







**“When it comes to mental health, our efforts as a nation must be comprehensive and not a series of quick temporary fixes.”**

—Former U.S. Rep. and founder of  
The Kennedy Forum, Patrick J. Kennedy

## MAKING MENTAL HEALTH ESSENTIAL HEALTH

**The Kennedy Forum seeks to revolutionize the way mental health care is delivered in America and create a future where diagnosis and treatment covers the brain and the body.**

Launched in celebration of the 50th anniversary of President Kennedy’s signing of the landmark Community Mental Health Act, The Kennedy Forum leads a national dialogue on transforming the health care system by uniting mental health advocates, business leaders, and government agencies around a common set of principles, including full implementation of the Mental Health Parity and Addiction Equity Act of 2008 (*Federal Parity Law*). During his time in Congress, former U.S. Rep. Patrick J. Kennedy was lead sponsor of the Federal Parity Law, which requires insurers to cover treatment for mental health and substance use disorders no more restrictively than treatment for illnesses of the body, such as diabetes and cancer.

By advancing evidence-based practices, policies, and programming around mental health and addiction, The Kennedy Forum aims to achieve health equity for all.

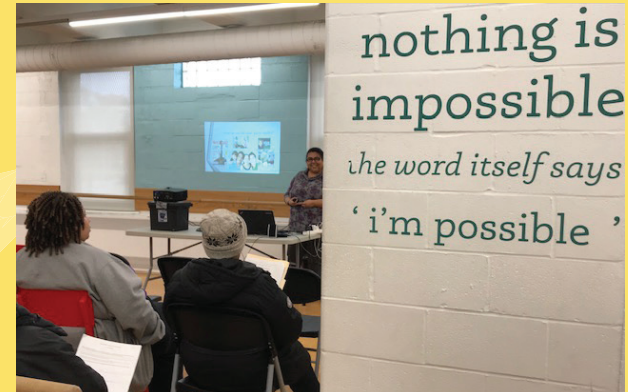
### **The Kennedy Forum Illinois: A Local Nonprofit with National Reach**

Launched in 2014, The Kennedy Forum Illinois promotes action around mental health and addiction in the state by focusing on stigma reduction, access to care, prevention, early intervention, and more. The organization serves as both a think tank and incubator for local and state level policies and programs that may be implemented across the country. The mission is to end stigma and discrimination against people living with mental health and substance use disorders by changing the system, not just the conversation.

## COMMON GOALS

The Kennedy Forum and The Kennedy Forum Illinois work in pursuit of:

- ★ **Parity**—Ensuring state and federal policymakers have the tools they need to craft better legislation that holds insurers accountable for providing equal coverage of mental health and substance use disorder treatment.
- ★ **Quality & Transparency**—Ensuring the use of evidence-based care to improve patient care and outcomes.
- ★ **Integration**—Ensuring those with mental health and substance use disorders will no longer face separate and unequal treatment by advancing a health care system that treats the body and the mind.
- ★ **Technology**—Ensuring technological advances such as electronic medical records and telepsychiatry are embraced and adopted by as many providers as possible, thus increasing access to quality, connected care.
- ★ **Brain Health & Fitness**—Ensuring early interventions, social emotional learning, and prevention strategies are prioritized at community, state, and federal levels.





### The Kennedy Forum Annual Meeting

*We have successfully engaged over 5,000 people representing the advocacy community, government, philanthropy, and the private sector—at five annual meetings. Each year, notable speakers and panelists explore timely topics including criminal justice reform, workplace mental health, and the role of media/communications.*

## OUR IMPACT

### Nationally



**Don't Deny Me** is a campaign that educates consumers and providers about patient rights under the Federal Parity Law, which requires insurers to cover illnesses of the brain, such as depression or addiction, no more restrictively than illnesses of the body, such as diabetes or cancer. Providers are encouraged to download and print posters, brochures, and infographics to use in patient settings. [DontDenyMe.org](https://DontDenyMe.org)



