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THE NATIONAL ASSOCIATION FOR MENTAL HEALTH

1974 ANNUAL MEETING

FUND RAISING KICKOFF LUNCHEON

Bill Perry

Friday, November 22, 1974 - 12:30 to 2:45 PM
Palladian Room, Shoreham Americana Hotel

CHAIRMAN: Mr. E. Blair Warner
Vice President, Fund Raising

- | | |
|---------------------------------|----------------------------------|
| I. Welcome/Opening Remarks | E. Blair Warner
5 Minutes |
| II. Invocation | Rabbi Matthew Derby
5 Minutes |
| III. Introduction of Head Table | E. Blair Warner |

LUNCH (30 MINUTES)

- | | |
|--|-------------------------------|
| IV. Presentation of Special Awards
to Mrs. Jessie Sargent and Robert Leys | E. Blair Warner |
| V. Remarks by Mrs. Sargent and Mr. Leys | 10 minutes |
| VI. Call on Mrs. Gerridee Wheeler to
introduce Mrs. Gerald Ford | E. Blair Warner |
| VII. Introduction of Mrs. Gerald Ford
1975 Honorary Mental Health Chairperson | Gerridee E. Wheeler |
| VIII. Remarks by Mrs. Gerald Ford | 5 minutes |
| IX. Introduction of Percy Knauth as
1975 Mental Health Chairman | Gerridee E. Wheeler |
| X. Remarks by Percy Knauth | 15 minutes |
| XI. Presentation of Fund Raising Awards | E. Blair Warner
15 minutes |
| XII. Closing Remarks | E. Blair Warner
5 minutes |



8R	MASSACHUSETTS	(Award #8)
7R	Mrs. Eva Van Arsdale, Vice President MONTANA	(Award #5)
6R	Richard Hardenbergh, President NEW JERSEY	(Awards #3 & #6)
5R	Gene Vaughn, President INDIANA	(Award #1)
4R	Edwin "Buzz" Aldrin 1974 Mental Health Chairman	
3R	Rabbi Matthew Derby - INVOCATOR NAMH Board Member	
2R	Linden Wheeler, President The National Assoc. for Mental Health	
1R	Mrs. Jessie Sargent, Chairperson, (SPECIAL 1974 Governors' Wives Project	AWARD)
▽	E. Blair Warner, Chairman	
1L	Mrs. Gerridee Wheeler NAMH President-Elect	
2L	MRS. GERALD FORD, Honorary 1975 Mental Health Chairperson	
3L	Percy Knauth 1975 Mental Health Chairman	
4L	Robert Leys National Corporate Gifts Chairman	(SPECIAL AWARD)
5L	Miss Ruth Morse, Immediate Past Director of Fund Raising; Executive Director, MHA of Greater Chicago	
6L	Reverend Robert Fiske, President HAWAII	(Award #2)
7L	William Overton, President VIRGINIA	(Award #4)
8L	Earl Pippin, President ALABAMA	(Award #7)

HEAD TABLE

FUND RAISING KICKOFF LUNCHEON
 Friday, November 22, 1974
 Palladium Room, Shoreham Hotel
 12:30 - 2:45 p.m.



NATIONAL ASSOCIATION FOR MENTAL HEALTH

NOVEMBER 22, 1974

GOOD AFTERNOON. I WANT TO THANK YOU VERY MUCH FOR YOUR INVITATION TODAY, AND I BRING YOU GREETINGS FROM MY HUSBAND AS WELL. I ASSUME HE'S ASLEEP IN SEOUL, KOREA ABOUT NOW

I'M DELIGHTED TO BE HERE TODAY AND ESPECIALLY TO BE SERVING AS YOUR NATIONAL HONORARY CHAIRPERSON.



-2-

IT'S SO IMPORTANT TO EXPAND PUBLIC UNDERSTANDING OF THE MEANING OF MENTAL ILLNESS AND TO WORK ON IMPROVED ASSISTANCE FOR OUR MENTALLY ILL. YOU HAVE MADE GREAT STRIDES IN THE PAST FEW YEARS, AND I AM GRATEFUL TO HAVE BEEN INVITED TO MEET WITH YOU TODAY.

MENTAL WELL-BEING IS EVERY BIT AS IMPORTANT TO ONE'S HEALTH AS ONE'S PHYSICAL WELL-BEING. IT IS VITAL THAT WE PAY AS MUCH ATTENTION TO THE HEALTH OF OUR MINDS AS TO THE CONDITION OF OUR BODIES,

-3-

I CONSIDER THIS A RED LETTER DAY FOR MYSELF, AND AM GRATEFUL
TO HAVE THE OPPORTUNITY TO DO WHAT I CAN FOR MENTAL HEALTH IN
OUR COUNTRY!

THANK YOU VERY MUCH.

#####





Memorandum

September 23, 1974

TO: Chairpersons, Moderators, Discussion Leaders
for Annual Meeting Sessions

FROM: Dick Flanagan, Security Coordinator
1974 Annual Meeting

SUBJECT: Preparations for Possible Interruptions or Demonstrations

1. Because demonstrations and picketing have become common forms of free expression in recent years, and because the National Association for Mental Health and several related organizations have been targets of demonstrations, it seems appropriate to anticipate such an occurrence at this year's meeting. While there is no way to anticipate the nature of any specific demonstration, be it directed at public or private sessions, we can, nevertheless, prepare for any eventuality.
2. To ensure the orderly pursuit of business at this important meeting, the attached guidelines are provided. Please give them your attention as soon as possible.
3. We will have the full cooperation of hotel personnel and the Washington, D.C. Police Department.
4. Should you have any questions or specific requests for assistance, I may be contacted at individual sessions or in the NAMH Press Room.

RWF:rfp

Enclosures (5)

1. NAMH Statement on Dealing with Pickets and Demonstrators
2. Suggested Response to Demonstrators at Meetings
3. Information Sheet on the Church of Scientology
4. Response to Individual Confrontation
5. Response to the Press on the Church of Scientology

DEALING WITH PICKETS AND DEMONSTRATORS

Premise

The National Association for Mental Health is a voluntary citizens' organization. As such, it has both the right and duty to carry on its business and to complete its agenda in an orderly manner free from outside interference. The Association believes deeply in the right of free expression, and believes just as deeply in the concomitant privilege or free assembly. The validity of the Association's programs and the importance of its cause are well established. There is no need to justify either on every occasion when they are attacked. In the case of public meetings, the Association recognizes the principle of free participation by all interested citizens.

Appropriate Advance Precautions

By and large, it is good to act on the reasonable assumption of an open and orderly society and not to adopt a "siege mentality" toward possible interference. For these reasons one should take formal advance precautions only where there is reasonably clear and credible evidence that disturbances are likely to occur.

Where such evidence is apparent, local authorities should be given as much specific information as possible and as early as possible. It is best to give this information to a superior official, perhaps by calling on him personally. At the same time it should be made clear that we do not seek to interfere with any legal demonstration, but only seek to protect the safety of our volunteers and staff, and to assure their ability to carry on the business of the Association without interference.

Specific Action in Anticipation of Picketing or Demonstrations

Our basic point of view -- that demonstrations should be allowed but should not interfere with the business of the Association -- should be communicated to our members and guests at meetings where demonstrations are anticipated, together with information that the authorities have been informed, and with a reassuring show of confidence that the meeting can and will proceed and order will be preserved by the authorities. If there is no advance evidence which would cause us to anticipate difficulty, it is probably best not to cause unnecessary alarm by mentioning the possibility.

Specific Action When Pickets are Outside a Meeting Room

If pickets are outside a meeting room the situation should be assessed by a person in whose judgment you bear confidence. His instructions should be given to him privately. He should be told to avoid being directly involved.

The person should call the authorities if it seems warranted. If time permits, he should consult with those in charge of the meeting before taking such action.

No action should be taken by him or other staff or members of the Association directly against the demonstrators.

It is virtually impossible to "enlighten" picketers or demonstrators in the setting of the demonstration. Even if there appears to be a slight chance to do so, it isn't worth risking the possibility of fruitless namecalling and embarrassment which does not advance the cause of mental health.

The meeting should be told that the pickets are present, that the situation is quiet and under control, and that there is no cause for anxiety or involvement.

Above all, all physical grappling or entanglement should be avoided. Our program can only be injured by physical encounters with demonstrators, and in no way advanced.

Specific Action When a Meeting is Invaded by Demonstrators

If the meeting is invaded, although it is recognized that it is impossible to offer instructions which will cover all possible circumstances, some points seem clear:

1. violence is unproductive;
2. law enforcement is a job for the responsible authorities;
3. the leader or chairman must maintain control.

If outsiders want to talk in a closed meeting, on occasion it may be possible to resolve the situation by giving them the floor voluntarily and courteously for a short and clearly defined period of time. This can be disarming, since often the interrupters will have little to say of a useful and concrete nature.

After the trouble we strongly urge that mental health officials do not make citizens' arrests, and do not prefer charges except possibly where personal injury has resulted.

Interviewers should be referred to a previously designated spokesman for the Association. Reporters in the normal pursuit of their assignments will be looking for newsworthy expressions which may reflect conflict or involve sensational confrontations. Those not clearly designated as spokesmen should avoid interviews on the subject of picketing -- but if they are interviewed, inflammatory statements should be avoided. An informative and positive position should be taken by them in speaking about the work of the Association, its goals and achievements.

Public Meetings

Public meetings are different. Dissidents have the right to enter a public meeting on equal terms with all others, and should not normally be excluded. Protection may be more readily needed. The authorities should be more readily alerted. The personality, firmness and good temper of the chairman are all important.

Above all, NEVER TRY TO CONTROL A PUBLIC MEETING BY FORCE.

SUGGESTED RESPONSE TO DEMONSTRATORS AT MEETINGS

1. If demonstrators appear without disruption, acknowledge their presence and ask your audience to remain orderly. Continue with regular business.
2. If they are noisy, acknowledge their presence, then ask for cooperation in going on with the original purpose of the session. If this does not work, ask the leader to come forward and state his case. If it is a reasonable request, offer him 20 minutes, then be firm in asking for the return of the mike. If the leader wants to ask the session to be devoted to another topic, put it to a vote of the audience.
3. If the protest continues past the 20-minute limit, adjourn the meeting and contact the NAMH Security Coordinator. If still practical to do so, reconvene after the room has been cleared.
4. If the disruption is violent, the chairman should be prepared to immediately adjourn the meeting and contact the most readily available security representative.
5. The dominant characteristic of our response in such cases should be forbearance, both in word and deed.

RESPONSE TO THE PRESS

The achievements of the Mental Health Association since 1906 are a matter of record. Surely that record needs no defense against such charges as those made by the Scientologists. We welcome -- and, in fact, invite -- public and official scrutiny of our performance. At the same time, we strongly urge similar public and official examination of the Church of Scientology.

