Changing the Way the World Treats Mental Health
Charting a New Course in Mental Health & Wellness
Mental health is among society’s most critical priorities ...
AN ESTIMATED 26% OF AMERICANS AGES 18 & OLDER – ABOUT 1 IN 4 ADULTS –
Suffers from a diagnosable mental disorder in a given year

YOU OR SOMEONE YOU LOVE HAS ALMOST CERTAINLY STRUGGLED WITH ANXIETY, ADDICTION, DEPRESSION OR SYMPTOMS OF TRAUMA
Suicide is the second leading cause of death in young people between the ages of 10-34. 

UP 35% SINCE 1999

The CDC reports adolescence suicide attempts spiked 22.3% during Covid-19.
VETERANS

The Veterans Administration reports that 22 die by suicide every day

20% STRUGGLE WITH ALCOHOL OR SUBSTANCE ABUSE
WORKERS

MAJOR DEPRESSION COSTS EMPLOYERS

$31 - $51 BILLION
ANNUALLY IN LOST PRODUCTIVITY

Depression is now the leading cause of disability worldwide & is predicted by 2030 to be the leading cause of the global burden of disease by the World Health Organization.
The Good News?

We are poised to change the entire mental health paradigm.

JOIN US.
We Must Do Better

Even with these urgent needs, our society focuses on just a few ways to support mental health - psychotherapy, medication & hospitalization - and often not until people are really suffering.
Science tells us there are an abundance of ways to boost mental & emotional well-being
MENTAL HEALTH IS NOT (ONLY) WHAT YOU THINK

We typically think mental health exists only in the mind and brain …
Actually, our mental health is influenced by:

- Fitness
- Nutrition
- Genetics
- Hormones
- Environment
- Relationships

... and much more
A whole ecosystem of factors influence mental health. At the JWB, we view mental health as inclusive of the whole person – body, mind & spirit.
Preventing & Treating Mental Illness & Fostering Mental Wellness Requires a Holistic Approach

- Crisis Support, Treatment, and Counseling
- Meditation and Contemplation
- Body, Movement and Exercise
- Eating Well and Nutrition
- Nature and Being Outdoors
- Friendships and Support
- Art, Music and Creativity
- Service/Making a Contribution
- Spirituality and Meaning
- Flourishing & Resilience
What We Stand For

A Holistic Approach to Mental Health
WE ARE INTEGRATING SALUTOGENIC APPROACHES, SUCH AS EXERCISE, NUTRITION AND MIND-BODY PRACTICES, INTO TREATING MENTAL ILLNESS AND PROMOTING MENTAL WELLNESS
Salutogenic = health promoting/strengths-focused

Science shows salutogenic approaches are effective.

But, sadly, most are not yet used in preventing and treating mental health.

Even worse, medical and mental health professionals in general receive ZERO training in mind-body practices, exercise or nutrition to build mental health resilience.
INVESTIGATING
Funding and promoting scientific research on how exercise, nutrition and mind-body practices benefit mental health.

INTEGRATING
Supporting programs and initiatives to integrate evidence-based, holistic approaches into the mental health care delivery system.

COLLABORATING
Leading a collaborative hub with partners to advance a road map for systemic change in the field of mental health.
Build & Communicate the Evidence Base

Demonstrate Therapeutic & Cost-Effectiveness

Train Mental Health & Fitness Professionals

Empower Families & Communities

Our Strategic Blueprint
Here’s How We Are Doing It
Funding a coordinated set of 10 research projects strategically curated to fill gaps and forge new ground:

$1.2M Gold Standard Study at the University of California, San Francisco

- Funded a study to investigate effects of:
  - High Intensity Interval Training
  - The Wim Hof Method of Breathing and Cold Exposure
  - Mindfulness on biological markers of stress, depression and aging

What’s Next?

