus Chat)

# The Momentum Center is a Grassroots Movement to Create a Stigma-Free Community

How did we get here?

Objective One: Community Conversation



# Communication Guidelines/ Ground Rules



**Honesty** – we aren't here to debate who's right and wrong, but to communicate honestly



**Equality** – all people are equal and valuable



**Respect** – we all have preconceived ideas that can get in the way



**Active Listening**



**Responsibility** – for our words and our feelings



**Shame Free Zone**

# Format



Introductions, Groundrules, and Agenda



Panelist Presentations



Q & A



Small Group Conversation



Reporting Out and Action Items



Follow Up

# Format



Introductions, Ground Rules, and Agend

# Format



Introductions, Groundrules, and Agenda



Panelist Presentations

# Format



Introductions, Groundrules, and Agenda



Panelist Presentations



Q & A

# Format



Introductions, Groundrules, and Agenda



Panelist Presentations



Q & A



Small Group Conversation

# Format



Introductions, Groundrules, and Agenda



Panelist Presentations



Q & A



Small Group Conversation



Reporting Out and Action Items

# Format



Introductions, Groundrules, and Agenda



Panelist Presentations



Q & A



Small Group Conversation



Reporting Out and Action Items



Follow Up

# Community solution



**MOMENTUM**  
CENTER



## Polling Question:

How comfortable are you talking about your own mental health with others? (Poll)

What would make you more comfortable talking about your own mental health with others? (Chat)