Our concern is for the individual. We attack no religion. In our historic efforts on behalf of the mentally ill, we have enjoyed the cooperation and support of members of many religions. We offer no miraculous cures. If the Scientologists have found one, we feel certain that in the spirit of religious charity, they are prepared to share their secret with the world free of charge.

Surely it must be obvious to all reasonable people that the attacks made on the Mental Health Association by the Church of Scientology have no basis in fact.



THE WHITE HOUSE
WASHINGTON
November 18, 1974

*Sydney Wheeler
Dorothy M. O'Connell
Paul Messplay
Bill Perry*

MEMORANDUM FOR: PATTI MATSON
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Drop-by 1975 Mental Health Fund Raising Kickoff Luncheon
GROUP: The National Association for Mental Health
DATE: Friday, November 22, 1974
TIME: To be firmly determined (they suggest 2:00 p.m.)
PLACE: Shoreham Hotel, Palladian Room, D.C.
CONTACT: Mr. O'Connell, Executive Director
528-6405

BACKGROUND: At the invitation of Mrs. Gerridee Wheeler (RNC Committeewoman from North Dakota), the President-Elect of the National Association for Mental Health, Mrs. Ford will serve as Honorary Chairperson of the National Association for Mental Health for 1975. The Association's National Meeting will be in Washington, November 20-23, and Mrs. Ford would like to make an appearance at their 1975 Mental Health Fund Raising Kickoff Luncheon to be held 12:30 - 2:45 p.m. Friday, November 22nd at the Shoreham Hotel. She would like this to be "like the Salvation Army Luncheon", i.e. literally a drop-by.

*C-830
G-708*

Thank you.

c: BF Staff
Warren Rustand
Staircase
Rex Scouten
James Cavanaugh
Advance Office

*Bill Perry
528-6405
press person
234-0700 after Tues*



12:30 p.m. - 2:45 p.m. 1975 Mental Health Fund Raising
Kickoff Luncheon *Palladian Room*
SHOREHAM

*LUNCHEON
PROGRAM,*

*FRIDAY,
NOV. 22, 1974*

Presiding:
E. Blair Warner, NAMH Vice
President, Fund Raising

Invocation:
Rabbi Matthew Derby, NAMH
Board Member

Address:
Percy Knauth, 1975 Mental
Health Chairman

Presentation of Fund Raising
Awards

3:00 p.m. - 5:00 p.m. **Fund Raising Workshops (15)**
Advance Registration Required

Workshop 1

United Fund Cultivation (Urban)
Blue Room

Moderator:
Mrs. Beverly Long, President,
MHA of Georgia, NAMH
Board Member

Resources:
David B. Bernhardt, Executive
Director, MHA of Southeastern
Pennsylvania

Warren L. Swartzbeck, Budget
Coordinator, United Fund of
Greater Philadelphia

Workshop 2

United Fund Cultivation (Suburban)
Blue Room

Moderator:
E. Blair Warner, NAMH Vice
President, Fund Raising

Resources:
Ms. Betty McGarvie Crowley,
Executive Director, MHA of Prince
Georges County (Maryland)

Stanley E. Taylor, Executive
Director, MHA of Jacksonville
(Florida)

Workshop 3

Division/United Fund Cultivation
Executive Room

Moderator:
Adrian VanderMast, Immediate
Past President, MHA in Indiana

Resources:
James Barnett, Director of
Financial Development,
MHA of Minnesota

James A. Teeter, Jr., Executive
Director, South Carolina MHA

Workshop 4

Membership Recruitment
Heritage Room

Moderator:
Honorable Oswin Chrisman,
President, Dallas County MHA
(Texas)

Resources:
John Kirby Ewing, Past President,
Houston & Harris County MHA
(Texas)

Gerald R. Noonan, Associate
Director, Metropolitan Atlanta MHA

Workshop 5

Special Events
Tudor Room

Moderator:
Mrs. Marion Vernon, President
Kansas AMH

Resources:
*Do's and Dont's in Organizing a
Special Event*
Ms. Blanca Reid, Executive
Director, San Diego MHA
(California)

Galaxy Ball
Ms. Mary Ellen Nudd, Associate
Director, Texas AMH

Mrs. John A. Nance, Fund Raising
Chairman and 1974 Galaxy Ball
Chairman, Houston/Harris County
Chapter (Tex.)

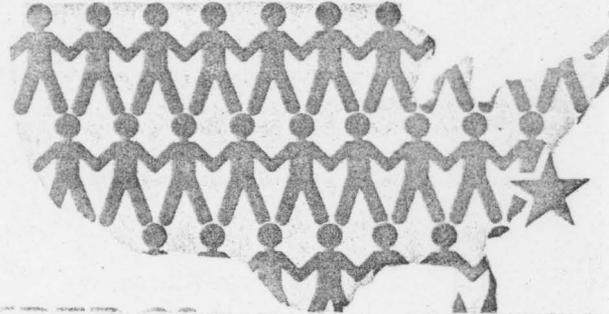
The Garage Sale
Mrs. Marion Vernon, President
Kansas AMH



MENTAL HEALTH: NETWORK FOR ACTION



1974
ANNUAL
MEETING AND
MENTAL HEALTH
ASSEMBLY



FRIDAY, NOVEMBER 22

- 7:00-8:15 A.M. Eye Opener Breakfast Conversations
Take Your Pick of Table Conversations
40 Tables / 40 Div-Chap Projects)
- 7:15-8:15 A.M. Mental Health Film Previews
- 8:30-12:00 Noon Annual Meeting of the Membership (Reconvened)
Presiding: Linden E. Wheeler, President
- 12:30-2:15 P.M. 1975 Mental Health Fund Raising Kickoff Luncheon
Presentation of Fund Raising Awards: Percy Knauth
1975 National Mental Health Chairman
- 3:30-5:00 P.M. Workshops on Fund Raising (15)
(Advance Registration Required)
- 7:00 P.M. Host City Special Event
Dinner, Dancing, Entertainment

*Make
appearance
but
not
stay*

SATURDAY, NOVEMBER 23

- 8:30-12:00 Noon Annual Meeting of the Membership (Reconvened)
Presiding: Linden E. Wheeler, President
Election of Officers and Directors
- 12:30-2:30 P.M. Awards Luncheon
Presentation of Awards: Mrs. J. Skelly Wright
Past President, NAMH
- 3:00 P.M. Annual Meeting of the Membership
(Reconvened, if necessary)
- 3:00 P.M. Open Meeting of the Board
(if Membership Meeting is not reconvened, or
immediately following Membership Meeting)





ATTEND, DATE
REGRET. X

the national association for mental health, inc.
1800 north kent street • arlington, virginia 22209 • (703) 528-6405

November 6, 1974

Mrs. Gerald Ford
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mrs. Ford:

Our President-elect, Gerridee Wheeler, has relayed the marvelous news that you have agreed to serve as our Honorary Chairwoman for 1975. Our one million members will be ecstatic.

As I think you know, our National Annual Meeting will be in Washington November 20-23 and, if it's satisfactory with you, we will make the formal announcement then. Gerridee is very hopeful that you may be able to join us for a brief appearance. May I suggest the following possibilities:

ALSO: WEDNESDAY EVENING - THEIR OPENING DINNER AT THE

(1) Saturday morning at 11:15 - This is when Gerridee will be officially installed and give her inaugural address. *STORSHAK ELIOT RICHARDS TO SPEAK*

(2) ^{NOV. 23} Saturday noon - The Awards Luncheon

(3) ^{NOV. 22} Friday noon - The 1975 Kickoff Luncheon

These are simply suggestions in order of our own preference. I am enclosing a copy of the program. We would welcome having you join us at any of the general sessions or meal functions. I understand that Gerridee will be following through with you to try to arrange the specifics.

I also know that Gerridee will be working with you and your staff on your role and activities.

We are delighted with the good news.

Sincerely,

Linden E. Wheeler

Linden E. Wheeler
President

LEW:nm

cc: Gerridee Wheeler
Brian O'Connell

President LINDEN E. WHEELER	President-Elect GERRIDEE WHEELER	Vice President, Fund Raising E. BLAIR WARNER	Vice President, Organization & Development THOMAS H. WATKINS	Vice President, Program CARTER L. LOWE	Vice President, Public Information WILLIAM D. RICE
Vice President, Region I MRS. HILDA H. ROBBINS	Vice President, Region II SANDFORD F. BRANDT	Vice President, Region III CLAYTON DFOULLARD	Vice President, Region IV WARREN D. WELLIVER	Vice President, Region V ROBERT E. ANDREEN	
Treasurer ANDREW M. ROBBINS	Secretary DITHY ALLEN FOUQUE	Immediate Past President LUCY L. WRIGHT	Executive Director BRIAN O'CONNELL		

November 15, 1974

Dear Mrs. Wheeler,

Your cordial invitation to me to serve as Honorary Chairperson of the National Association for Mental Health for 1975 is greatly appreciated. It would be a pleasure to have my name listed in this way reflecting my admiration for the Association's fine program and its focus upon research and the prevention of mental illness, an expanded understanding of the meaning of mental illness and improved assistance for our mentally ill.

I am grateful for this opportunity to commend your active members' efforts to ring the Mental Health Bell throughout the land and to send my warmest best wishes to all attending your Annual Meeting.

Sincerely,

/s/ Betty Ford

Mrs. Gerridee Wheeler
President Elect
National Association for
Mental Health
1231 East Highland Acres Road
Bismarck, North Dakota 58501

c: BF Honorary Affiliations (Accepted)
Log

Sent to:
1800 North Kent Street
Arlington, Virginia 22209



SP/
E/sr

(Announcement read
Honorary chairperson
for 1975

So it

Psychiatric care -
had psychiatric care
& ~~it~~ did me a great
deal of good. Very
grateful to do what
I can for you.



got honor + very happy to accept invit

asleep in Seoul

delighted to serve as natl chrp
so imp't to expand public underst of
have made git underst

mental well-
its vital we pay as much atten to the

As you kno I have had psych care +
it did me a git deal of

that's why I'm so delight to do what I
can

me

usually men at natl
- 1/2 natl board are women -
- voluntarism - 1/2 are men

deliberate - just
happ

who will meet
how many people
ages, etc
volunteers?

most 35-60 age range
about 50/50 men +
women

500 -
600 people; all members of Ass + some
staff (20% staff); wide variety of members
housewives, lawyers, clergy

a desire to help people who are sick -
enter in field of volunt - comtnt to
comm service -

prim focus is mental health + preven
of mental illness

what is men health? at times
each of us have set diff to handle.
Grtst reward here

1) such grt strides in this area
in communities -

Revalut in services for mentally ill
empt that they get early help -
empt it be at less expense + w/i
community -

reputat for excellent staff back
which really helps
People who hurt get help
People in this org are really
dedicat, activists etc

4 of last 8 women - not con - just hap
40% of state ^{divisions} + local chapters
headed by women

950 women

14:

- 1) Comm-Ment Health Cntrs -
trained to be able to inspect
cntrs, make sure cntrs doing
what s'pose to
- 2) state hospital - make sure people
kno enuf to see their oh system
working as it shld - emph
follow up services

to sharpen skills + encourage new
volunteers

Elliott Richardson - importance of citizen
influence - stressing volunteer

Bertram Brown - direct of NIMH
where are we now in prevent

Eric Ericson - research

Perry ^{sat} Knaut - own eph₂ episode of depress

people have bec alot more aware +
accept it - 1 mill volunteers have
identif themselves w/ it -
reaching out - removing stigma impt-

Mike Butenko

what entrance does she come to
time, who she meets

Geridee met before

(Assoc' hdgrtis sm)

nice sm in reds

(Lyndon + Brian)

Must feed bar?

press

podium

ceridee

Tutor entrance



against mental health

of his Metro police-intelligence
Capt Suter 2nd dist

hotel security at all mtgs

not militant

must have ticket but open to public

they have said they will appear



Sun 3-5
press planes

* Get health mag - 'health' in quotes
profile articles

Admission for organiza's program

* focus on research & prevention

an expanded understandg of meaning
of mental illness

improved assistance for our mentally ill

grateful for chance to do what I can
for your group

look up what she has done

Sent out a 'red letter day' calander - this is
my opportunity, my red letter day
in accepting your natl

did she say anything in her first p.c.

what is the purpose of the group

- women involved +



need backg info on Assoc
need to ask that she's chmn
how much flexib on 2pm time
when can we advance

luncheon begins at 12:45, ends at 2:45 p.m.
would prefer sometime after 1:30 p.m.
would most prefer 1:45 - 2 p.m.