**Parity Registry** is a resource that teaches consumers to file appeals—after wrongful denials of insurance coverage for mental health and addiction treatment services—and encourages them to register complaints against health plans. [ParityRegistry.org](https://ParityRegistry.org)

ParityRegistry 

**Parity Track** is a resource that allows policymakers and others to track legislative, regulatory, and legal parity activities in all 50 states and at the federal level to monitor implementation and best practices. [ParityTrack.org](https://ParityTrack.org)

ParityTrack 

**Mental Health for US** is a nonpartisan educational campaign designed to elevate mental health and addiction in policy conversations during the 2020 election cycle and beyond. [MentalHealthforUs.net](https://MentalHealthforUs.net)



**The State Parity Legislative and Regulatory Compliance Workgroup** convenes 100+ national and state advocates to improve enforcement of the Federal Parity Law and related state-based laws. The Kennedy Forum has developed model state legislation endorsed by over a half-dozen national mental health organizations.

**The Kennedy Forum Legal Taskforce** convenes lawyers from across the country to review decided and active cases involving parity and/or mental health equity and discuss actions among attorneys general.

**The Parity Leadership Group** unites policy and communication teams to collaborate on timely events such as the *Wit v. United* ruling, Milliman reports, announcements about insurance settlements, and more; disseminates key information to advocates.



**The Scorecard Initiative** measures the strength of state parity statutes. Since its 2018 release, NJ, CT, CO, and WY have enacted stronger laws.

**The Parity Webinar Series** features The Kennedy Forum and special guests discussing recent trends and events related to mental health equity.

**Model State Parity Legislation** developed by The Kennedy Forum bolsters the Federal Parity Law and helps states hold insurers accountable for equal coverage of mental health and addiction treatment.

**Numerous issue briefs, special reports, and education guides** developed by The Kennedy Forum continue to empower advocates, policymakers, and families in the fight for mental health equity.

### Locally



**Public Act 100-1024 (Senate Bill 1707)**, a strong state parity law based on The Kennedy Forum's Model State Parity Legislation, passed in 2018. The landmark legislation holds insurers accountable for equal coverage of mental health and addiction treatment coverage.

**The Mental Health Public Awareness Initiative** provided mental health training sessions to over 3,600 stakeholders from Chicago's most vulnerable communities. Participants learned how to connect with local resources and navigate a mental health crisis.

**On the Table**, a program developed in collaboration with Chicago Community Trust, has engaged more than 10,000 people in stigma-busting conversations about mental health.