Funding a coordinated set of 10 research projects strategically curated to fill gaps and forge new ground:

- Finding out what works for different types of people
- Targeting new and promising approaches such as positive stress, nutrient/microbiome and mind-body interventions
- Collaborating in conducting the first Gallup Poll on holistic approaches to mental health
Build & Communicate the Evidence Base

Highlights

Move Your Mental Health Report, June 2021
- Identified and reviewed three decades of scientific research investigating the relationship between physical activity and mental health outcomes
- Revealed 89% of 1,158 studies reported significant positive relationships between the two

Defining the Mental Wellness Economy
- Supported a 2020 Global Wellness Institute report defining the sectors of the mental wellness industry

Pathways to Mental Wellness
- Supported distribution of a 2020 Mental Wellness Initiative report documenting evidence-based pathways to mental wellness and recommending best practices

What’s Next?

Nutrition and Mental Health
- Synthesizing the existing scientific literature on the impact of nutrition on mental health and identifying directions for future research

Mind-Body Practices and Mental Health
- Creating evidence summaries for practices such as qigong, tai chi and meditation on mental health outcomes
Demonstrate Feasibility & Therapeutic & Cost-effectiveness

Highlights

Bringing Wellness to Clinics
- Built a fitness center for patients at Arundel Lodge, a busy community mental health clinic serving thousands each year

Boosting Veteran Wellbeing
- Funded Planet Fitness health club memberships for veterans facing combat-related mental health issues

Improving Adolescent Psychiatric Care
- Provided fitness equipment for the Johns Hopkins Adolescent Psychiatry Unit to support inpatient youth

What’s Next?

National Center for Healthy Veterans
- Assessing and integrating holistic mental health approaches at Valor Farms, a veterans residential program

Holistic Life Foundation
- Bringing mind-body practices to schools, hospitals, drug treatment centers, and indigenous populations in Maryland and across the United States
3 Train Mental Health & Fitness Professionals

**Highlights**

**Educating Fitness Professionals**
- Surveying fitness professionals in the world’s largest Global Health and Fitness Association (IHRSA) about their mental health knowledge
- Implementing and evaluating a program to raise awareness about mental health in the fitness industry

**What’s Next?**

**Training Professionals**
- JWB Fitness & Wellness Coach Certificate
  - Training fitness and wellness professionals to become mental wellness coaches
- JWB Mental Health Professional Certificate
  - Training mental health professionals in evidence-based holistic approaches
Highlights

Never Alone Summit

- Partnered with The Chopra Foundation to bring mental wellness practices into the homes of over 100,000 people globally in a three-day livestream during the Covid-19 lockdowns in 2020
- Partnered in 2021 with The Chopra Foundation for a second global livestream as the world began to re-open, creating the building blocks for a new mental health culture

10-10-20 Move Your Mental Health

- Encouraged the world to get moving with ten, free 10-minute movement routines to boost mental wellness, commemorating World Mental Health Day

What’s Next?

Global Outreach

- Expanding the JWB website as a go-to, online resource for evidence-based, holistic approaches to mental health
- Providing a wide rage of salutogenic resources for families, individuals, and mental health and wellness professionals

10-10-21 Move Your Mental Health

- Inspiring a global audience with a challenge to increase movement with ten, 10-minute physical activity videos in honor of World Mental Health Day
Our Partner Network

We collaborate with more than 50 organizations in our mission to reinvent mental health. Our Mental Health Leaders Roundtable creates a collaborative hub for sharing resources & supports.
The Brick Family has invested over $3 million advancing the foundation’s mission. Now we invite you to join us in this $10 million initiative.

- The Brick family covers all administrative costs - every dollar goes to programs and research
- Your contribution is 100% tax deductible
- Your corporation may match your gift
- You can transfer stock or leave us in your will
- Donations invested in revenue-generating programs will provide ongoing support for JWB
- Your gift can honor a loved one to be acknowledged on our Wall of Honor
What Can You Do?

Donate, Partner, Champion

Make
A donation - one time or monthly

Fund
All or part of a project

Introduce
Us to your friends

Invite
Them to learn more

Advocate
For our mission

Sponsor
And receive naming rights for new health facilities & programs
Join Us in Changing the Way the World Treats Mental Health