# Community solution



**MOMENTUM**  
CENTER



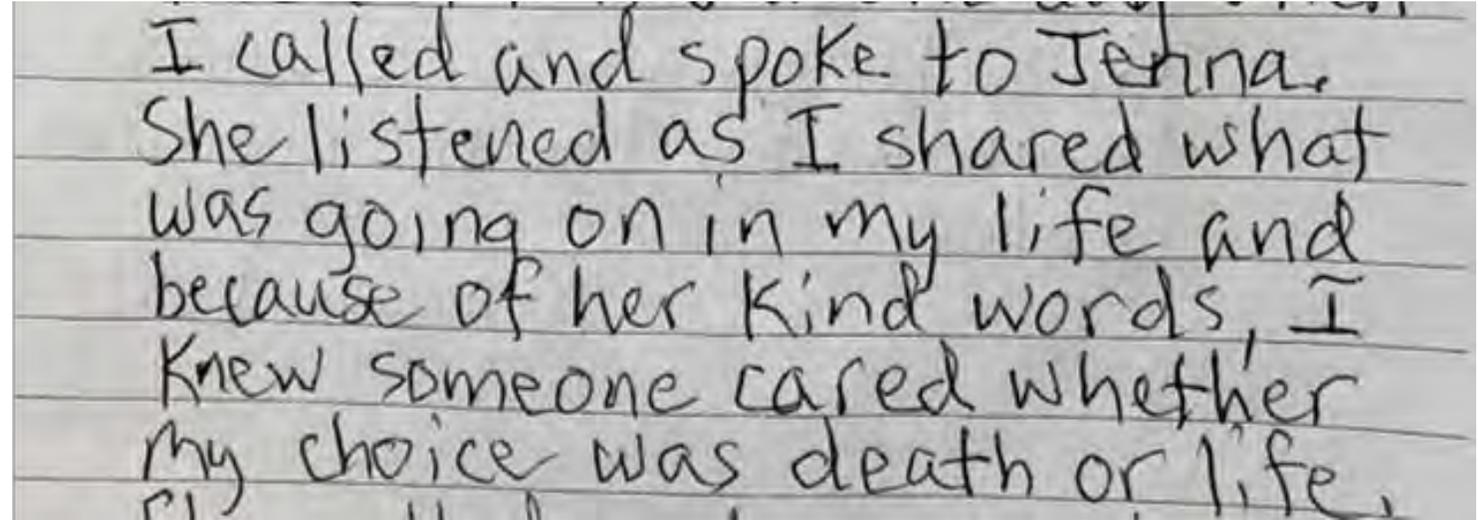




# What difference does it make?

## Overall Impact

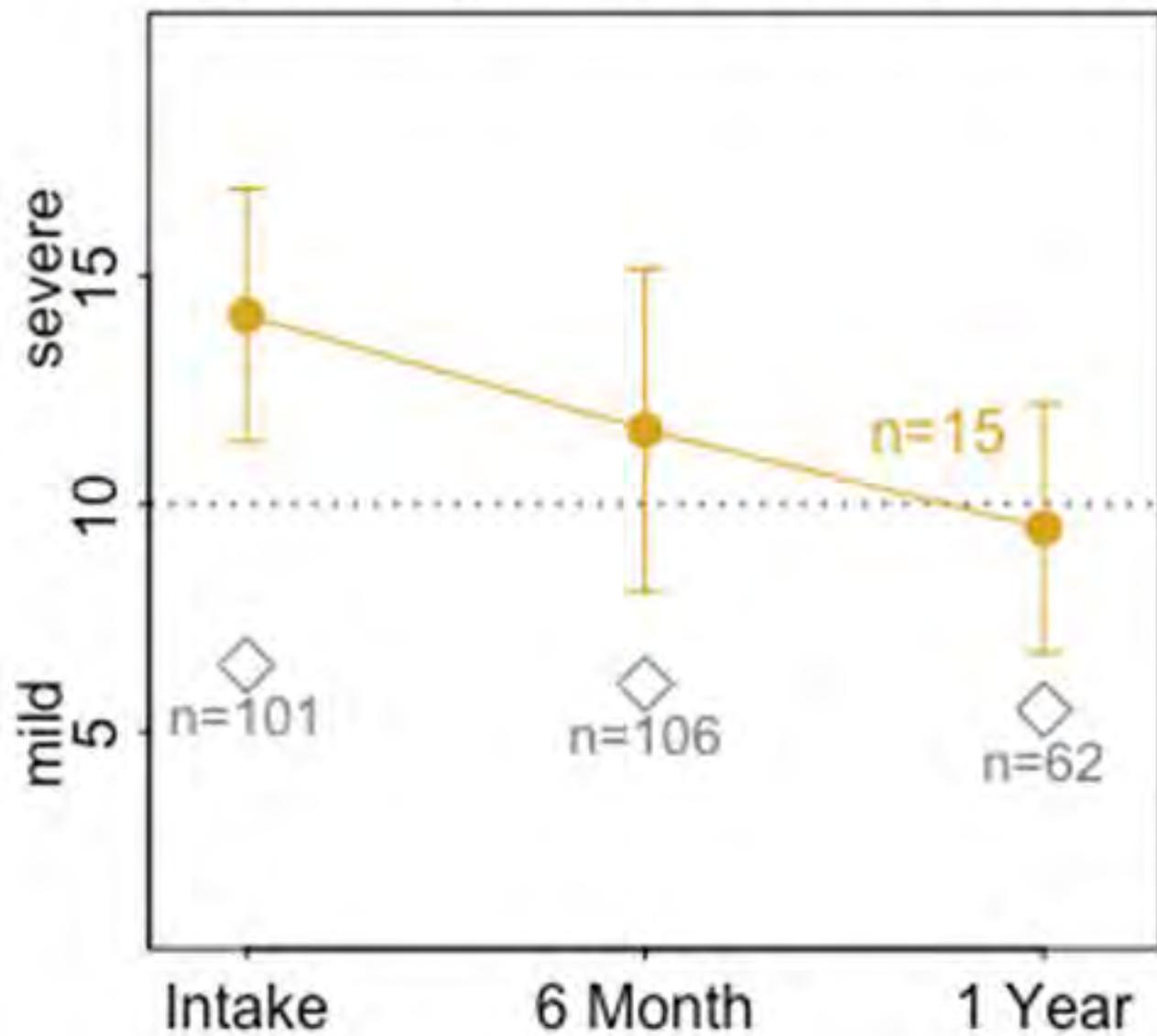
- Normalizing the Conversation
- Empathy first community
- Giving purpose, hope, meaning
- Saving lives

A photograph of a handwritten note on lined paper. The text is written in cursive and reads: "I called and spoke to Jenna. She listened as I shared what was going on in my life and because of her kind words, I knew someone cared whether my choice was death or life." The note is slightly tilted and has some shadows, suggesting it's a photo of a physical document.

