MACOMB COUNTY COMMUNITY MENTAL HEALTH

IMPACT REPORT 2024

Putting People First

LETTER FROM THE CEO



Dear Friends, Partners, and Community Members,

As I reflect on this past year, I am filled with pride and gratitude for all that we have accomplished together at Macomb County Community Mental Health (MCCMH). Guided by our strategic plan, we have continued to fulfill our mission of providing accessible, quality services that instill hope, empower individuals, and inspire change throughout our community.

2024 has been a year of both growth and resilience. We've faced challenges, but they have only strengthened our commitment to our core values of collaboration, accountability and respect. This year, we expanded our services to reach more individuals in need, integrated innovative approaches to care, and strengthened our partnerships across Macomb County.

One of our most significant achievements was enhancing our crisis services, through our mobile crisis services, ensuring that anyone experiencing a mental health crisis can access timely and compassionate care. Our team's dedication to embracing new methods and data-driven solutions has allowed us to improve the quality of our services, making care more efficient and effective.

Our commitment to community and equitable behavioral health resources has been at the forefront of our work. We believe that every individual should have access to mental health care that respects their unique experiences and needs. This year, we continued to focus on culturally responsive care, enhancing our training programs, and ensuring our services are welcoming and accessible to all.

Looking ahead, we are excited about the future of MCCMH. Our strategic priorities for 2025 include further expanding our crisis response capabilities, enhancing our community outreach, and continuing to innovate how we deliver care.

Thank you for being part of our journey. Together, we are making a difference—instilling hope and transforming lives across Macomb County.

Sincerely,

Traci Smith
Chief Executive Officer
Macomb County Community Mental Health

LETTER FROM THE BOARD OF DIRECTORS

Dear Community Members and Partners,

While the Board's role is to provide guidance, oversight, and advocacy, it is the incredible work of MCCMH's team and our partners that makes the real difference in the lives of those we serve. This has been a successful year of increasing mental health services and accessibility in Macomb County.

This year, we've seen MCCMH grow its presence in the community through expanded services and stronger connections. From enhanced crisis response efforts to an increased focus on reaching individuals and families at community events, MCCMH has made vital mental health resources more visible and accessible. These initiatives have been driven by the organization's unwavering commitment to meeting the unique needs of Macomb County residents.

As a Board, we are proud to champion MCCMH's mission and to support its focus on increasing access to care and building trust within the community. This includes advocating for resources, fostering partnerships, and ensuring MCCMH has the tools it needs to continue providing compassionate and innovative mental health services.

Looking ahead, the Board remains committed to MCCMH's strategic vision, ensuring the organization continues to grow and adapt to meet the evolving needs of our community. We take great pride in the incredible work being done every day by the MCCMH team and the impact it is having on individuals and families across Macomb County.

On behalf of the entire Board of Directors, I want to extend my deepest gratitude to our MCCMH staff, community partners, and residents who have joined in this shared mission. Together, we are creating a community where mental health resources are accessible, trusted, and empowering for all.

Sincerely,
Phil Kraft
Chair, Board of Directors
Macomb County Community Mental Health

COMMUNITY IMPACT

At MCCMH, showing up matters. From September 2023 to September 2024, we connected with thousands of Macomb County residents through outreach, education, and support—ensuring that no one faces mental health challenges alone.

By the Numbers

- *39 community events* – Resource fairs, school programs, and mental health awareness campaigns brought essential services directly to the community.
- *50+ MCCMH team members* – Staff and volunteers dedicated time and expertise to connect with community members and share MCCMH programs and resources.
- *8,000+ individuals reached* – Thousands of people received information, resources, and direct support to better navigate their mental health needs.



Expanding Our Impact

Whether through community fairs, school events, or resource days, our goal remains the same: foster understanding and provide tangible support.

Community Outreach & Education

- Engaged residents at four health fairs across Macomb County.
- Delivered Mental Health First Aid training to **59** providers and community members.
- Hosted evidence-based training programs:
  - Applied Suicide Intervention Skills Training (ASIST): **418 trained**
  - Question, Persuade, Refer (QPR): **1,619 trained**
  - Motivational Interviewing: **215 trained**
- Expanded public education efforts at libraries, senior living centers, and local organizations, broadening mental health awareness and resource access.

TEAM ENGAGEMENT

The heart of MCCMH's mission lies in the people who show up every day to support, guide, and uplift our community. Their dedication and compassion create meaningful connections and instill hope in those seeking mental health services. Through recognition programs and leadership development, we celebrate and invest in the individuals who make a difference.

Core Values Awards

Compassion and integrity drive the work of MCCMH team members, and the Core Values Awards shine a light on those who go above and beyond. Each week, colleagues nominate their peers who exemplify **Collaboration**, **Accountability**, and **Respect**, with top honorees recognized at the annual Team Member Engagement Event.

2024 Award Recipients:

- Collaborative Award: Dana Corey
- Accountable Award: Charles Lewis
- Respectful Award: Kate Sturtevant
- Community Impact Recognition: Crossroads Clubhouse



Smiley Awards

Every interaction has the power to change a life. The Smiley Awards recognize employees who consistently bring warmth, understanding, and person-centered care to those we serve. This honor is based on direct feedback from individuals in our programs, highlighting team members who make people feel heard, supported, and valued.

This year's honorees:

- Gold: Tehany Zindani
- Silver: Megan Cohen
- Bronze: Lauren Beck

Core Programs

18,999

Persons Served in 2024

Through our core programs, we strive to provide resources that meet the diverse needs of Macomb County residents while promoting recovery, independence, and self-sufficiency.

Certified Community Behavioral Health Clinic (CCBHC)

- 18,789 individuals served in Fiscal Year 2024, a 52% increase from 2022.
- 8,344 active clients, including 6,442 adults and 1,902 children.
- Expanded to 14 Designated Collaborating Organizations (DCOs), adding a provider focused on the Middle Eastern and North African (MENA) population.
- Strengthened primary care connections, linking 91% of children and 88% of adults to primary care providers.

Autism Services

- Supported 1,050 individuals through eligibility reviews and care coordination.
- Added five new Applied Behavior Analysis (ABA) providers to expand after-school therapy access.
- Increased public awareness through media outreach, including features in Macomb Now Magazine and MEA-TV.
- Trained first responders using on proper support for those with autism

Clinical & Integrated Care Initiatives

- Strengthened intake assessments, leading to a 51% increase in referrals from medical clinics.
- Organized the second annual Health and Wellness Fair, in partnership with MISD and community organizations.
- Implemented a new Learning Management System, introducing 22 interactive training tracks to enhance staff development.

Substance Use Disorder (SUD)

- Distributed 1,976 Naloxone kits to help prevent opioid overdoses through the Overdose Education and Naloxone Distribution (OEND) program.
- Added five new SUD providers to increase access to care
- Opened a recovery home for pregnant women and mothers, providing a safe, supportive place to heal.
- Expanded emergency department support with Project ASSERT, where peer recovery coaches helped 1,904 peopleby connecting them to treatment and support.