

STRONGMINDS
A M E R I C A

Q4 REPORT

2023

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Q4 RESULTS

Happy New Year! In the fourth quarter of 2023, our team completed four (4) group counseling cohorts (6 weeks each) and another six (6) cohorts were launched. This quarter we were bolstered by an unprecedented increase in participation along our continuum of services. Coordinated planning and implementation efforts with our program partners enabled us to not only successfully launch groups at an unprecedented pace, but also to establish a sustainable referral pipeline that will carry over into 2024. We are deeply grateful to all those who supported us in 2023. You helped make this incredible progress possible!

Early Signs of Success

Surveys from participants in group counseling were extremely positive. All participants stated that the group was helpful to them and were able to identify specifically what they gained and learned from group participation.

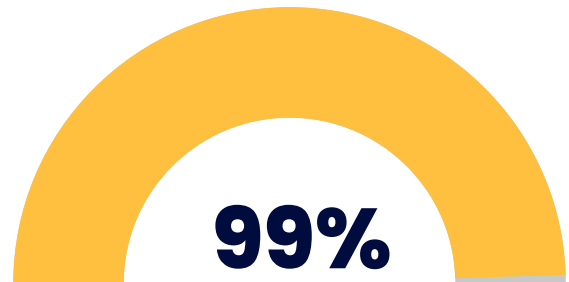
99% of group counseling participants saw a decrease in symptoms of depression as measured by the Patient Health Questionnaire (PHQ-9).

YEAR IN REVIEW

Q1 – We established groups in the beginning of the year with several program partners, primarily in Newark, NJ. Most of these groups did not continue due to lack of attendance. We needed to discover new ways to challenge stigma and earn the trust of our program participants. We added new depth to our clinical staff and developed educational programming as a gateway to group counseling services.

Q2 – This quarter was devoted to developing and nurturing relationships with program partners that would give SMA access to youth and other vulnerable populations. We attended dozens of health fairs across Northern New Jersey and hosted educational events. We launched a social media campaign in support of Mental Health Awareness Month with students from two LEAD charter schools in Newark.

Q3 – In the third quarter of 2023, we established a presence on several college campuses and worked closely with student counseling centers to build awareness of depression, provide depression screening and mental health assessments, and form counseling groups. We established partnerships with organizations serving women and signed a contract with Hudson County HHS to deliver mental health education and services to youth.



INCREASED ENGAGEMENT IN SERVICES

Screenings & Assessments

Participation in Group Counseling

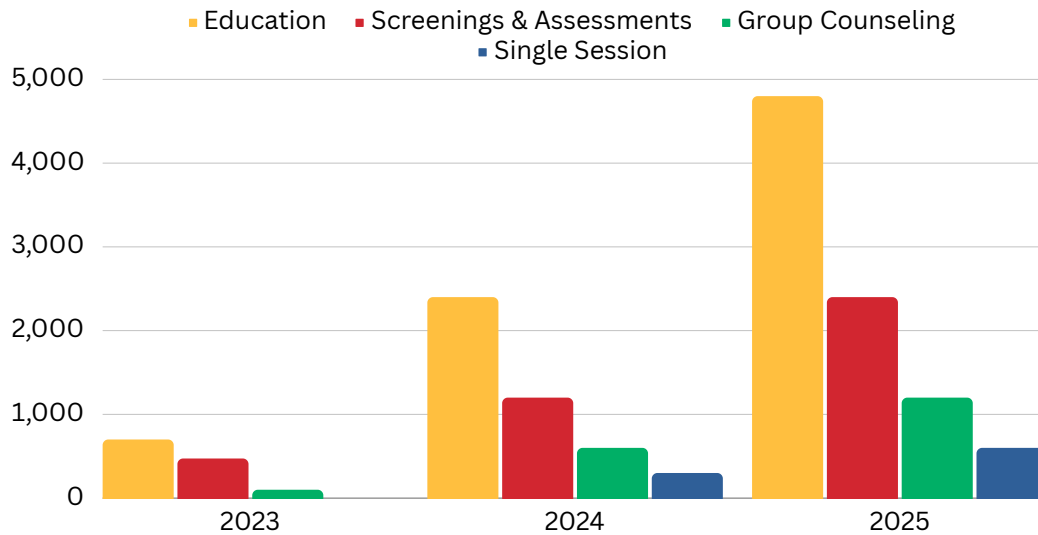


Q4 – Our team worked to do what we set out to do at the beginning of 2023 – rapidly establish groups to treat depression at scale. A key strategy was refining our assessment process to address barriers to engagement among participants, including concerns related to stigma and confidentiality. Redesigned assessments were used to enhance motivation and address specific fears and concerns about counseling.