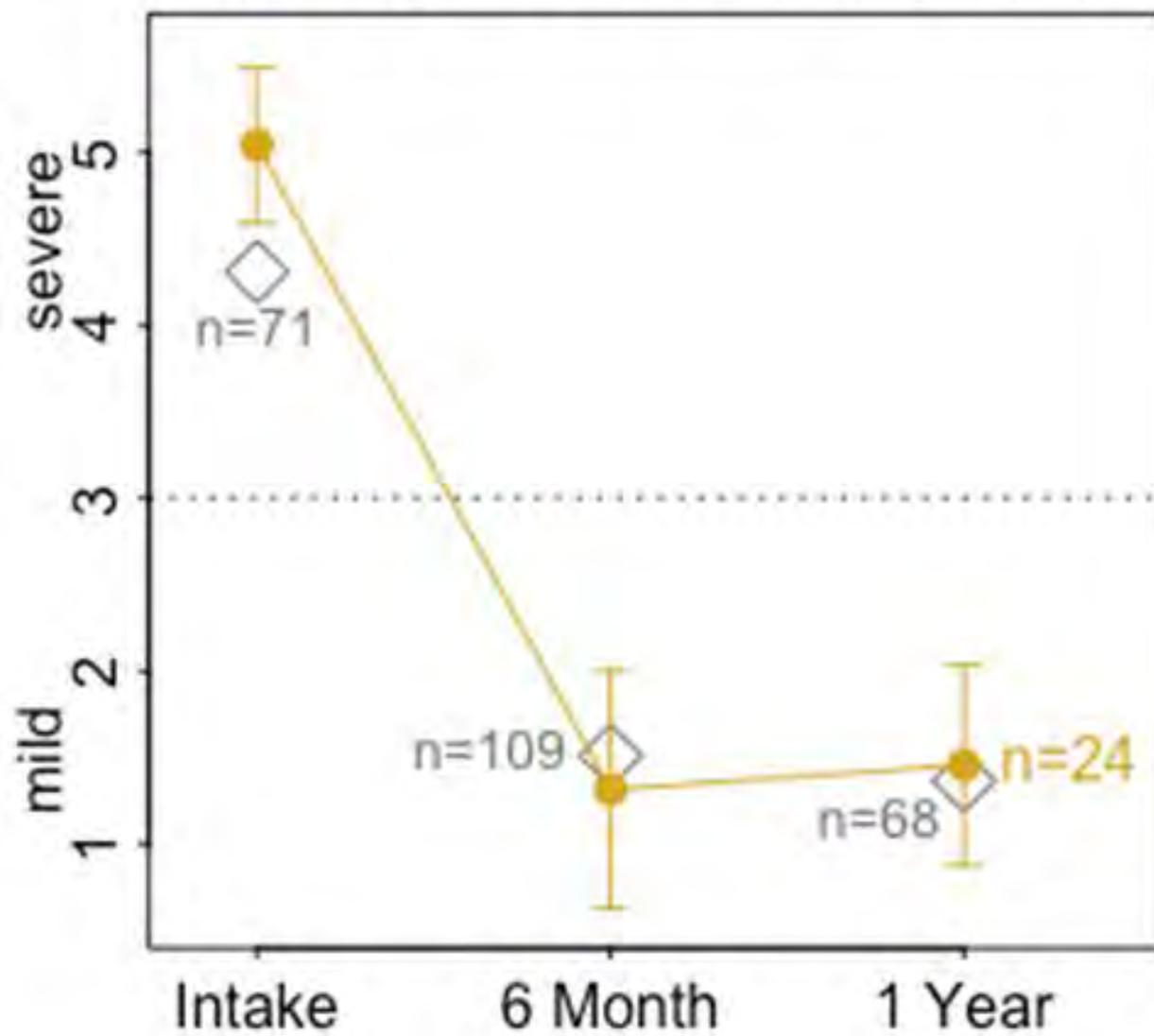
I called and spoke to Jenna. She listened as I shared what was going on in my life and because of her kind words, I knew someone cared whether my choice was death or life.

“It’s a place where I can go to be myself and not have anybody judge me.”