3 p.m.

C-830 call his room

(44, 5'11", greying hair, 160 lbs)

(2nd floor)
1800 N. Kent St (around circle, 2nd left ^{light} onto 19th
Rosslyn + 3rd right - Kent
(across Key bridge)

how many people

GERRY D. WHEELER
will introduce b.f.
12 at head table

12:50



Mrs. Ford

Schedule for appearance at fund-raising kickoff luncheon for
National Association for Mental Health. Friday, Nov. 22, 1974

Dress: street length

Advanceperson: Patti Matson

12:35 p.m. DEPART South Lawn enroute to Shoreham Hotel.

note: there may be some members of the
press accompanying you in your motorcade.
If so, they will be in the third or fourth car
back and prepositioned when you are ready to
leave.

12:45 p.m. ARRIVE Tudor Entrance of Shoreham Hotel. You will
be met inside the door by:

Mr. Linden Wheeler, President, NAMH
Mr. Brian O'Connell, Executive Director, NAMH

12:47 p.m. They will escort you to a landing outside the Palladian Room.
You will be met there by:

Geridee Wheeler, President-elect, NAMH and
Committeewoman from North Dakota -- extended
the invitation.

12:50 p.m. The three officers will escort you down the left side of
the room and to the head table. Geridee Wheeler will
introduce you at the podium, and you may make your
remarks.

12:50 p.m. MRS. FORD REMARKS.

note: there will be full press coverage, with
TV cameras to your left.

12:54-ish They are expecting that you will depart upon finishing
your remarks.

12:55 p.m. DEPART Shoreham Hotel, Tudor Entrance, enroute WH.

1:05 p.m. ARRIVE South Lawn, White House.



BACKGROUND on National Association for Mental Health luncheon

About 500 people are expected, and will be eating lunch at round tables in a room about half the size or smaller of the Shoreham's main ballroom. You'll be speaking from a podium at the head table. Kind of an informal setup when you consider numbers attending. The head table is only one step off the floor, and the room is done in bright reds with kind of a cozy look.

Two men whom you have not met will meet you inside the door - Brian O'Connell and Linden Wheeler, national officers of the group. Farther on inside, you'll be met by Geridee Wheeler (no relation to Linden Wheeler), who is the woman who invited you. She is the President-elect and is also Natl Committeewoman from North Dakota.

She is short-ish, with blonde, curly hair, very outgoing and nice. She tells me she has met you and talked with you and the President at several RNC functions over the past few years.

The three will walk with you to the head table, where you will be introduced and speak right away. They understand you must leave right after the remarks.

This organization is particularly dedicated and competent, in my opinion. They have one million volunteers from all walks of life - housewives, lawyers, social workers, etc. The age range is generally from 35-55ish, but there are some younger as well. They are really enthusiastic about their cause.

They feel great gains have been made in recent years in public awareness of mental health and its importance, and that one of the reasons has been the willingness of people to talk about their own personal problems in public i. e., you, Margaret Trudeau, Buzz Aldrin, the astronaut, who will be at the head table.

You may want to be aware of the fact that a kook group, the Church of Scientology, rather regularly picks on this group and the Psychiatrists to harrass. Nothing violent, but things like press releases and pickets, etc. We do not expect any problems, but Secret Service has been alerted in any event.

The group is really thrilled you are coming, and were most cooperative.

Jatti



Mrs. Ford

Remarks For National Association for Mental Health Luncheon
Friday, November 22, 1974

Good afternoon. I want to thank you very much for your invitation today, and I bring you greetings from my husband as well. I assume he's asleep in Seoul, Korea about now but has his furry hat and long johns out for his trip in a few hours to Vladivostok!

I'm delighted to be here today and especially to be serving as your national honorary chairperson. I have a special interest in the National Association for Mental Health, and I'd like to say a few words about that.

I read with interest in your journal this month a story by Buzz Aldrin, your 1974 Mental Health Chairman, who I understand is sitting here to my right. For those of you who haven't had a chance to look at it, it's an interview concerning Mr. Aldrin's bout and eventual hospitalization with emotional problems after his great success as one of the first two men on the moon. (ASIDE) Mr. Aldrin, I thought it was very interesting, and I guess you can consider this a plug for your book!

I firmly believe in his thesis that it's important to get over the taboos that were once placed on the subject



of psychological problems. It's important to get them out in the open -- understood and treated in the public's mind as a physical infirmity. And I think we've made great strides in this area in just the last few years.

When Jerry was named Vice President, and journalists started wanting to do stories about me and the family, I was very frank in telling them I had seen a psychiatrist a few years ago. I went initially because the doctors thought a pinched nerve in my neck might indicate problems that were psychological. As it turned out, my problems were physical, but I discovered inadvertently that the sessions with the psychiatrist were beneficial anyway.

The sessions gave me a sounding board, someone to talk with about the things that were bothering me. And as a mother with four super-active, growing children, and a husband who was out of town alot, there were plenty of things at that period in my life! The sessions filled a need at that particular time and helped me get over a rough spot.

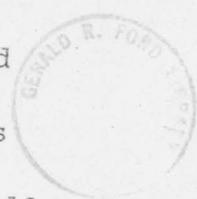
At any rate, the basic point I want to make is that in years past, the fact that one even stepped into a psychiatrists's office was a very "hush-hush" thing. Not so anymore. More and more people are willing to talk about it in the open, and I think this is necessary for the

improved, overall awareness of the importance of mental health in our country.

Mental well-being is every bit as important to one's health as one's physical well-being. We've got to pay as much attention to the health of our minds as to the condition of our bodies.

I want to mention also that I am happy to be your national chairperson for a number of reasons in addition to firmly believing in your cause. The National Association for Mental Health has an excellent reputation for dedication and competence. You have involved one million people in working for mental health on a volunteer basis, and that's an impressive number. And moreover, I have found the people involved in your group to be particularly active and enthusiastic about the importance of the job you're doing.

Well, let me just say that I have great admiration for your organization's program and for its focus on research and prevention. It's so important to expand public understanding of the meaning of mental illness and to work on improved assistance for our mentally ill. You have made great strides in the past few years, and I am grateful to have been invited to meet with you today.



In your annual report this year, you included a calendar of red letter days for the Association during the past year. I consider today, the day I formally accept your national chair-person-ship (... and that's a mouthful, isn't it?) -- I consider it a red letter day for myself, and am grateful to have the opportunity to do what I can for mental health in our country.

Thank you.

#



6R	MASSACHUSETTS	(Award #8)
7R	Mrs. Eva Van Arsdale, Vice President MONTANA	(Award #5)
6R	Richard Hardenbergh, President NEW JERSEY	(Awards #3 & #6)
5R	Gene Vaughn, President INDIANA	(Award #1)
4R	Edwin "Buzz" Aldrin 1974 Mental Health Chairman	
3R	Rabbi Matthew Derby - INVOCATOR NAMH Board Member	
2R	Linden Wheeler, President The National Assoc. for Mental Health	
1R	Mrs. Jessie Sargent, Chairperson, (SPECIAL 1974 Governors' Wives Project	AWARD)
▽	E. Blair Warner, Chairman	
1L	Mrs. Gerridee Wheeler NAMH President-Elect	
2L	MRS. GERALD FORD, Honorary 1975 Mental Health Chairperson	
3L	Percy Knauth 1975 Mental Health Chairman	
4L	Robert Leys National Corporate Gifts Chairman	(SPECIAL AWARD)
5L	Miss Ruth Morse, Immediate Past Director of Fund Raising; Executive Director, MHA of Greater Chicago	
6L	Reverend Robert Fiske, President HAWAII	(Award #2)
7L	William Overton, President VIRGINIA	(Award #4)
8L	Earl Pippin, President ALABAMA	(Award #7)

HEAD TABLE

FUND RAISING KICKOFF LUNCHEON
 Friday, November 22, 1974
 Palladian Room, Shoreham Hotel
 12:30 - 2:45 p.m.



INFORMATION SHEET ON THE CHURCH OF SCIENTOLOGY

NAMH
Report

1. The Church of Scientology is an outgrowth of "the science of dianetics," first described by its founder, L. Ron Hubbard, in an article in the May 1950 issue of Astounding Science Fiction. This was followed by the book entitled Dianetics: The Modern Science of Mental Health. Thereafter, characteristics identified with both science and religion were adopted, and the system was renamed Scientology.

2. Scientologists look to Hubbard, who guides them from a yacht in the Mediterranean, for leadership toward the achievement of "a condition of high intelligence, above genius." To achieve this, the newly recruited Scientologist must be "cleared" by an "auditor." The auditor makes use of an "E meter" (a skin galvanometer) to facilitate his job. Once cleared, the Scientologist is a "clear." A "preclear" is encumbered by "engrams" -- impressions on the mind or spirit ("thetan") caused by shock or pain -- which must be removed through auditing. To be cleared, a person must be released not only from engrams created by traumas in his own life, but from all the engrams his thetan has accumulated since time immemorial. This is necessary because the thetan is immortal and has lived in countless bodies, human and animal, on this and other planets since the beginning of time.

3. The Church is now established as a world-wide organization. In the United States, it is especially active in Los Angeles, Honolulu, San Francisco, Seattle, Washington, D.C., New York, Detroit, Minneapolis, Las Vegas, Miami, and Austin.