2023 ACCOMPLISHMENTS

I learned how to express my feelings in a healthy and positive way.
 -Group Participant (age 17)

SMA provided **38** mental health education events for **700** participants (youth, caregivers, teachers, service workers) and **42** depression screening and awareness-building events that reached hundreds more. SMA also signed agreements with **11** new program partners. Below is a record of client participation along our continuum of services (2023) and our goals in the coming years.



NEW PARTNERSHIPS WITH ORGANIZATIONS SERVING WOMEN

- **Grameen America (GAI)** offers a community health program, Grameen Promotoras (GP), to promote healthy living and empower low-income immigrant communities using a community health worker (Promotora) model. Promotoras will serve as a trusting hand that guides woman to SMA for depression screening & treatment. All counseling groups will be conducted in Spanish.
- **Partnership for Maternal and Child Health (PMCH)** is a non-profit organization that is committed to improving the health of women, children, and families. SMA is working with PMCH’s perinatal clients.

I feel as if I gained a new sense of confidence within my identity. Participating in this group helped me gain a new sense of self.
 - Group Participant (age 20)

- **Dvine Konektion** is a faith-based organization that offers a number of programs to support the community of Northern Hudson County from food pantries to health services. SMA will provide groups to mostly women in Spanish.

LOOKING FORWARD



- **Expanding Our Catchment Area:** We are pleased to announce that our counseling services have crossed the Hudson River. A new partnership with *Grameen Promotoras* means SMA can offer depression treatment services to over **20,000 women** in mostly Spanish-speaking communities within three boroughs of NYC.
- **Expanding Our Presence on College Campuses:** SMA has maintained an active presence on three college campuses since September of 2023 – Kean University, NJIT, and Rutgers Newark. Our clinical staff have set up tables in libraries, student unions and cafeterias to offer depression screening and information. We conducted 35 tabling events in Q4. Why? Because **60% of college students report struggling with one or more mental health concerns.**

SINGLE SESSION INTERVENTION

In the first quarter of 2024, SMA will begin to pilot Single Session Intervention (SSI) with BIPOC youth in Newark, NJ. Our expectation is that this model of intervention will complement our group counseling work.

SSI is a widely utilized, effective model of brief therapy. SSIs have been found to be very helpful for young people faced with stigma and beneficial for the treatment of emotional difficulties, interpersonal conflicts, and as an additional treatment for medical disorders among children, adolescents, and adults.

Clinical outcomes of SSIs include reduction of depression and anxiety symptoms, reduction of self-injurious behavior, self-harm, conduct problems, and substance use problems, as well as increased self-efficacy.



ABOUT US



StrongMinds America (SMA) is the US-based program branch of StrongMinds, a global nonprofit widely recognized for its innovation in mental health care.

Our work began in mid 2022 in Newark, New Jersey, a location identified as a “mental health shortage area” by the US Health Resources and Services Administration.

We launched our pilot program focused on closing the mental health accessibility gap for young people ages 16-25 living in under-resourced communities.

SMA has since ventured beyond Newark, extending our reach to encompass allied nonprofit and educational institutions across New Jersey and New York. We have also expanded our constituent community to include woman from newly-arrived communities.

WHAT WE DO

Our Model

SMA works with partners to close the mental health treatment gap for adolescents, young adults, and women. Our evidence-based, internationally recognized program is provided at no cost to our program partners or participants.

Our Mission

Our mission is to promote the mental health and emotional wellbeing of women and youth living in under-resourced communities through advocacy, education, and intervention.

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2023 PROGRAM PARTNERS



2023 NEW FUNDING PARTNERS

We are grateful to all our 2023 partners for so generously supporting our work! Thank you!

We are delighted to welcome our newest funding partners:

