



**A Pre-Conference presentation by Minding Your Mind
Sponsored by the AKFSA Foundation**

March 30, 2016

PURPOSE: The primary purpose of this program is to educate the community about the signs, symptoms and treatment options for Social Anxiety Disorder

PROGRAM DESCRIPTION: The program will consist of a pre conference presentation on the evening of March 30th 2016 conducted by Minding Your Mind and sponsored in part by the AKFSA Foundation.

DATE: March 30, 2016

TIME: 7PM

LOCATION: TBD (either University of Pennsylvania or Temple University Campus)

PROGRAM DURATION: 75 minutes plus Q and A

EXPECTED ATTENDANCE: 500 -700

SPEAKERS: AND PROGRAM OUTLINE:

Ricky Williams – NFL star player

Former Heisman Trophy winner and NFL star Ricky Williams will highlight his journey after being diagnosed with Social Anxiety Disorder while living in the limelight and playing in the NFL. A synopsis of his story published in the *Anxiety and Depression Association of America journal* appears in the article below.

<http://www.adaa.org/living-with-anxiety/personal-stories/ricky-williams-story-social-anxiety-disorder>

Jackie Ricciardi - Minding Your Mind Presenter and Mental Health Advocate

Jackie has been an active mental health and anti-bullying advocate since her early teenage years. She struggled with severe social anxiety that was manifested in chronic physical symptoms from the time she was six years old. As a result of bullying that she experienced in middle school, Jackie resorted to self-harm. She had a terrible fear of revealing these issues to her friends and family because of the stigma surrounding mental health disorders and her seemingly perfect external life. Jackie was Student Body President, an athlete and in the top 10% of her class.

Internally, she was struggling with her depression, anxiety and self-harm. Her journey to healing began when she began attending Saint Joe's University on an academic scholarship. Through her recovery, she became President of a mental health advocacy organization on campus and has organized suicide awareness and mental health awareness benefit concerts. Becoming a speaker for Minding Your Mind has given her the opportunity to share her experiences with people who might be feeling as isolated as she did before she received the proper treatment. She also speaks for those who may be simply unaware of the importance of mental health and for those that believe that they can easily identify the face of mental illness. She feels passionately about educating adolescents that recovery may not be simple but that it so unbelievably powerful when it is experienced.

Dr. Judith Beck – President of the Beck Institute for Cognitive Therapy

Dr. Judith Beck is an eminent clinician and educator who previously served as director of Clinical Services at the Center for Cognitive Therapy and now serves as president of Beck Institute for Cognitive Behavior Therapy. She is also clinical associate professor of psychology in psychiatry at the University of Pennsylvania.

FORMAT:

30 minutes – Keynote by Ricky Williams

25 minutes – Sharing of her journey by Jackie Ricciardi

20 minutes – Discussion of Cognitive Behavioral Therapy as an effective treatment
option for Social Anxiety Disorder by Dr. Judith Beck
20 to 30 minutes – Q&A

AUDIENCE:

The intention is to capture the attention of the large number of social workers, clinicians, psychiatrists, psychologists and mental health workers who will be in Philadelphia to attend the National Depression and Anxiety Conference. Additionally, the target audience will include local college and high school students, their parents, teachers and caregivers who are familiar with Minding Your Mind and our programs. The event will be open to the public.

MARKETING, ADVERTISING AND PROMOTION:

Minding Your Mind will market the program locally to all schools and community organizations, individuals (approximately 2500) and contacts that are included in our database. This will be accomplished through a scheduled campaign of promotion using Constant Contact. We will advertise through conference related media outlets and will work with local media to secure radio and/or TV coverage.

Additionally, Minding Your Mind will promote the event through college athletic departments, non-profit newsletters and other online community resources included in our network which captures a large audience.

Finally, the event will be promoted on Minding Your Mind's website and all Minding Your Mind Social Media including twitter, facebook and instagram.

CONTINUING EDUCATION CREDITS:

MYM is currently working to offer Continuing Education Credits for social workers and other mental health providers. We are in the process of applying to be able to offer our own continuing education credits. We expect to receive approval by March.

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