4. In recent years it has engaged in bizarre attacks on the National Association for Mental Health, the American Psychiatric Association, and other related organizations and individuals identified with them. In most instances, these attacks have been in the form of news releases distributed to the media. Some of these attacks are direct and caustic: "The death and murder factories being supported by the National Association for Mental Health are still operating under the cover of famous names." Others are downright humorous, such as the news release in which the church denied a rumor: "The Church of Scientology formally denies the rumor that the National Association for Mental Health has offered it \$50 million to cease its research in the field of spiritual healing." (Rather impressive was the Church's ability to stop the rumor even before it got started.)

5. In other communications, the Scientologists have accused psychiatrists of "raping women patients, murdering inmates, castrating men, (and) committing without real process of law." (They have also reported an experiment which "demonstrated how a tomato, when pierced with a nail, showed definite emotional anxiety reactions comparable to those of humans.")

6. In addition, they have on several occasions picketed meetings of NAMH and the APA, including the Annual Meeting of the National Association for Mental Health held in conjunction with the World Mental Health Assembly in Washington, D. C. in 1969. The pickets' signs bore messages ranging from the charge that psychiatrists are "brain butchers" to the call to "think twice before contributing to mental health."

THE CHURCH OF SCIENTOLOGY

Citizens Commission on Human Rights Psychiatric Violations

OPEN LETTER TO MEMBERS OF THE NATIONAL ASSOCIATION FOR MENTAL HEALTH

The opening of today's convention brings with it the presence of a grave situation. On Saturday, the 23rd of November, the National Association for Mental Health will confer upon the St. Louis Globe-Democrat a journalism award for its coverage of a series of events involving the Missouri Institute of Psychiatry in St. Louis, Missouri.

CERTAIN FACTS SHOULD BE BROUGHT TO THE ATTENTION OF NAMH MEMBERS WHICH HAVE ALREADY BEEN PRESENTED TO THE OFFICIALS OF THE NAMH.

In 1973, a mental patient at the Missouri Institute of Psychiatry recovered from waste bins a large number of documents verifying drug experimentation and abuse of psychiatric patients at MIP.

The documents revealed that major pharmaceutical companies were supplying drugs to MIP and suggesting their experimental application. In exchange, MIP had carried out abusive experiments using state mental patients and facilities and the results of the experiments were passed back to the drug companies.

The disclosure of these abuses led to the issuance of an executive order by Dr. Harold P. Robb, Director of the Missouri Division of Mental Health, declaring a moratorium on psychiatric experimentation on state mental patients.

Almost immediately, the Institute came under heavy fire from press, public and governmental sources. It also became the target of several independent investigations, one of which netted an Associated Press award for Channel 11 investigative reporter, William Addison, for his exposure of the abuses at MIP.

There followed a series of articles in the St. Louis Globe-Democrat by reporter Marguerite Shepard on the subject of the Missouri Institute of Psychiatry. These articles attempted a whitewash of serious human rights violations at MIP. Miss Shepard repeatedly implied that there was little evidence to support charges of human guinea pig experiments. Yet the Citizens Commission on Human Rights had supplied the Globe-Democrat with copies of letters between MIP psychiatrists and drug manufacturers which established the truth of the charges. Miss Shepard and the Globe-Democrat chose to ignore this documentation.

In one such experiment, patients were given a drug at 800-1000 times the suggested dose. Hospital records indicate that patients suffered severe medical deterioration and attest to the death of at least one experimental subject. Evidence also shows that many patients did not give consent to be part of the experiments.

The National Association for Mental Health claims to be a group working to forward the quality of health care for mental patients. How then, can NAMH justify the presentation of an award to a newspaper which has whitewashed gross abuse of mental patients at MIP?

To confer such an award manifests a vested interest by the NAMH in protecting and promoting the mental health establishment regardless of its activities and is tantamount to condoning the abuses at MIP.

Such an award also indicates a conflict of interest on the part of NAMH; the NAMH cannot at once collect charitable contributions in the name of patients' welfare while at the same time allowing institutional psychiatric abuses to be swept under the rug.

A full report on the abuses at MIP and the attempted cover-up by the St. Louis Globe-Democrat has been presented to NAMH officials. They have decided, however, in spite of our documentation, to present the award.

As a result of NAMH's decision, the Citizens Commission on Human Rights is convening a Board of Investigation on NAMH.

The Interested Parties are:

Brian O'Connell, Executive Director, National Association for Mental Health
Dick Hunter, Director of Programming, National Association for Mental Health
Bill Perry, Public Information Officer, National Association for
Mental Health

The purpose of the Board of Investigation is to examine the truth or falsity of the following charges:

1. That a conflict of interest exists within NAMH. That NAMH pretends to have as its purpose increasing the quality of health care for the mentally ill, but in fact acts from vested interests to serve the mental health establishment.
2. That NAMH and its local associations solicit charitable contributions in the name of mental patients, but that these funds are channeled in major proportion to lobbying activities, promotional campaigns and disproportionate salaries and administrative expenses for its own organizations.
3. That NAMH activities are aimed at securing more governmental money for private psychiatric interests.
4. That the St. Louis Globe-Democrat and St. Louis Post-Dispatch, working under a joint profit sharing agreement, withheld vital information from the public concerning events at MIP and that the Missouri Association for Mental Health and NAMH had full knowledge of this prior to awarding the Globe-Democrat series.
5. That the Missouri Association for Mental Health, Missouri Psychiatric Association, MIP and Globe-Democrat reporter worked together to withhold the complete story of MIP.
6. That NAMH has ignored sub standard conditions in many of the nation's mental hospitals.

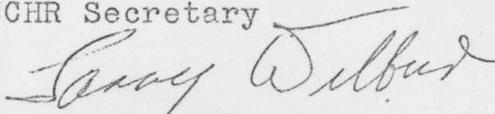
The Board may take evidence from the following witnesses:

Dr. Ivan Sletten, Former Acting Director of MIP, former director of the Research Computer Project
Dr. George Ulett, Former Director of Missouri Department of Mental Health
Founder of MIP
Marguerite Shepard, journalist
G. Duncan Bauman, Publisher of St. Louis Globe-Democrat
Edward Cochran, Executive Director, St. Louis Mental Health Association
William Addison, journalist
William Mitchell, Executive Director of Missouri Association for Mental Health
Warren A. Thompson, Director of MIP

Anyone having knowledge of use to the board is asked to call (202) 797-9849 or write or appear at 2125 S Street N.W., Washington, D.C. 20008.

The Board shall consist of:

Chairman, Rev. Pat Meisner, Regional Director, CCHR
Member, Rev. Hugh Wilhere, Washington Director, CCHR
Member, Deborah Didden, R.N., CCHR Secretary


Lawrence Wilbur
National Director CCHR
Convening Authority

THE ROLE AND OPERATIONS OF THE MENTAL HEALTH ASSOCIATION

BRIAN O'CONNELL
Executive Director

I. THE ORIGINAL AND CONTINUING PURPOSES OF THE ASSOCIATION (1909 and 1950)

- A. To Improve Attitudes Toward Mental Illness and the Mentally Ill
- B. To Improve Services for the Mentally Ill
- C. To Work for the Prevention of Mental Illness and Promotion of Mental Health

II. DETERMINATION OF BROAD PROGRAM FUNCTIONS AND EMPHASES

A. Broad Program Functions Were Defined in 1953

1. Research into the causes, prevention, treatment and cure of mental illness.
2. Social action to bring about humane legislation, sound administrative policies, adequate facilities and sufficient financing to offer the best possible prevention, detection, treatment and rehabilitation programs.
3. Education of both the general public and professional groups about mental illness and mental health and what they can do.
4. Service to patients and the community.

B. Specific Program Emphases Were Adopted in 1962

Within the functions of research, social action, education and service, four specific program emphases have been adopted:

1. Improved Care and Treatment for Mental Hospital Patients
2. Aftercare and Rehabilitation Services
3. Treatment, Education and Special Services for Mentally Ill Children
4. Community Mental Health Services

III. HOW THE ROLE IS FULFILLED

A. General Responsibility

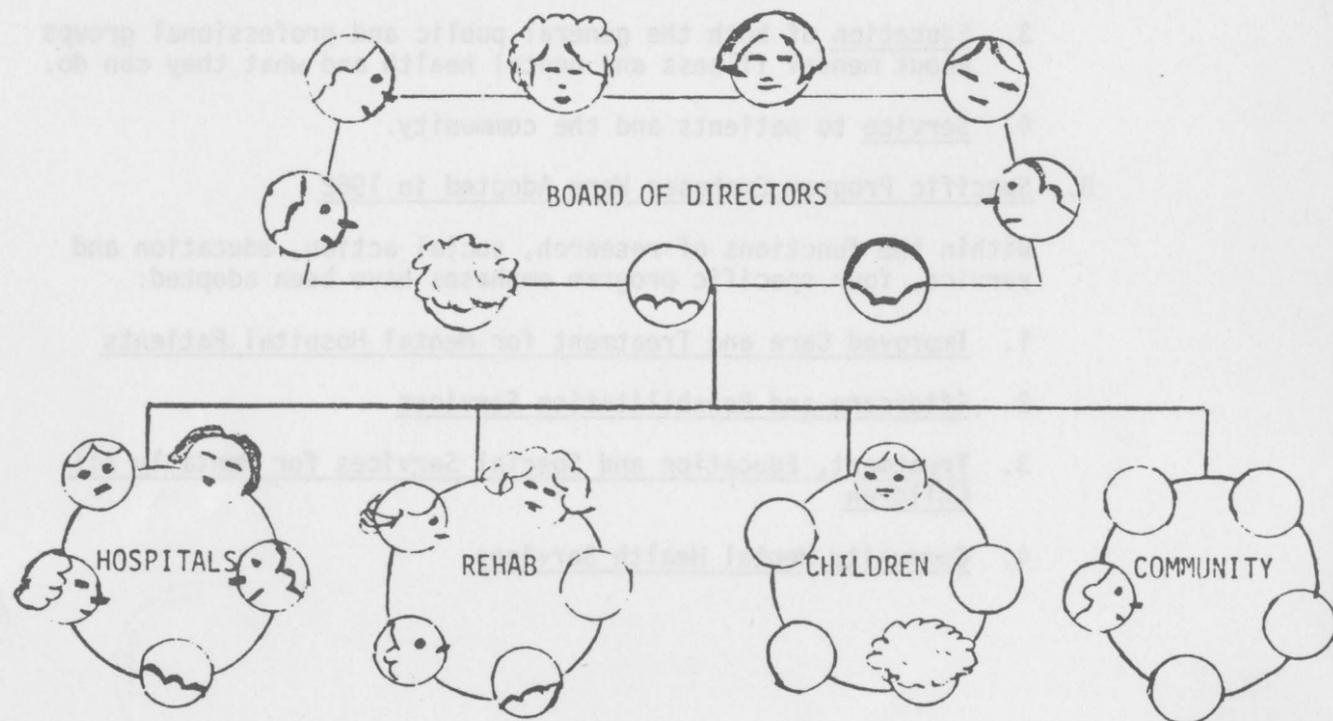
* * The unique function of the Mental Health Association is to promote citizen interest and activity on behalf of the mentally ill and for the cause of mental health.

Our job is to help determine what needs to be done and then to see that whatever needs doing is in fact accomplished by whoever can do it best.

This is generally referred to as "social action." We obtain--not provide.

B. Volunteer Activity is the Basic Association Force

The Association is people--volunteers who are sufficiently interested, informed and active to form a true special interest group. The organization functions at each level by involving several constellations of interested people studying and improving services for children, hospitalized patients, the discharged patient and community mental health services. To be effective, the Association should be "populated" at all three levels with knowledgeable active volunteers with considerable influence on government, professionals, organizations and the general public, so that prevention, identification, diagnosis, care and rehabilitation of mental illness are achieved.



C. Examples of How Volunteers Use Their Citizen Influence to Fulfill Our Program Emphases

1. Improved Care and Treatment for Mental Hospital Patients

- a. Improving admission and discharge procedures and providing for protection of the rights of the mentally ill.
- b. Obtaining modern treatment of high quality in an appropriate physical environment.
- c. Obtaining adequate numbers of trained personnel.
- d. Obtaining realistic salary schedules.
- e. Expanding programs of volunteer help and personal services to the mentally ill and their families.
- f. Providing public exposure of inadequate facilities and treatment.
- g. Providing regular inspection of mental hospitals by key legislative and administrative personnel.
- h. Providing a regular information and referral service to assist patients and their families.

2. Aftercare and Rehabilitation Services

- a. Helping establish adequate follow-up services to maintain the convalescent mental patient in the community.
- b. Helping establish adequate vocational rehabilitation services to help patients recovering from mental illness to find gainful employment or to maintain themselves in the community.
- c. Obtaining special rehabilitation and housing services to provide opportunities for patients recovering from mental illness to develop social skills and confidence.
- d. Assisting in expansion of programs of volunteer help and personal services to patients recovering from mental illness to develop social skills and confidence.
- e. Helping provide job training programs within the mental hospitals for early initiation of rehabilitation procedures.
- f. Assisting in the establishment of halfway houses, social clubs and other transitional services from hospital to community and job.

- g. Helping improve public attitudes towards mental illness and the recovering mental patient.
- h. Assisting in work experience programs.
- i. Providing regular programs of demonstration to business and industry on the employment potential of the mentally restored.
- j. Working for increased numbers and competency of personnel in aftercare and rehabilitation services.

3. Treatment, Education and Special Services for Mentally Ill Children

- a. Obtaining effective school services for identification, referral and special instruction for emotionally disturbed children.
- b. Obtaining proper facilities for diagnosis and care.
- c. Providing or obtaining referral services and information for parents.
- d. Obtaining effective court handling of disturbed children and adolescents.
- e. Obtaining special facilities and services within the state hospitals.
- f. Obtaining preschool home training programs for special training and education of disturbed children and for the guidance and counsel of their parents.
- g. Obtaining nursery schools offering a variety of techniques to correct or reduce maladaptive behavior.
- h. Obtaining rehabilitation services for the restoration, remediation, and training for self-care, socializing skills or vocational and professional training.
- i. Obtaining transitional services including partial hospitalization, halfway houses and hostels, and social rehabilitation programs.

4. Community Mental Health Services

- a. Providing for continuous planning at the state and local levels for comprehensive community care.
- b. Stimulating the specific establishment of community mental health centers.

- c. Assisting in the establishment of psychiatric units in general hospitals.
- d. Providing information and referral services to help people know the nature of mental illness, better understand the mentally ill, and know where to go for help.
- e. Expanding programs of volunteer help and personal service to the mentally ill and their families.
- f. Working to increase the number and competency of mental health professional and related mental health personnel for community service.

D. Other Program Functions

1. Professional Advisory Council
2. Police, Jail, Courts and Law
3. Insurance
4. Crisis Intervention
5. Training of the Professions
6. Public Education
7. Research and Research Reporting

E. Operational Functions

1. Board
2. Nominations and Membership
3. Financial Growth
4. Budgetary
5. Annual Meeting

F. Staffing

The basic program force of our organization is the volunteer time and energy which moves legislation, regulations, attitudes and professional practices in the direction of effective services for the prevention, identification, diagnosis, care and rehabilitation of mental illness.

In order to keep this many interests vibrantly alive and this many volunteers maximally effective requires staff backup.

The basic cost of operating our organization is the cost of the staff which provides day-to-day backup service. Each level of the Association requires regular competent staffing.

IV. THE THREE LEVELS OF OPERATION

A. National Level

1. Research
2. Federal Legislation and Regulations
3. Interstate Matters and Communications
4. Service to National Media
5. National Guidelines and Policies
6. Liaison to National Organizations (e.g., American Psychiatric Association)
7. Consultation to Divisions
8. National and Regional Meetings
9. Personnel Recruitment and Training
10. National Level Financial Development and Leadership Cultivation

B. Division Level

1. State Legislation, Regulations, Pay Scales, etc.
2. Assistance to and Surveillance of State Government Departments:
 - Mental Health
 - Health
 - Correction
 - Vocational Rehabilitation
 - Education
 - Employment
 - State Medical Schools
 - Attorney General
3. Establish Broad, Basic Policies and Organizational Procedures for the Division and its Chapters
4. Stimulation of Research in the State

5. Inter-Chapter Matters and Communication
6. Development of Chapters
7. Consultation to Chapters by Volunteers and Staff
8. Liaison to State Organizations
9. Service to Statewide Groups and Media
10. National-Chapter Liaison
11. State Meetings and Training Sessions; e.g., (a) Officer/Chairman Conferences, (b) Program Planning and Development, (c) Fund Raising/UF Enrichment, etc.

C. Local Level

1. Influence on Local Government and Local Branches of State Government:
 - Mental Health Departments
 - Health Departments
 - State Hospitals in Area
 - Community Mental Health Center Boards
 - Hospital Boards
 - Courts
 - Jails
 - Police
 - Schools
 - Vocational Rehabilitation
2. Public, Professional and Special Group Education Programs
3. Liaison with Local Organizations (e.g., Medical Society, Clergy, PTA, etc.)
4. Stimulation and Demonstration of Employment Programs
5. Work with Local Media
6. Development of Effective Information and Referral Services in the Community
7. Volunteer Services and Other Cooperation with Local Hospital
8. Development of and Continuing Influence on and Cooperation with Comprehensive Community Mental Health Services
9. Financial Development (Fund Raising)

V. EXAMPLES OF EFFECTIVE AND EXCITING SOCIAL ACTION ACTIVITIES AT THE THREE LEVELS

A. Local Level

1. Our Dade County Chapter in Miami, Florida, held a series of programs on television, radio and public meetings to acquaint the community with good mental health practices, services available in the community, and the work of the Mental Health Association. More than 1,000 people attended one of the seminars. Series was held over a 5-month period with emphasis in May to observe Mental Health Month.
2. Our Milwaukee Chapter began a discussion group for parents of emotionally disturbed children several years ago. The group is now Parent ACT (Advocates for Children Today) and is actively involved as an advocate for children's rights and services for children.
3. An arts and crafts program for discharged mental patients living in boarding homes led our York County, Pennsylvania, Chapter to investigate the boarding homes, evaluate the care the people were receiving, and draw up guidelines for the operation of such homes.
4. Our Kansas City, Missouri, Chapter brought together all the social agencies in the city serving adolescents forming a coalition which has opened a halfway house for adolescents.

B. State Level

1. Our Divisions in Connecticut, Maryland, Massachusetts, Oregon and Wisconsin have successfully pushed passage of state laws which mandate coverage for mental illnesses in all private health insurance policies sold in those states.
2. Our North Carolina Division has visited and thoroughly evaluated the services of the 19 federally funded community mental health centers in the state. The evaluation includes examination of the responsiveness of the centers to the needs of people.
3. Our California Division, in response to the emergency created by the lack of services available to people being discharged from state hospitals, succeeded in bringing about a slow-down in hospital discharges and a corresponding speed-up in developing community based services.
4. Our Michigan Division continues its annual series of Occupational Mental Health Conferences, dealing with timely topics such as in-plant counseling and the effects of corporate transfers on a family's mental health.

C. National Level

1. Through the efforts of the entire Association, the Community Mental Health Center Renewal Bill was extended for one year in 1973, and in 1974 a substantial revision of the bill, which strengthens the program, passed Congress with overwhelming support, despite Administrative opposition. The victory makes it clear that Congress is determined to see this program through to the establishment of 1500 community mental health centers.
2. Our National Office has produced a third major film, Journey, which moves into the difficult area of helping the public understand mental illness and the kinds of treatment available. This film, along with our earlier films and a growing library of other films and video tapes, expands our public education capacity.
3. The National Association for Mental Health has participated in many major successful court actions to provide better services for the mentally ill. Two of the suits required the Administration to release funds for community mental health center, manpower, research and alcoholism programs which had been voted by Congress but impounded by the Administration. A third suit requires the federal government to apply minimum wage laws to persons providing productive employment in institutions when the employment is not related to the individual's therapy.

VI. CONCLUSION

- A. Original and Continuing Purpose of Association Was and Is to Improve Attitudes and Services and to Work for Prevention
- B. Social Action Is the Basic Means by Which We Accomplish Our Program Goals
- C. Volunteer Time and Energy Is the Basic Program Force of the Association
- D. There Are Distinct But Related Roles for the Three Levels of the Organization
- E. Effective Staff Back-up Is Needed at All Three Levels of the Association
- F. We Have an Abundance of Exciting Success in Effective Social Action at All Three Levels of the Association

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ANNUAL REPORT OF THE BOARD OF DIRECTORS

BY THE PRESIDENT

Linden E. Wheeler

November 21, 1974

* * * * *

During the year I've attempted to keep Division and Chapter leaders and National Board and Committee Members informed about current matters. The following report summarizes some of the major matters with which your National Board, Officers and Committees have been concerned during the year.

In order to highlight some of the special days when splendid things came to pass, I've included a calendar of Red Letter Days. All of our days represent struggles toward the Association's important goals, and what makes it all worthwhile is that, from time to time, there are those banner events which make clear that we are truly making a difference.

I extend my personal thanks and those of the National Board to all who have made this substantial report of progress possible.

Gratefully,

Linden E. Wheeler

The National Association for
Mental Health, Inc.

