

Welcome to the Kentucky Mental Health & Substance Abuse Media Guide

September 2004

The media can play a powerful role in educating the public about mental health, alcohol and drug use and abuse, and suicide prevention. Coverage of these topics can inform the public about symptoms, effective treatment, incidence, trends and advancements.

Reaching the general public via mass media to help improve awareness and education about mental health and substance abuse issues is critical in Kentucky, and for that matter, anywhere, if we ever hope to eliminate stigma and the lack of understanding that stops so many people from seeking treatment. Unfortunately, lack of funding prevents most organizations involved with mental health and substance abuse prevention, treatment and advocacy from sponsoring mass media campaigns.

The Public Education and Awareness Workgroup of the Kentucky. Commission on Services and Supports for Individuals with Mental Illness, Alcohol and Other Drug Abuse Disorders, and Dual Diagnoses (established by the 2000 KY General assembly in passing HB 843) has developed this source/information guide for media around the state of Kentucky, concerning mental health and substance abuse issues on a local, state and national level.

The purpose of this guide is to make it easier for reporters, editors, free-lance writers, producers, assignment editors and others to access appropriate, credible, and expert sources and information, particularly in your local areas. We know you often want to talk with someone in your city or town about the local incidence of a particular mental illness or addiction or provide the local angle to a national survey or problem. We also hope the guide will stimulate additional interest in doing more stories about mental health and substance abuse issues, help provide more awareness of the many organizations around the state involved in mental health and substance issues, and provide you with appropriate terminology, local facts and resources.

Thank you for your help to improve awareness of mental health and substance abuse issues and decrease stigma in Kentucky.

Members of the Public Education and Awareness Workgroup

Carol Carrithers, Vice President of Marketing and Communications, Seven Counties Services, Inc., Louisville

Sheriall Cunningham, Executive Director, Mental Health Association of Kentucky

Lynne Dunn, Policy Analyst, Kentucky Association of Regional (Mental Health/Mental Retardation) Programs (KARP)

Jim Dailey, State Criminal Justice Training Director, National Alliance for the Mentally Ill (NAMI) of Kentucky

Barbara Kaminer, Program Support, Kentucky Department of Mental Health and Substance Abuse

Jill Kartisek, Director of Education, Mental Health Association of Northern Kentucky

Carolyn Kates-Glass, former Executive Director, Kentucky Consumer Advocacy Network (KyCAN)

Harry Mills, Executive Director, National Alliance of the Mentally Ill, Kentucky

David Olds, Executive Director, Mental Health Association of Northern Kentucky

Sheila Schuster, Executive Director, Kentucky Mental Health Coalition

Bruce Scott, former Deputy Commission, Kentucky Department of Mental Health/Mental Retardation Services

Jan Ulrich, member, Kentucky Suicide Prevention Planning Group

Theresa Walton, Executive Director, Kentucky Psychiatric Medical Association

We particularly want to thank the Mental Health Association of Northern Kentucky for its excellent local media guide, which we used as a model, and for its help in the development of this statewide guide.

The information in this resource guide is current as of July 2004, and is based on information voluntarily submitted by organizations and service providers across Kentucky. For further information or additional copies please contact:

The Mental Health Association of Northern Kentucky

513 Madison Ave. Covington, KY 41011

859-431-1077

mhnky@aol.com