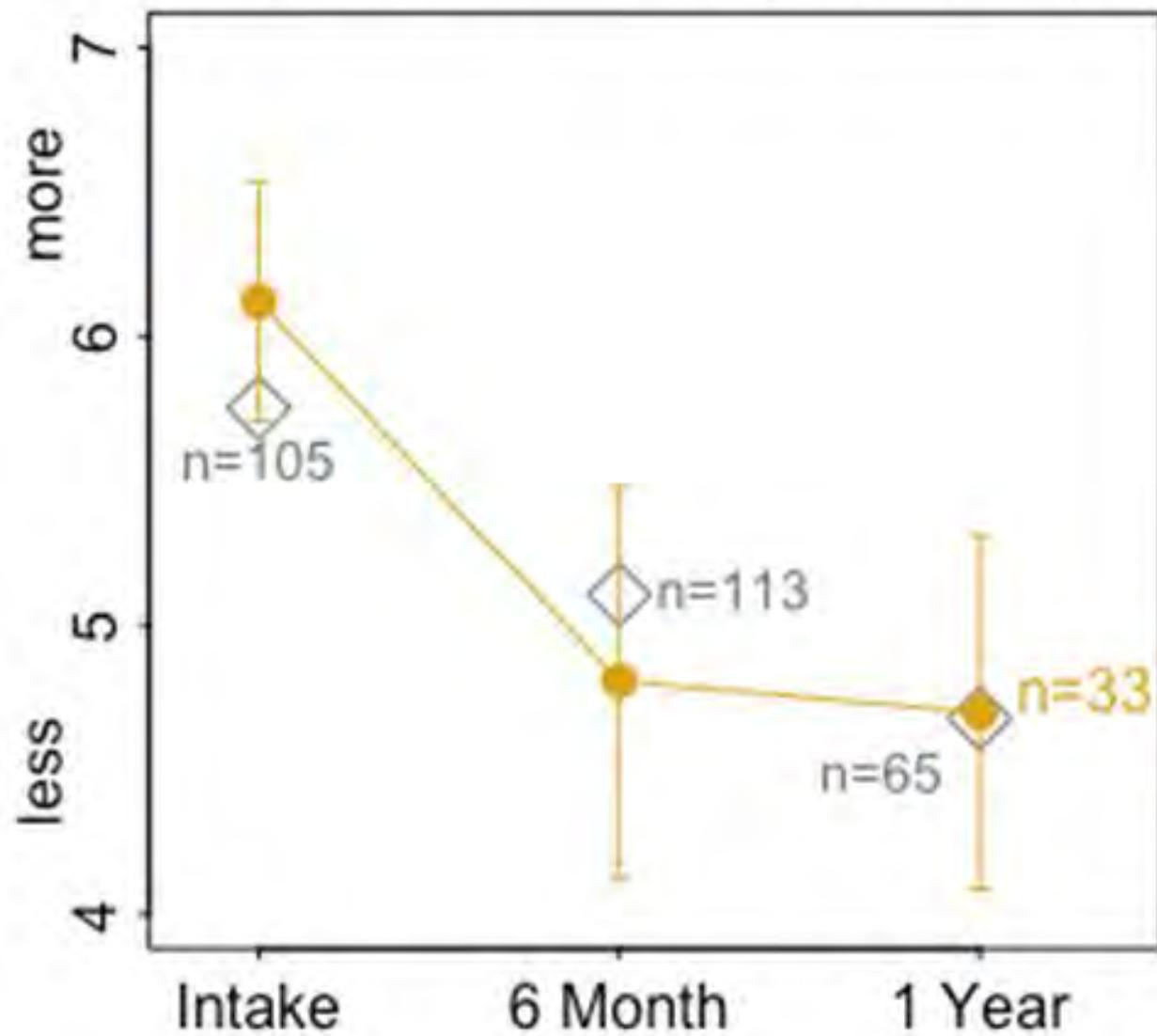
## Depression: PHQ-9 Mean Score



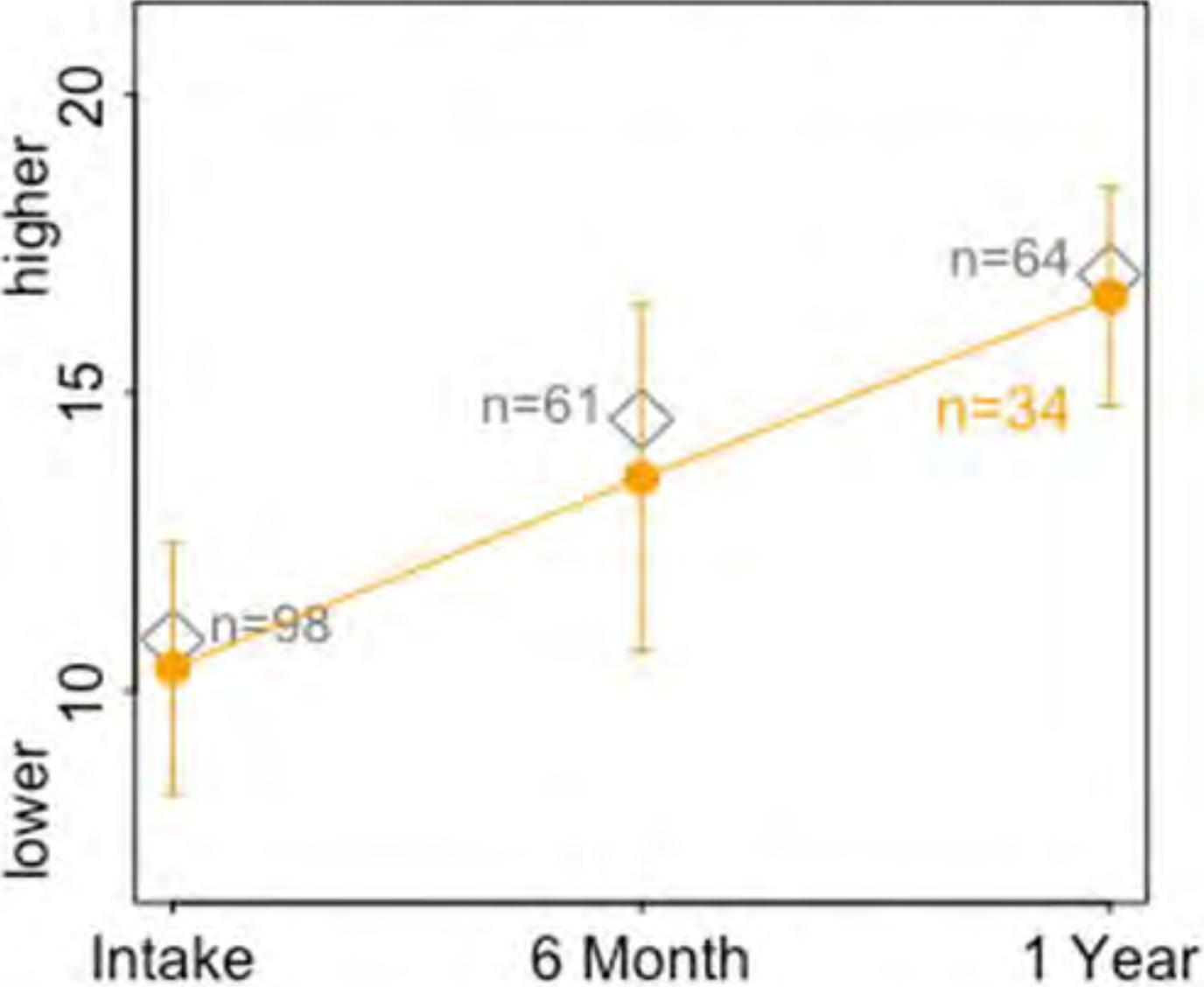