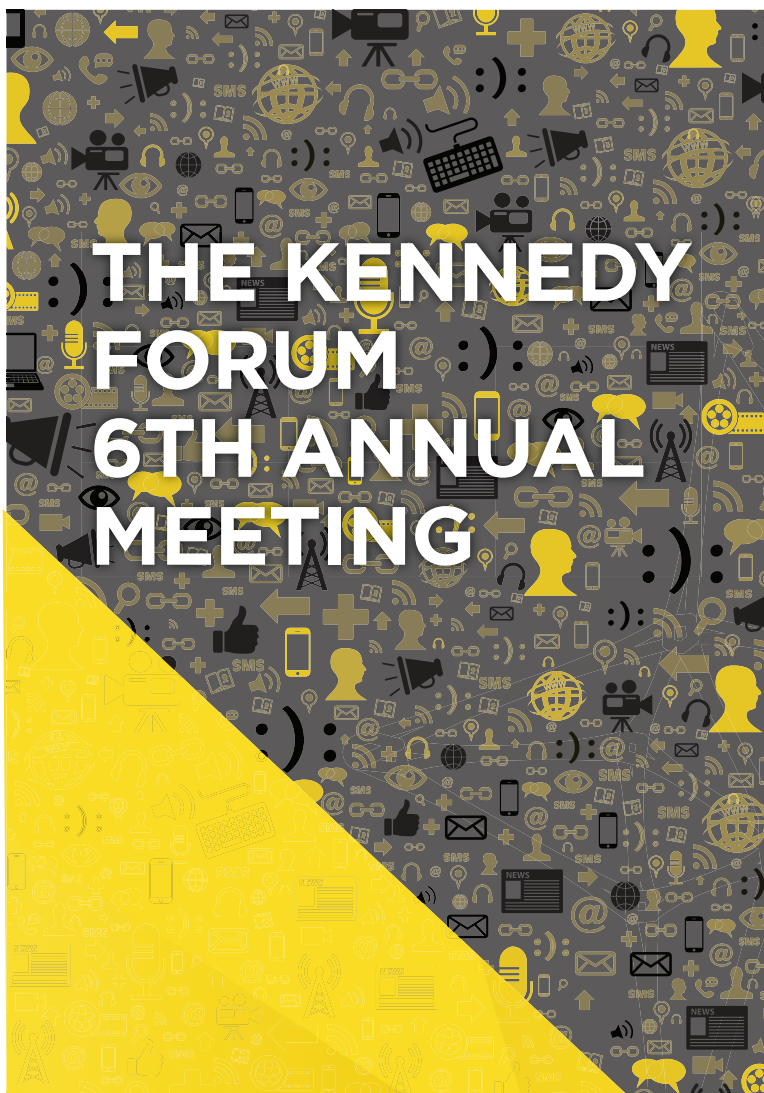
**"Illinois Providers Report Barriers to Mental Health and Addiction Coverage for Their Patients,"** an issue brief that documented serious challenges surrounding reimbursement, led to hearings in the Illinois General Assembly on parity compliance.

**More than 3,000 key stakeholders** gained from public forums, workgroup convenings, community conversations, and more, are actively engaged with The Kennedy Forum Illinois—enabling a combined reach of more than 2 million Illinoisans.

**Our mission is big, and the stakes are clear. We seek to unite the health care system, and rally the mental health community around a common set of principles: Fully implement the 2008 parity law, bring business leaders and government agencies together to eliminate issues of stigma, work with providers to guarantee equal access to care, ensure that policymakers have the tools they need to craft better policy, and give consumers a way to understand their rights.**

### LEARN MORE

about national and local achievements at [thekennedyforum.org/milestones](https://thekennedyforum.org/milestones)



## EVENTS 2021

### **OUR WORDS MATTER:** Harnessing the Power of Communications to Advance Mental Health Equity

October 2021

<https://thekennedyforumlive.org>

Today's society is hindered by an unconscious, implicit bias that fuels discrimination against those living with mental health and substance use disorders. Our words often reflect that bias, perpetuating negative stereotypes. There is an urgent need for more thoughtful, accurate communications about mental health and addiction that will open minds, connect communities, and empower policymakers. Now, more than ever, we must take steps to understand, nurture, and advance the role of communications in the fight for mental health equity. Normalizing a national conversation is key to lasting change. This year, The Kennedy Forum Annual Meeting will be held virtually in October to unite leaders in communications, media, advocacy, and activism to explore best practices and define a clear path forward.



## EVENTS 2021

**“ Know that The Kennedy Forum is more dedicated than ever to advancing mental health equity as the nation adapts to a new normal.”**

—Former U.S. Rep. and founder of The Kennedy Forum, Patrick J. Kennedy



### THE KENNEDY FORUM **SPOTLIGHT SERIES**

**The Kennedy Forum Spotlight Series** highlights notable public figures who are driving social change through honest discussion about living with mental health and substance use disorders. This program brings together approximately hundreds of stakeholders and constituents from various backgrounds, and often includes a live performance. The Spotlight Series events scheduled for 2021 are:

#### **January**

Title: Shocking Injustices: Mental Healthcare and Black Americans

What: A convening hosted by The Kennedy Forum focused on injustice and racial equity in the mental health care system. This virtual program will be 60-90 minutes in length.

