

## THE KENNEDY FORUM ILLINOIS



The Kennedy Forum was launched by former Congressman Patrick Kennedy with a dinner and conference held in Boston in October 2013 to mark the 50th anniversary of President John F. Kennedy's signing of the Community Mental Health Act of 1963. Vice President Joseph Biden was the featured dinner speaker. Among the hundreds of attendees and supporters was a small but mighty contingent of Illinois civic leaders. Motivated by the personal impact of mental health challenges in their own families and inspired by the potential to unite diverse stakeholders to drive accelerated change, they returned home determined to bring this powerful organizing model to Illinois.

The Illinois project has emerged as a powerful platform for change. Supported by a strong, visible Organizing Committee, Illinois leaders successfully launched The Kennedy Forum Illinois on November 13, 2014, convening influencers from across the spectrum, including Sheriff Tom Dart, Chicago Public Schools CEO Barbara Byrd-Bennett, Cook County Board President

Toni Preckwinkle, Chicago Mayor Rahm Emanuel, Governor Pat Quinn, Chicago Bear Brandon Marshall, Former Surgeon General David Satcher, Actress Mariel Hemingway, more than 20 CEOs of major Illinois companies, providers, advocates and families. More than 400 Illinoisans joined us for a conference and celebratory dinner at the Palmer House Hilton.

---

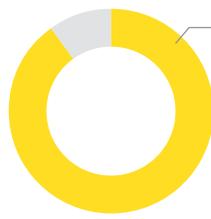
**The Kennedy Forum Illinois is a united campaign to end stigma against mental health and substance use disorders. We are focused on changing both attitudes and practice. Our vision is a future where all persons are treated with dignity and receive the person-centered mental and physical care and support they need to thrive and achieve their goals.**

One in four Americans is affected by mental or substance use disorders, 16% of all Illinoisans. Most affected do not receive adequate care. Approximately two-thirds of people with symptoms of mental and substance use

disorders do not receive any. This is true despite the fact that effective prevention and treatment are possible. One of the key barriers discouraging access to care is stigma. **Mental illness accounts for \$44 billion in lost wages in the United States**

**each year, yet many employees may not report their illness or seek treatment due to stigma or the fear of losing their jobs.** In fact, nearly nine out of ten people with mental health problems say that stigma and discrimination have a negative effect on their lives. The cost is steep. Nationally, mental illness and substance use annually cost employers an estimated \$80 to \$100 billion.

The Kennedy Forum begins its work at a moment in time when changes in practice are afoot. The historic Mental Health Parity and Addiction Equity Act, authored by Patrick Kennedy, went into full effect in 2014. The law prohibits private health insurance plans from discriminating against persons with mental illness including substance use disorders. Coverage for a mental health must be equivalent to coverage for physical health problems, like heart disease, diabetes and cancer. Medicaid reform and new care integration and coordination initiatives in Illinois promise higher quality, lower costs, and better outcomes in behavioral health. The last two decades have brought an



**90%**

of people with mental health challenges say that stigma and discrimination have a negative effect on their lives.

avalanche of exciting, cutting-edge research on the development of the brain. Advances in neuroscience research and technology are developing new ways to provide earlier interventions and improve quality and access.

Fully implementing these important practice reforms must go hand in hand with the removal of the social and cultural barriers such as stigma that prevent individuals with mental health challenges from reaching their full potential. The future prosperity of Illinois and our nation depends on our ability to foster the health and well-being of its residents.

---

## THE ILLINOIS PROJECT: OUR WORK

The Illinois project will convene unique and diverse stakeholders, including business, philanthropy, media, providers, policymakers and others to reset the boundaries of what is possible in mental health, create a more prosperous economy in Illinois, and position our state as an effective, innovative leader in mental health. We believe that engaging new stakeholders in broader conversations will both help end stigma and create innovative partnerships for greater impact and rapid progress.

WE WILL FOCUS ON THREE STRATEGIC PILLARS:

## 1 Elevating Public Discourse

The poor state of public dialogue around the issue of mental health is well documented. Media coverage does little to elevate the public conversation; rather, it reifies an overwhelming sense of the issue's intractability and often reinforces stigma. While brain research has greatly advanced, communication about new understandings have not. Studies show contact-based anti-stigma programs are among the most effective.

Our goal is to increase the amount and frequency of constructive dialogue (i.e., conversations between people), and also improve the quality of the information about mental health that Illinoisans receive.

### Activities:

*Market Message Research* - in March 2015, we conducted the first statewide poll examining public opinion, attitudes and understanding of mental health issues and will use this information to amplify, measure and inform our work.

*100 Conversations* - in collaboration with the Chicago Community Trust's On the Table initiative, The Kennedy Forum project in Illinois will host 100 or more mental health conversations engaging more than 1,000 residents across the state on May 12, 2015. Results and commitments to action will be reported.