## Anxiety: GAD-2 Mean Score



## Loneliness: 3-item measure



# Social Connectedness



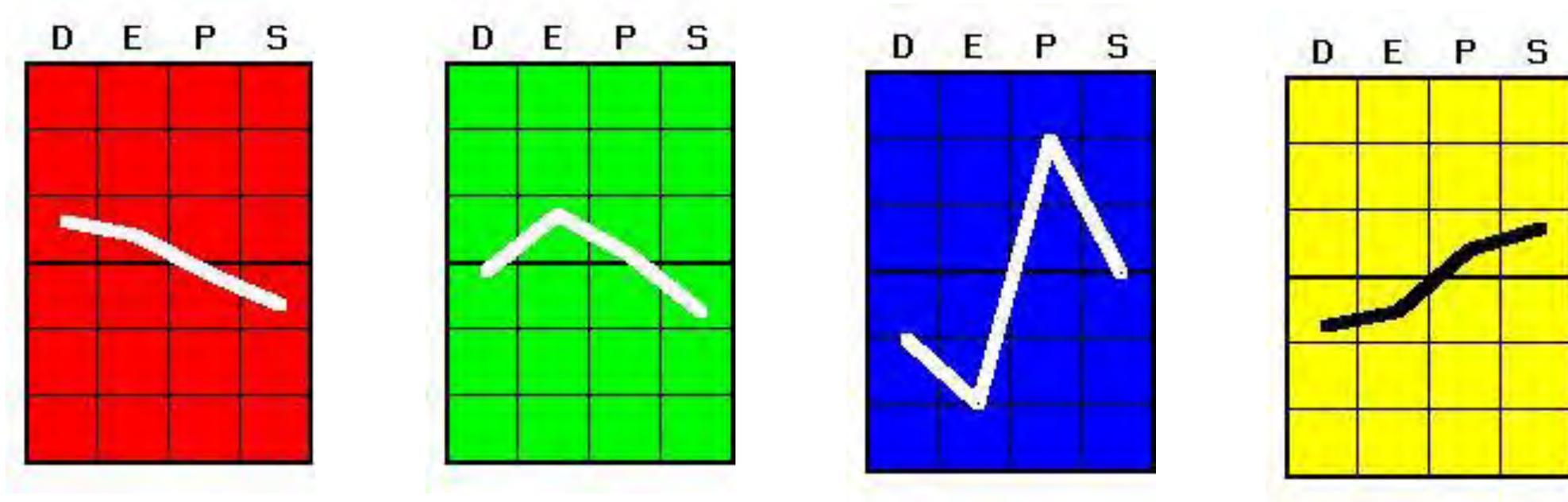
Why is it working?