SOME RED LETTER DAYS
SINCE OUR LAST ANNUAL MEETING



		<u>DECEMBER '73</u> ★	<u>JANUARY</u> ★	<u>FEBRUARY</u> ★
		<p>Victory in our impoundment suit to force release of \$126 million for research, alcohol & manpower programs</p> <p>Amendment of the Health Maintenance Organization Bill to include our proposals for basic mental health coverage</p>	<p>1973 campaign total hits \$14-1/2 million</p> <p>Network showing of "The Fragile Mind"</p> <p>President-elect Gerridee Wheeler nominated as Ladies Home Journal Woman of the Year</p>	<p>Buzz Aldrin film and spots released</p> <p>NAMH Conference on Critical Issues Related to MH Research</p> <p>Full Board on Capitol Hill to argue for our 1974 Public Affairs Program</p>
		<u>MARCH</u> ★	<u>APRIL</u> ★	<u>MAY</u> ★
		<p>United Way of America gives Association highest endorsement</p> <p>Rehabilitation Act amended to mandate affirmative hiring practices including the "mentally handicapped"</p>	<p>U.S. Civil Service finally agrees to delete routine employment question on prior treatment for "nervous breakdown"</p> <p>Autism included among disorders covered by developmental disabilities legislation</p>	<p>Mental Health Month</p> <p>First NAMH Research Fellowships awarded</p> <p>Victory in the Long Beach Suit to lift zoning restrictions</p>
<u>JUNE</u> ★	<u>JULY</u> ★	<u>AUGUST</u> ★	<u>SEPTEMBER</u> ★	<u>OCTOBER</u> ★
<p>Staff Institute</p> <p>Full Board makes mid-year contacts on Capitol Hill</p> <p>Association's proposal for bi-lingual services in CMHCs added to both the Senate and House renewal bills</p>	<p>Unity & Standards Report completed</p> <p>NIMH budget increased by House</p> <p>Education Act passed including funds for states to initiate programs for mentally ill children</p>	<p>House approves CMHC renewal bill</p> <p>"Journey" receives Atlanta Film Festival Award</p> <p>Erik Erikson selected for Research Achievement Award</p> <p>NIMH budget increased by Senate</p>	<p>Senate approves CMHC renewal bill</p> <p>Book on MENTAL HEALTH PROGRAMS FOR PRESCHOOL CHILDREN published</p> <p>Dept. of Labor issues order to all institutions to comply with our successful anti-peonage suit</p>	<p>Percy Knauth accepts appointment as 1975 Mental Health Chairman</p> <p>Book, PSYCHIATRIC TREATMENT IN THE COMMUNITY, published</p> <p>"Journey" receives Columbus Film Festival Award</p>

October 17, 1974

FULL REPORT OF MAJOR EVENTS FOR 1974

A. ORGANIZING FOR THE YEAR

1. The 1974 AGENDA

Your Officers again went into a three-day "Retreat" designed as a planning session for the year. The resulting Annual AGENDA summarized our carefully planned aims and major activities for the year. The AGENDA necessarily relates to the Five Year Goals adopted by the Board and Membership in 1970. Those goals required "that the largest single responsibility of the National operation in the next five years will be to develop the Association's capital resources in terms of people and dollars." The 1974 AGENDA gave renewed emphasis to achieving the financial resources needed for the accomplishment of our goals. In addition, it gave particular emphasis to the establishment of effective community mental health systems, mental health coverage in National Health Insurance, stronger organizational operations, and better internal communications so that all of our volunteers are better informed about the Association's activities and progress.

2. The 1974 Budget

In order to present a balanced budget for 1974, the basic operation had to be cut by an additional two full-time professional staff persons. As of October, the Executive Committee still projects a balanced budget.

3. Committee Appointments

Though we had to cut back on the size and operations of some committees, we have attempted to involve substantial numbers of Division and Chapter leaders. This serves to make our National activities and decisions responsive to the immediate experience and needs of the field.

4. Presidents' Checklist

Early in the year, we developed a checklist for the Presidents at all three levels of the organization. The checklist for presidential performance in 1974 included the following:

- a. Appoint an Effective Fund Raising Chairperson
- b. Establish Your Fund Raising Plan and Goal and Achieve the Goal
- c. Determine Your Major Aims and Activities for the Year and Stick to Them
- d. Focus Your Program on Social Action

- e. Strengthen and Expand the CMHC Program in Your Area
- f. Increase Involvement of Minority Representatives
- g. Comply with Uniform Accounting Requirements
- h. Promote the Association's New Film "Journey" for Showing throughout the Area
- i. Show the New Board Education Film Featuring Buzz Aldrin to Your Board and Committee Chairpersons
- k. Use Mental Health Month and the Preceding Weeks for Major Publicity and Public Information Efforts
- l. Accept Personal Responsibility to Help Your Board and Staff Understand the Roles of the Other Levels of the Organization
- m. Be Sure Your Board is Given Opportunities to Know About and Take Full Pride in the Major Accomplishments of the Organization
- n. Provide Your Share of Financial Support

B. PROGRAM PERFORMANCE

1. Victory on Impoundment

The Association successfully sued the Government to force release of \$126 million of funds voted by Congress but impounded by the Administration. These funds are now at work to expand research, manpower and alcoholism programs.

2. Follow-through on Centers Impoundment Suit

Among last year's victories was our successful participation in the suit to force release of \$52 million of impounded funds voted by Congress for community mental health centers. In 1974 we had to work with attorneys and others to force the Administration to comply with the court order. All \$52 million has now been released and will provide for 94 new centers, bringing us 6% closer to our principal program goal of 1,500 comprehensive community mental health systems by 1980.

3. Civil Service Breakthrough

For many years the Association has taken the leadership in attempting to change a discriminatory question which appears on the Federal Civil Service job application form. That project has been listed among our program priorities on each of the last seven Annual AGENDA. Finally it has happened. It proves that persistence, determination and fairness really do finally win out. It's a breakthrough with

ramifications far beyond federal employment. The change, including the obvious change in attitude, will quickly reflect in the employment practices of other levels of government and among business employers.

4. Community Mental Health Centers Renewal Legislation

The major program effort in 1974 has been to renew the Community Mental Health Centers Act. As of October 11, both Houses of Congress have approved good bills and are now working out some differences in the legislation in conference committees. It is likely that the renewal will pass the full Congress by the time of our Annual Meeting in Washington. We are already working to try to avoid a Presidential veto, and to arrange for a supplemental appropriation act which would be necessary to put the new bill to work.

5. Community Mental Health Center Amendments

The Association suggested several important amendments to strengthen the Community Mental Health Centers Bill. Prominent among these was our recommendation that centers which serve substantial numbers of foreign speaking individuals must provide multilingual staff services. That amendment is part of both bills and is therefore certain to be part of the new legislation. Senator Richard Schweiker, of Pennsylvania, was particularly helpful in accepting and pushing this amendment. For this and for his general helpfulness in securing the renewal, the Association is presenting him with a major award at our 1974 Annual Meeting.

6. Site Evaluation of Community Mental Health Centers

For two years, we devoted considerable time to a pilot effort to determine the best way that citizens could effectively evaluate community mental health centers. The lessons of that effort have now been put together into comprehensive guidelines for citizen site evaluations of CMHCs. We've conducted training sessions for several Divisions which are now at work with their local evaluations.

7. Study of Crisis of Community Preparedness

One of the most pressing new responsibilities has been to develop guidelines to take advantage of the lessons being rapidly learned, largely as the result of the increasing discharge of patients from state hospitals. It is essential that we play an effective role in determining what the relationship should be between the state hospital and community mental health center, and between mental health services and other human resource delivery systems.

8. Zoning Practices

At the 1973 Membership Meeting, the 1974 Public Affairs Program was amended to call for efforts to influence improved zoning laws and

practices, to provide for transitional services and other arrangements for discharged patients. Those guidelines are well underway.

9. Victory in Long Beach New York Suit

The Association was a major participant in a suit brought against the Government of Long Beach, New York, to declare unconstitutional their newly enacted statute which totally restricted the right of former patients to live in that community. Our 1974 Mental Health Chairman, Buzz Aldrin, appeared on a special NBC program to help call attention to the absurdity of the community's position.

10. NIMH Budget

The Administration's proposals for the National Institute of Mental Health were inadequate in all three areas of function: service, manpower and research. We have worked hard to convince Congress to significantly increase appropriations for all three categories.

11. Mental Health Coverage in National Health Insurance

The National Health Insurance debate has been intense. It is likely that some bill will be passed in the next Congress. Fortunately, our four years of effort are paying off. We had determined that any bill which received serious consideration would have to include reasonable coverage for mental illness. Amendments are needed in most of the bills before Congress now, but at least the proposals are far more realistic than they were a few years ago. Although we have devoted tremendous effort to this priority, we will have to assign even more to it just as soon as the Community Mental Health Centers Act is renewed and funded.

12. Revisions in Our National Health Insurance Statement

Two major revisions were approved in our Position Statement on National Health Insurance. The first broadens the definition of eligible providers and the second increases coverage for childrens' services.

13. State Insurance Laws

We have worked closely with several states which are now attempting to have state insurance laws amended to mandate that all health insurance policies sold in those states must include certain basic coverage for mental illness. Massachusetts, Connecticut and Maryland had already passed such legislation, and now Oregon and Wisconsin have been added to that important roster.

14. Mental Health Coverage in Health Maintenance Organizations

In late December we learned we had succeeded in amending legislation which provides federal initiative in the establishment of Health

Maintenance Organizations (HMOs). As a result, any Health Maintenance Organization which is set up under federal legislation and with federal funds will be required to provide at least 20 outpatient visits for the treatment of mental illness. Inpatient care must be provided if the consumers ask for it. This was clearly and completely a Mental Health Association victory. It came as a result of contacts made by Association volunteers to their Congressmen who are key members of the health subcommittees in the House and Senate. Mental illness was not originally included in the basic HMO package. The Administration and others fought hard to keep it out. We were the only major organization fighting to get it in. Sponsors of the bill give us total credit for the turnaround.

15. Comprehensive Health Planning

We have been working to be certain that renewal of the Comprehensive Health Planning Law provides reasonable attention to and protection for mental health services. The legislation which seems likely to become law does maintain the 15% "set aside" which reserves at least that proportion of the money for mental health planning.

16. Success with Rehabilitation Services Administration

For several years we tried to get the rehabilitation unit of HEW to pay more attention to mental illness. Approximately 35% of their case load relates to these patients. The Rehabilitation Services Administration has finally appointed a senior official to handle this subject.

17. Mandated Hiring Practices

The new amendments to the Rehabilitation Act require that any organization doing business with the federal government must file an affirmative action program detailing the organization's policies and performance for hiring the handicapped, "including mentally handicapped."

18. Fair Labor Standards

We've been very much engaged in the implementation of one of our other successful suits--this one requiring the Secretary of Labor to apply the Fair Labor Standards Act, including minimum wage laws, to patients productively employed in mental institutions. We're working closely with our Divisions to be certain that institutions within their states are aware of the court mandate and are beginning to implement it.

19. Employer of the Year Awards

This year we were considerably more aggressive in stimulating applicants for the Employer of the Year Awards which are given jointly by NAMH and the President's Committee on Employment of the

Handicapped. The winners will be honored at our Awards Luncheon at the Annual Meeting.