*Illinois Mental Health Media Forum* - we plan to develop a media education and support program to help journalists accurately report information. We will actively respond to media reports that reinforce stigma.

*Spokesperson Bench* - we are building a broad bench of trained expert spokespersons as a resource to media and the public on a variety of issues related to mental health, including the latest science and clinical research, model



high school students in Chicago have attempted suicide in the past 12 months - 15.8% - the highest rate of 21 urban school districts surveyed by the CDC.

---

interventions, business and economic impact, children and families, justice system, veterans, and policy issues.

We will actively conduct media outreach, sharing stories, sharing credit, and shifting the conversation from problem to potential. Our goal is to maintain a consistent, proactive, positive media drumbeat.

*Storytelling Platform* - we will collaborate with partners including StoryCorps, StoryStudio Chicago, and others to provide a platform for story collection and sharing.

## 2 Engaging Business to Ensure Equity and Access

Employers purchase healthcare for millions of American workers and their families. Investing in a mentally healthy workforce is good for business. When employees receive effective treatment for mental illnesses, the result is lower total medical costs, increased productivity, lower absenteeism and presenteeism, and decreased disability costs.

Armed with research and data, many employers today recognize that there is a strong business case for investing in the programs and services necessary to create a mentally healthy workforce.

Our goal is to provide Illinois employers with knowledge tools and resources to ensure that every Illinois workplace promotes and supports the mental health of employees and their families.

### Activities:

*Disseminate the Business Case* - we will develop and disseminate the business case for full parity implementation and the economic value of workplaces that support mental health.

*Understand the Status Quo* - we are convening state and national research experts and employers to better understand current practices, knowledge and implementation of the Parity and Addiction Equity Act. We will use this to identify opportunities for greatest impact and return on investment and as a benchmark to measure progress.

*Define and Champion Mentally Healthy Workplaces* - we will use the data uncovered during our state-based research, state and national studies and work with business leaders and experts to define and benchmark the core principles and practices of a mental health best practice business.

*CEO Roundtable and Summit* - Kennedy Forum is building a national roundtable ... of leaders advancing mentally healthy workplaces.

---

**“The economic costs of mental illness will be more than cancer, diabetes and respiratory ailments put together.”**

Thomas Insel  
Director National Institute of Mental Health USA

### 3 Fostering Public-Private Partnerships

Establishing and catalyzing partnerships of purpose is the fulcrum of The Kennedy Forum's effort to provide leadership. The November 2014 Forum was a critical starting point to build momentum, encourage inclusion and raise awareness. Today we continue our partnership work, identifying opportunities for cross-sector collaboration and coordination. The Kennedy Forum is uniquely positioned to convene, and we will use our platform in Illinois to help make connections that generate new and better solutions.

**Our goal is to bring people together to tackle and solve the most pressing challenges in mental health and addiction.**

#### Activities:

*Bring New Voices to the Table* - The Kennedy Forum project in Illinois will work to engage new partners who have not traditionally been actively engaged in the mental health conversation. Business leaders, entrepreneurs, technology, philanthropy all have a stake and a role to play in the solutions.

*Convene Stakeholders to Identify Solutions in Specific Areas of Focus* - We will create and support partnerships in specific areas of focus, including Veterans, the Justice System, Education and Youth, Early Intervention, Housing and other areas where unique collaborations can drive action. We will measure outcomes and impact.

*The Illinois Forum* - Building on a wildly successful Illinois Forum launch, The Kennedy Forum project in Illinois will once again host

Mental illness and substance use disorders annually cost employers **\$80-\$100** billion in indirect costs.



---

its annual gathering on November 11, 2015. The gathering will convene nearly 800 participants for a half-day forum and an evening gala.

*Foster Knowledge Building and Sharing* - The Kennedy Forum Illinois, through convenings, partnerships and increased dialogue provides a constant flow of lessons learned and opportunities for information sharing.



## KEY PARTNERS

**Like the Kennedy Forum itself, partnerships are intended to add value and spread expertise. Among our partners are the following:**

**The Chicago Community Trust** - As nonprofit organizations, local governments and businesses strive to tackle issues of concern, the Trust, Illinois' largest Community Foundation, provides civic leadership bringing all stakeholders to the common table. Kennedy Forum Illinois is partnering with the Trust in its On the Table initiative to engage thousands of people in conversations about the ways in which we can commit to making our communities stronger, safer and more dynamic.

**MATTER** - MATTER is a community of healthcare entrepreneurs and industry leaders working together in a shared space to individually and collectively fuel the future of healthcare innovation. The Kennedy Forum Illinois is working with innovators at MATTER to identify gaps in care that technology can help address.