#### **May**

Title: A Discussion with Organizational Leaders in Mental Health

What: A roundtable of the CEO's of the largest mental health advocacy organizations in the country discussing the impact of COVID-19, eliminating inequitable access to care, and ensuring accountability to evidence-based standards of care.

#### **August**

Topic: Youth and Resilience

What: 50% of mental illness begins by age 14, making early identification and intervention efforts focused on children and schools of critical importance. Experts in this area will discuss how to bolster prevention efforts as well as respond to trauma among youth.

#### **December**

Topic: To be determined, based on the most pressing topics facing mental health

## EVENT SPONSORSHIP OPTIONS

<b>BENEFITS</b>	<b>Chair \$150,000</b>	<b>Champion \$100,000</b>	<b>Benefactor \$50,000</b>	<b>Patron \$25,000</b>	<b>Sponsor \$10,000</b>	<b>Partner \$5,000</b>
Top sponsor billing at all of The Kennedy Forum Spotlight Series and 6th Annual Forum virtual events.	★					
Representation on The Kennedy Forum Illinois Leadership Council	★	★				
Invitation to a special tour of the Kennedy Compound in Hyannis Port hosted by Patrick J. Kennedy	★	★	★			
Branded promotional videos during the Annual Forum in October.	★	★	★			
Branded promotional slides during the Annual Forum in October.	★	★	★	★		
VIP Meet and Greet with speakers	★	★	★	★		
Name/logo on invitation and on screen at event	★	★	★	★	★	
Prominent recognition on all event materials	★	★	★	★	★	
Recognition in national and Illinois-based email and social media promotions	★	★	★	★	★	
Recognition on The Kennedy Forum website	★	★	★	★	★	★
Recognition in printed event program	Full Page	Full Page	Half Page	Half Page	Quarter Page	Business Card



## KENNEDY FORUM ILLINOIS EVENTS & OFFERINGS

### Public Policy

Core to our mission of eliminating stigma and discrimination against people living with mental health and substance use disorders is advocating for public policies that increase access to and equity in our treatment system. In 2018, The Kennedy Forum Illinois worked with our partners to pass legislation making Illinois' state parity laws one of the strongest in the nation. We continue to focus our policy and advocacy work on ensuring that these laws are effectively implemented and enforced.

### Mind Matters

Showcases experts, celebrities, business leaders, authors, sports professionals, and academics with lived experience and who offer interesting perspectives on recovery from mental health and substance use disorders. This breakfast program provides a deep dive for a group of 50-75 attendees.

### Workplace Culture Assessment

Description of service: Let The Kennedy Forum Illinois help you build a strong internal team to promote and improve employee mental health and, in turn, the organization's financial health. Further, we can provide mental health training sessions tailored specifically to your organization ranging from a one-hour lunch-and-learn up to a certificate in an 8-hour Mental Health First Aid training.

### Other Opportunities

We are happy to discuss your ideas for partnering with The Kennedy Forum or The Kennedy Forum Illinois and are always grateful for general operating support, which allows us the most flexibility in our work to end the stigma.

### Benefits Review

Description of service: The Kennedy Forum Illinois will measure the effectiveness of your organization's health insurance plan and provide recommendations for improving mental health and addiction treatment coverage. We will also assess your Employee Assistance Program (EAP) to ensure that it is comprehensive and accessible to your employees.

### Mental Health Awareness Training

Description of service: Learn to identify signs and symptoms of mental illness, reduce stigma, understand recovery and treatment, and how to help during a mental health crisis. This training ranges from one to four hours in length and can include suicide prevention, self-care techniques, and de-escalation strategies.

### Mental Health First Aid

Description of service: Like CPR, this training prepares participants to interact with a person in mental health crisis and connect them with help. The program introduces participants to risk factors and warning signs of mental illnesses, builds understanding of their impact, and provides an overview of common supports. This 8-hour training comes with a Mental Health First Aid certification.

# 2019/2020 SPONSORS



ANONYMOUS



CORBOY & DEMETRIO






**For more information, please  
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