20. Revenue Sharing

We've attempted to seek out examples of effective state and local use of revenue sharing to expand mental health services. A guidebook has been distributed to all Divisions and has been announced to all affiliates.

21. Prevention Task Force

The Prevention Task Force called for by the Membership has proposed that the most immediate prevention results can be obtained by improving the consultation and education function of community mental health centers. We are working now with NIMH and others to establish pilot regional conferences to learn how to make the C&E function of the centers a more effective agent of prevention. The NIMH Director has been asked to speak on this subject at the Program Luncheon at the Annual Meeting.

22. Special Research Conference

With the help of the Grant Foundation, the Association conducted a major research conference to determine where we stand in the various theories and efforts to uncover the underlying causes of mental illness. The Research Committee is now at work to analyze the lessons of that conference so that we can better use our citizen influence and dollars to provide encouragement to the most promising research efforts.

23. Research Fellowships Established

We have established a new Research Fellowship Program and the first four Fellows have already been announced.

24. Erik Erikson Selected

Erik Erikson has been selected by the Research Committee to receive the Association's Research Achievement Award, including the McAlpin Medal and \$10,000 award.

25. New Position Papers

The Membership assigned to the Board responsibility for completing the Position Statement on Confidentiality and the one on Experimentation on Humans. Both position statements have now been completed and are appended to this report.

26. Mental Health Services for Minorities

Our Committee on Mental Health Services for Ethnic Minorities and the Poor is giving top priority to being certain that community

mental health services are available and responsive to minorities and the poor. The Committee is also making progress in its efforts to increase minority representation within the Association, build bridges to other organizations, and to provide guidance to our Divisions and Chapters in developing effective services for the ethnic minorities and the poor.

27. New Awards Approved

The Committee on Mental Health Services for Ethnic Minorities and the Poor has successfully recommended that in the future the Association should honor those Divisions and Chapters which have made the greatest strides in the involvement of minorities within their memberships and for the development of special programs.

28. Childrens' Legislation

We have been closely following efforts in Congress to deal with child development and child care legislation. Both matters are now heating up and are receiving a good deal more attention. We have developed standards which we will attempt to have included in legislation.

29. Developmental Disabilities

We have finally succeeded in having autism included under the official definition of "developmental disabilities." It is a continuing struggle to see that sufficient monies are available for programs in this category.

30. New Business Pamphlet

Our National Corporate Gifts and Leadership Cultivation Chairman, Bob Leys, and his company, Allstate, have at their expense produced an Association pamphlet for use in helping businessmen to understand mental illness and to deal more effectively with it.

31. Work with the New HEW Mental Health Structure

Last year we were very much involved in trying to bring about a favorable report from a group studying the mental health structure within HEW. Our proposal was finally accepted, and this year we have been working a great deal to be certain that the new Alcohol, Drug Abuse and Mental Health Administration (ADAMHA) is in fact properly organized and staffed.

32. Legislative Latitude

Through both the courts and Congress we are attempting to change the current practices which greatly limit the legislative latitude allowed to organizations like ours. We believe that, in this day and age, one of the basic responsibilities of voluntary organizations is to effectively represent their constituencies with elected officials.

We have taken the lead in a suit against the Secretary of Treasury and the Director of IRS and are also working with many other organizations in trying to push favorable legislation.

33. Meetings with Presidential Candidates

We have already met with many of the individuals who are considered the front runners of the 1976 Presidential Campaign. We want to establish good connections with all of these people in order to gain their current and continuing commitment to our cause.

34. Joint Information Service

Our Joint Information Service (operated jointly with the American Psychiatric Association) has recently completed its major studies and resulting books on MENTAL HEALTH PROGRAMS FOR PRESCHOOL CHILDREN and a survey of mental health coverage in general and private psychiatric hospitals. Two major studies are underway. The first involves informal services for adolescents--this is a follow-up to the drug study; and the second is a survey of the private practice of psychiatry. New projects will include a special study concerning the aged mentally ill and an updated mental health indices.

35. Conference on Inflation

We participated in both the HEW Pre-summit Inflation Conference and the full conference itself.

36. 1975 Planning

The 1975 Public Affairs Program has been drafted and will be presented to the full Membership at the Annual Meeting.

C. COMMUNICATIONS PROGRESS

1. Telling the 1973 Success Story

Our largest internal communications effort has been to be certain that volunteers throughout the organization have the pride and encouragement of knowing how many major breakthroughs were achieved by the Association in 1973. A special report has been issued and we are trying to reach every Division and Chapter Board with it.

2. Buzz Aldrin

Buzz Aldrin's service as the 1974 Mental Health Chairman has provided a major thrust in spreading the Association's educational message. He did a film which has been used extensively within the Association. One of the basic purposes of the film is to acquaint the Association's volunteers with the major events of 1973.

3. Other Former Patients Active

We have been very fortunate that two other authors and former patients have also undertaken extensive speaking tours for us. Nancy Covert Smith, author of JOURNEY OUT OF NOWHERE, and Percy Knauth, author of A SEASON IN HELL, have both spoken extensively and, together with Buzz Aldrin, have added very significantly to the Association's impact. Percy Knauth has been appointed the 1974 Mental Health Chairman.

4. The New Film "Journey"

One of the most exciting activities of the year has been the distribution and wide use of the Association's new film "Journey" which was premiered at last November's Annual Meeting. More than 100 prints have already been sold and many millions of people have been reached. The film received the Atlanta Film Festival Award in August.

5. "Only Human" Film Still Popular

Our first major film "Only Human" continues to be a major educational and publicity resource. To date over 300 prints have been sold; more than 50 of these sales were in 1974.

6. Greater Use of Education Spots

The Communications Department has put greater attention on increasing network and local placement of the Association's educational spots.

7. Use of Films Growing

As a result of production of our own films and the revamping of our film library, the Association has become much more conscious of its ability to bring our educational messages to the public.

8. TV Specials

We worked closely with Bristol Myers in the development of their special TV program entitled "The Fragile Mind." We have prints of the full film and are doing a shortened version. We also have prints of the earlier TV specials "Lisa" and "Depression," and all of these have added significantly to the store of good educational materials available to Divisions, Chapters and others. A special audio-visual presentation will be made at this year's Annual Meeting.

9. "MH" Growing

Our journal "MH" grows significantly in circulation and impact.

10. Annual Report

This year's report was a special one designed to call attention to the many major breakthroughs which occurred in 1973.

11. Governors' Wives Active for the Fifth Year

We undertook to involve the Governors' wives in Mental Health Month activities. This year we experienced a tremendous increase in the number of wives involved and the degree of their activities. Mrs. Frances Sargent, wife of the Governor of Massachusetts, served as the 1974 Chairwoman.

12. Marketing Study

The Association is involved in a series of meetings to determine how we can better market the Association's story and educational messages.

13. 1975 TV and Radio Spots

The 1975 radio and TV spots have been completed and will be shown at the Annual Meeting. The underlying theme is: "If You Need Help or If You Can Help, Call Your Mental Health Association."

14. Use of Delegate Directors

The Delegate Directors from the states to the National Board have been asked to play a larger role in communicating between the National Board and local volunteers. Their first assignment was to try to be certain that the special Aldrin film and special report on 1973 are reviewed with at least the Division and Metropolitan Boards. Hopefully they will also be able to reach many merium and small Chapters.

D. FUND RAISING PROGRESS

1. On Target for 1975 Goal

Fund raising reports from Divisions and Chapters indicate that we are on target for achieving our 1975 fund raising goal of \$16,750,000 which is 8¢ per capita. The 1973 total was \$14,394,285, or 7¢ per capita. We started at \$9 million, or 4-1/2¢ per capita, in 1968. Though we are on target to what we realized were ambitious goals, the factor of inflation means that we have to set our sights even higher.

2. Fund Raising Awards

Our Fund Raising Luncheon will be highlighted by awards to the following Divisions for excellence in fund raising in 1973:

Highest per Capita Income:	INDIANA - 20.1¢
2nd Highest:	HAWAII - 15.0¢

Awards for Divisions Achieving
8¢ per Capita or Over for First
Time in 1973:

ALABAMA - 8.0¢
MASSACHUSETTS - 8.0¢
NEW JERSEY - 9.5¢

Division with Highest Percentage
Increase Raising \$300,000 or over:

NEW JERSEY - 35.2% increase

Division with Highest Percentage
Increase Raising \$100,000 -
\$300,000:

VIRGINIA - 26.3% increase

Division with Highest Percentage
Increase Raising under \$100,000:

MONTANA - 42.5% increase

3. Fund Raising Training

The Fund Raising Council and Department are encouraging all Divisions to have fund raising training sessions for Chapter Fund Raising Chairmen and staff. Members of the Fund Raising Council are available as trained and experienced faculty. The Council conducted two regional fund raising sessions in 1974.

4. United Way of America Endorsement

The Association again achieved United Way of America's highest endorsement. This came as a result of our presentation to their Committee on National Agency Support.

5. Special Report to Local United Funds

This year we produced special reports for many local United Funds. The basic information is the specific dollar amounts for community mental health centers which are flowing to those communities as a result of our impoundment suit and as a result of other community mental health center appropriations. We are also now pulling together similar information on the research, manpower and alcoholism projects involved in our successful impoundment suit.

6. Improved United Way Attitude toward Our Social Action Role

The United Way of America continues to point to the Mental Health Association as an exciting example of an agency involved in social action. This same attitude is slowly reaching local United Funds, though for the most part our unique role and function are still not understood nor appreciated by local United Funds. We continue to work with the United Way of America to interpret the Association to United Way affiliates.

7. Planning Sessions with United Way

In 1975, we will co-sponsor two conferences with United Way. These will be designed to bring together personnel from United Funds and

the Mental Health Association to discuss our social action role and financial needs.

8. Membership Experiments

We have enlisted five additional affiliates to participate in special experiments on membership cultivation.

9. Direct Mail Experiments

This year we have been involved in two direct mail experiments. One was to determine if a one-time basis mail experiment would produce sufficient net income to be worth developing. That experiment has not succeeded. The second experiment involves specialized direct mail approach to small businesses. This picks up on successful efforts in Missouri and Iowa. We won't know the results until the end of the year.

10. National Gifts and Leadership Cultivation Growth

Thanks to the impetus provided by Sears and Allstate, we are making progress in our National Gifts and Leadership Cultivation efforts. Successful luncheons have been held in New York and Los Angeles and new money and assistance are resulting.

11. Involvement of the Executive Committee

The full Executive Committee continues to accept responsibility for fund raising. Members of the Committee were again involved in personal solicitations of corporations and foundations.

12. Fund Raising Talent Pool

The Fund Raising Task Force is moving to identify at least twelve, and perhaps as many as three dozen, additional persons in the organization who have particular fund raising skills. These individuals will then be assigned as special consultants to other Divisions and Chapters.