**ADA 25 Chicago** - ADA 25 Chicago will commemorate the 25th anniversary of the Americans with Disabilities Act in 2015 and leverage this milestone to improve the quality of life for people with disabilities—often considered the last frontier of civil rights. The Kennedy Forum Illinois will partner with ADA 25 Chicago to launch a Leadership Institute in Illinois.

## JOIN US

The Kennedy Forum Illinois is a membership-based project that convenes leaders to drive action. Members (individuals and organizations) make tax-deductible contributions annually. To learn more about becoming a member and the recognition and engagement opportunities available at various levels, please visit [www.thekenedyforumillinois.org/join](http://www.thekenedyforumillinois.org/join)

## THE KENNEDY FORUM ILLINOIS

Anonymous					
					Barton Healthcare
					
					
					
					
		Mr & Mrs Richard & Linda Price	Dr. Beth N. Rom-Rymer		
	Diane Swonk	Tengelsen Family Foundation			
					

For more information about becoming a member of Kennedy Forum Illinois and recognition opportunities, please contact [Stacey Smith at Stacey@TheKennedyForumIllinois.org](mailto:Stacey@TheKennedyForumIllinois.org)



## ORGANIZING COMMITTEE

**Heather Alderman**

President, Illinois Children's Healthcare Foundation

**Lindsey Artola**

Vice President, Illinicare Health

**Norman R. Bobins**

Chairman, Norman Bobins Consulting, LLC

**Marca Bristo**

CEO, Access Living; President, United States International-Council on Disabilities

**Sandra Bruce**

CEO, Presence Health

**Justice Anne Burke**

Illinois Supreme Court Justice, Illinois Supreme Court

**Rich Daniels**

Musical Director, City Lights Orchestra/Local 10-208  
Chicago Federation of Musicians

**Hon. Tom Dart**

Cook County Sheriff

**Paul Dillon**

Vietnam Veteran, Dillon Consulting Services

**Jay Doherty**

President, City Club Of Chicago

**Eileen Durkin**

President & CEO, Community Counseling Centers of Chicago

**Tim Egan**

CEO, Roseland Community Hospital

**William Emmet**

Executive Director, The Kennedy Forum

**Judy Erwin**

Managing Director, ASGK Public Strategies

**Sara Feigenholtz**

Assistant Majority Leader, Illinois House of Representatives

**Robyn Gabel**

State Representative, 18th District

**Reverend Michael Garanzini**

President, Loyola University Chicago

**Dr. Teresa Garate**

President, EINO Consulting Group

**Dr. Larry Goodman**

President & CEO, Rush University Medical Center

**Christie Hahn**

Behavioral Health Clinical Liaison, Aetna Better Health

**Reverend Dennis Holtschneider**

President, DePaul University

**Grace Hou**

President, Woods Fund of Chicago

**Mark Ishaug**

CEO, Thresholds

**Alexa James**

Executive Director, NAMI Chicago

**Dr. Robin Jones**

IL Medical Director, Aetna Better Health

**Dr. Lorrie Rickman Jones**

Senior Policy Advisor for Behavioral Health,  
State of Illinois Governor's Office

**Brandon Marshall**

Chicago Bears

**Terry Mazany**

President & CEO, The Chicago Community Trust

**Theresa Mintle**

President & CEO, Chicagoland Chamber of Commerce

**Mark Mroz**

Strategic Development Director, MADO Healthcare

**Laurence Msall**

President, The Civic Federation

**Peter O'Brien**

President, MADO Healthcare

**Heather O'Donnell**

Vice President of Public Policy and Advocacy, Thresholds

**Samantha Olds Frey**

Executive Director, Illinois Association of Medicaid  
Health Plans

**Kerry Peck**

Managing Partner, Peck Bloom, LLC

**Linda Price**

Senior Managing Director, Insurance Services,  
Mesirow Financial

**Congressman Glenn Poshard**

**Beth N. Rom-Rymer, Ph.D**

Illinois Licensed Clinical Psychologist President,  
Rom-Rymer and Associates

**Jesse Ruiz**

Partner, Drinker, Biddle & Reath

**John Jay Shannon, M.D.**

CEO, Cook County Health and Hospitals System

**Diane Swonk**

Chief Economist and Senior Managing Director,  
Mesirow Financial

**David Vitale**

President, Chicago Board of Education

**Ross Westreich**

Market Vice President, Humana

**Cheryl Whitaker, MD**

CEO, NextLevel Health Partners, LLC

**Eric E. Whitaker, MD**

CEO, TWG Partners, LLC

**Donna Zarcone**

President, Economic Club of Chicago

**Justice Kathryn Zenoff**

Illinois Appellate Court, Second District