Objective Two: Qualitative Research: 5 Key Techniques

# Why is it working?

## Qualitative Research: 5 Key Techniques

### 1. Management By Strengths (MBS)



# Why is it working?

## Qualitative Research: 5 Key Techniques

1. Management By Strengths (MBS)
2. \$1 annual membership fee



# Why is it working?

## Qualitative Research: 5 Key Techniques

1. Management By Strengths (MBS)
2. \$1 annual membership fee
3. Aesthetics



# Why is it working?

## Qualitative Research: 5 Key Techniques

1. Management By Strengths (MBS)
2. \$1 annual membership fee
3. Aesthetics
4. Destigmatization and safety



# Why is it working?

## Qualitative Research: 5 Key Techniques

1. Management By Strengths (MBS)
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4. Destigmatization and safety
5. Personal agency



# Why is it working?

## Qualitative Research: 5 Key Techniques

1. Management By Strengths (MBS)
2. \$1 annual membership fee
3. Aesthetics
4. Destigmatization and safety
5. Personal agency

Innovation = Cheap + Unique + Powerful

## Polling Question:

Why do you think this the Momentum Center works? (Chat Box)

Do you think this model would work in your community? (Poll)

# The Momentum Center for Social Engagement

## Objective Three: Sustainability

# The Momentum Center for Social Engagement

## Sustainability

- Organic



# The Momentum Center for Social Engagement

## Sustainability

- Organic
- Collaborative



# The Momentum Center for Social Engagement

## Sustainability

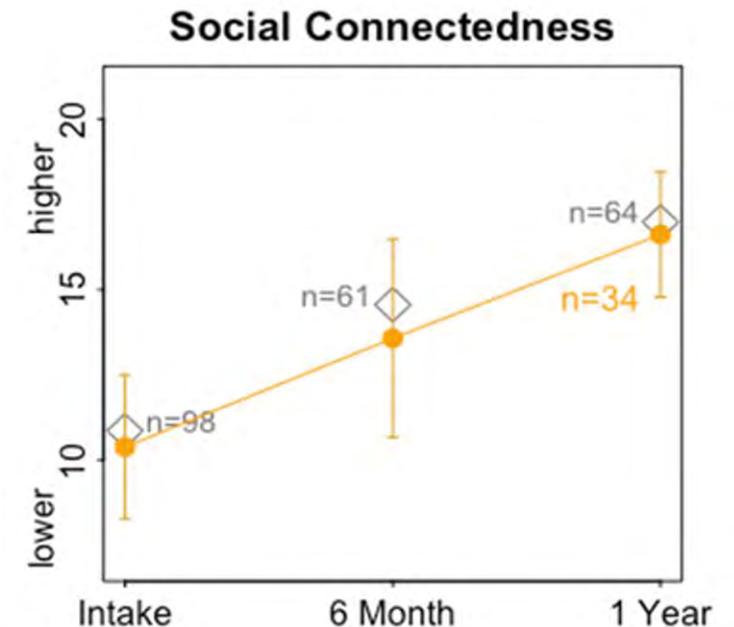
- Organic
- Collaborative
- Social Enterprise



# The Momentum Center for Social Engagement

## Sustainability

- Organic
- Collaborative
- Social Enterprise
- Ongoing Research and Evaluation



# The Momentum Center for Social Engagement

## Sustainability

- Organic
- Collaborative
- Social Enterprise
- Ongoing Research and Evaluation
- Momentum Center Expansion and Affiliates

# Objectives

- Tools and Techniques for Community Conversations
- 5 Keys of Momentum Center Success
- Sustainability



# Alex's Story



[Barbara@MomentumCenterGH.org](mailto:Barbara@MomentumCenterGH.org)