13. Fund Raising Planning for Illinois and New York State

A particular effort is underway to develop and execute fund raising plans for the two major State Committees, Illinois and New York State.

14. Tax Laws

We are working closely with several other organizations to protect and expand those sections of the tax laws which encourage giving to charitable organizations.

15. 1975 Campaign Kickoff

This year the Board has again set aside a large segment of the

Annual Meeting to be devoted to the 1975 Campaign Kickoff Luncheon and to fund raising training.

E. ORGANIZATION AND DEVELOPMENT

1. Financial Support

Financial support from Divisions and Chapters is on the marked increase for 1974. The Organization Committee reports that commitments and cash flow are both greatly improved over the difficult years of 1972 and 1973.

2. Special Work with Three States

Virginia, Idaho and the District of Columbia Divisions failed to meet their 1973 Support Obligation, and their affiliation in 1974 was contingent on their developing remedial plans acceptable to the National Board. All three Divisions have developed such plans and the Organization Committee is encouraged with the progress in each.

3. Illinois

By mutual agreement of the National and Illinois Boards, the status of the Illinois Division has been changed to State Committee. It is already apparent that, under this more protected arrangement, the Division is quickly overcoming some severe financial and organizational problems.

4. West Virginia

The West Virginia Board also voted to become a State Committee, and that reorganization has been completed. Progress is encouraging.

5. Study of State Committees

The Organization Committee is conducting a study of the organization and development of State Committees and will have a special report at the 1975 Annual Meeting.

6. California and Ohio

The affiliation of California and Ohio for 1974 was contingent on their meeting special arrangements established by the National Board. The progress in both states is very encouraging.

7. Staff Institute

Despite our budget cutbacks, the Board did continue to give high priority to National's responsibility to help fund and operate the Summer Staff Institute. This is a major training activity which originated with and continues to be a basic responsibility of the Staff Council.

8. Staff Certification

The National Board is cooperating with the Staff Council in an important new effort to explore certification and standards for professional staff.

9. Traineeship Program

Last year, through a special grant from the Ittleson Family Foundation, we were able to establish a staff traineeship program. The first four persons have been placed in regular staff assignments.

10. Restoration of Meetings

Both the Organization and Executive Committees recommended that highest priority in 1975 be given to restoring the regular meetings of the Presidents Council and Staff Managers.

11. Retirement Plan

The Association's retirement plan has been completely revamped and is now available to persons employed in Divisions and Chapters. It is hoped that all staff members will eventually be included in this basic plan. This will significantly enhance the career development program.

F. SPECIAL PROJECTS

1. Unity and Standards

This was the second year of the special project to develop a report on "Unity and Standards." The report has been completed and will be before the Membership for reaction this year.

2. Use of Government Funds

The Board and Executive Committee have continued to struggle with guidelines and policies governing the Association's use of government funds. A policy greatly restricting the use of such funds by the National level of the organization is being proposed to the Membership. Members will also be asked to consider whether that same policy or a modification of it should apply to Divisions and Chapters.

3. Five Year Planning

We have begun the planning effort to develop the goals for the five year period 1976-80.

G. BASIC ONGOING FUNCTIONS

This year in our 1974 National AGENDA we listed what we termed the "Basic Ongoing Functions." We did this because a listing of special activities does not really cover the most significant portion of the work of the National Board and staff. Our "Basic Ongoing Functions" represent approximately 60 percent of National Office time and resources. In keeping with the decision to include that listing in our Annual AGENDA, it seems appropriate to repeat it here.

Basic Ongoing Functions

Our Basic Ongoing Functions Represent Approximately 60 Percent of National Office Time and Resources.

In the assignment of staff time for special projects for 1974, we had to be aware that more than half of the staff hours available are already committed to ongoing activities necessary to our basic national programs and to our continuing services to Divisions and Chapters. These activities include:

DEPARTMENTAL RESPONSIBILITIES

PROGRAM

Consultation and Training Services for Divisions and Chapters • Services to the Thousands of Individuals who Call and Write Seeking Information and Help • Information Storage and Retrieval to Respond to Requests from Divisions and Chapters and National Committees for Data and Information on a Wide Range of Subjects Ranging from Drugs to Statistics to Civil Rights to Patients
• Liaison with Other National Organizations
• Service to Congressional Committees
• Monitoring of Governmental Departments

and Congressional Committees • Development of Program Materials and Guidelines
• Development of Association Position Papers • Joint Information Service • Management of the Research Program • Employer of the Year Award • Service to the Public Affairs Network

COMMUNICATIONS

Consultation and Training Services for Divisions and Chapters • Development of Publications and PI Materials • Publication of the Association's magazine *MH* • Publication of the Association's Newsletters • Development and Promotion of Films, Spots, and other Audio Visuals • Service to National and Regional Media • National News Releases
• Services for Celebrities • Annual Report and other Reports

FUND RAISING

Consultation and Training Services for Divisions and Chapters • Development of Fund Raising Materials • National Gifts and Leadership Cultivation • United Way Relationships • Federal Services Campaign
• Fund Raising Council

ORGANIZATION AND DEVELOPMENT

Organizational Field Services for Divisions and Chapters • Regional Meetings and Training Sessions • Administration of Financial Support Plan • Staff Recruitment and Screening • Staff Institute • Administration of Policy on State Organization Plans
• Administration of Internal Reporting Systems • Presidents Council

THE NATIONAL ANNUAL MEETING

PUBLICATION OF REGULAR BRIEFING MEMOS FOR DIVISIONS AND CHAPTERS

SERVICE TO VOLUNTEER LEADERS INVOLVED IN THE NATIONAL OPERATION
Membership • Board • Executive Committee
• Nominating Committee • Finance Committee
• Resolutions Committee

INTERNAL ADMINISTRATION

Office Management • Shipping and Billing
• Controller's Functions • Uniform Accounting
• Administrative and Financial Reports
• Budget and Budget Control

* * * * *

The foregoing is an all too brief review of some of the major activities of the past year and an outline of some of the basic ongoing functions. I'm sure I've left out many of the important contributions of some of our key volunteers and committees, but I hope at least I have provided an overview of the kinds of activities with which the National Board, Officers and Committees have been involved.

The report does not include the far greater listing of the major responsibilities and special activities of the Association's one thousand State Divisions and Local Chapters where one million citizen volunteers are at work. It is at those levels where by far the major proportion of the Association's service is performed. From all indications it is clear that there has been considerable expansion of the Association's impact at those levels and, all told, 1974 seems clearly to be a year of growing impact.

To all who participated in this substantial report of progress I extend warm thanks.

L.E.W.

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The National Association for Mental Health, Inc.

POSITION STATEMENT ON HUMAN EXPERIMENTATION

RESOLUTION IN OPPOSITION TO UNRESTRAINED EXPERIMENTATION
INVOLVING CHILDREN AND ALSO PATIENTS AND PRISONERS IN INSTITUTIONS

Adopted by the Board of Directors on June 3, 1974

WHEREAS, mental patients and prisoners confined in institutions or otherwise under the jurisdiction of the court are, or regard themselves to be, subject to the control of those who have them in their charge; and

WHEREAS, children regard themselves to be subject to adults who have them in their charge; and

WHEREAS, all three groups tend to be regarded as readily available population for experiments with drugs and treatment methods; and

WHEREAS, such research and experimentation may involve serious risks of which members of those groups may not be aware or feel able to decline and which, without adequate safeguards, may be a threat to life as well as a violation of individual and human rights; now

THEREFORE, BE IT RESOLVED that NAMH opposes the practice of research and experimentation on children and on patients and prisoners unless proper safeguards are in force which shall be no less stringent than the safeguards provided in the Regulations issued by the Department of Health, Education and Welfare on May 30, 1974, and the special provisions related to children, prisoners, and the mentally infirm proposed for discussion and published in the Federal Register of November 16, 1973, with particular emphasis on the involvement of informed consumer representation in all review or protection bodies, and urges its chapters and divisions to monitor such research and experimentation involving children and the mentally ill and prisoners within their jurisdiction for compliance. At any time that non-complying practices are identified, the division or chapter shall take appropriate action to bring such practices into compliance.

The National Association for Mental Health, Inc.
1800 North Kent Street
Arlington, Virginia 22209

The National Association for Mental Health, Inc.

POSITION STATEMENT ON COLLECTION, STORAGE AND USE OF
PSYCHOLOGICAL AND PERSONAL DATA ON INDIVIDUALS

Adopted by the Executive Committee on October 2, 1974

WHEREAS, the computer age encourages the compilation, storage and distribution of confidential and personal information regarding millions of individuals; and

WHEREAS, the individual has no direct control over who receives this information nor how it will be used; and

WHEREAS, the information may attach lifelong stigmatizing labels to individuals which can mitigate against their emotional health together with their social, employment and educational opportunities; and

WHEREAS, the practice lends itself to the violation of individual, constitutional and human rights, the right to privacy, the confidentiality of professional-individual relationships and privileged communications; now

THEREFORE, BE IT RESOLVED that NAMH commends the actions of those who are engaged in efforts to resolve on behalf of consumer interests the complex issues which underlie the problem in its many dimensions and to provide adequate safeguards of individual privacy; and

FURTHER BE IT RESOLVED that NAMH shall be alert to and participate to the extent possible in such efforts in order to assure that proper consideration is given to the interests of the mentally ill and to the implications of confidentiality for mental health.

The National Association for Mental Health, Inc.
1800 North Kent Street
Arlington, Virginia 22209

PEOPLE IN THE NEWS

WASHINGTON (AP) -- FIRST LADY BETTY FORD, RECALLING THAT SHE ONCE UNDERWENT PSYCHIATRIC TREATMENT, HAS ACCEPTED THE TITLE OF 1975 HONORARY CHAIRPERSON FOR THE NATIONAL ASSOCIATION FOR MENTAL HEALTH.

"THIS IS A RED-LETTER DAY FOR ME," THE FIRST LADY SAID TODAY. "AS YOU KNOW, I HAD PSYCHIATRIC CARE AND, I'M HAPPY TO SAY, IT DID ME A GREAT DEAL OF GOOD."

AS A RESULT, MRS. FORD TOLD ABOUT 350 PEOPLE ATTENDING THE ASSOCIATION'S ANNUAL MEETING HERE, SHE IS "VERY GRATEFUL TO HAVE THE OPPORTUNITY TO WORK FOR MENTAL HEALTH."

MRS. FORD WAS TREATED BY A PSYCHIATRIST FOR AWHILE WHEN HER HUSBAND WAS A MICHIGAN CONGRESSMAN.



GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

- Audiovisual Unit
 Book Collection
 Ford Museum in Grand Rapids

Item:

4 copies of an 8"x10" color photograph of Betty Ford
speaking to the National Association for Mental Health
11/22/74

White House Photo 22NO74A1973-10A

The item was transferred from:

Weidenfeld, Box 3
11/22/74 Nat'l Asso. for Mental Health (1)

Initials/Date let 2/86