A PUBLICATION OF THE NEW JERSEY HEALTH CARE QUALITY INSTITUTE

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The Mayors Wellness Campaign (MWC) is a statewide community health initiative directed by the New Jersey Health Care Quality Institute in partnership with the New Jersey State League of Municipalities.

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Please be advised it is not the intent of this publication to provide clinical or legal advice.

The 2022 Edition of the MWC Mental Health Toolkit was generously sponsored by The Horizon Foundation for New Jersey.
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INTRODUCTION TO THE TOOLKIT

The New Jersey Health Care Quality Institute (Quality Institute) is the only independent, nonpartisan, multi-stakeholder advocate for health care quality, safety, and affordability in New Jersey. We work at the local, state, and national level to make New Jersey a healthier place to live, work, and thrive. At the local level, in partnership with the New Jersey State League of Municipalities, we run the Mayors Wellness Campaign (MWC). The MWC is a statewide community health initiative that provides mayors and community leaders with evidence-based tools and strategies to improve the health and wellness of their community.

The MWC has grown to include 422 participating communities with more joining every year. Local MWCs are encouraged to form diverse stakeholder committees to assess local health needs, plan and implement programs, and evaluate program impact. Committees include local leaders, municipal staff, business owners, non-profit social service and religious organizations, health care providers, schools, and residents – who are key to the success of programs. For more information about how to start or strengthen your local MWC, review our MWC Handbook.

In response to the real-time needs of New Jersey communities, the MWC launched a comprehensive Mental Health Initiative. In addition to this toolkit, the initiative includes education and training for community leaders and residents to help increase understanding of mental health and stigma.

The intent of this toolkit is to:
• Provide a basic education and overview of mental health issues;
• Showcase strategies and program ideas that communities can implement to address mental health issues locally; and
• Highlight resources to share with residents that need mental health services and support.

The toolkit contains important mental health related definitions and research, concrete programs ideas, resources you can use in your community, tips for how to engage residents on this important topic, and information and referral guides to support individuals who may be struggling.
MENTAL HEALTH BASICS

What is Mental Health?

According to the Centers for Disease Control and Prevention (CDC), mental health includes our emotional, psychological, and social well-being. It impacts how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. There are many factors that impact mental health, including:

- Biological factors, such as your genes, gender, or brain chemistry,
- Life experiences, such as trauma or abuse,
- Family history of mental health issues.

Mental health challenges can be experienced on a wide scale and often change over the course of a person’s life.

Key Terms

Serious Mental Illness: Someone over 18 years old who has had (within the past year) a diagnosable mental, behavior, or emotional disorder that causes serious challenges to everyday functioning that significantly interferes with or limits one or more major life activities.²

Substance Use Disorder: When the repeated use of alcohol and/or drugs causes clinically significant impairment, including health problems, disability, and failure to meet major responsibilities at work, school, or home.³

Stigma: A set of negative and often unfair beliefs that a society or group of people have about something. The stigma around mental health in the United States is a serious issue that affects individuals with mental health challenges.

Why Mental Health is Important

Mental health affects all of us.

To support the health and wellness of New Jersey communities, we must address whole health. This includes individual health and community health. It means expanding how we think of health from just physical health to include mental health as well. It also requires us to acknowledge that one impacts the other. Chronic health issues can cause an individual to be more likely to develop mental health issues. Similarly, poor mental health can cause an individual to be more likely to develop other medical conditions.⁴

¹https://www.mentalhealth.gov/basics/what-is-mental-health.
²https://www.samhsa.gov/find-help/disorders
³https://www.merriam-webster.com/dictionary/stigma
⁴https://www.nimh.nih.gov/health/publications/chronic-illness-mental-health
Serious Negative Effect of Untreated Mental Health Issues: Suicide

- Suicide is the 2nd leading cause of death among people aged 10-34 in the United States (U.S.).
- Suicide is the 10th leading cause of death in the U.S.
- The overall suicide rate in the U.S. has increased by 35% since 1999.

Research has found that 46% of people who die by suicide had a known mental health condition. Several other things may put a person at risk of suicide, including:

- A family history of suicide.
- Substance use. Drugs can create mental highs and lows that worsen suicidal thoughts.
- Intoxication. More than 1 in 3 people who die from suicide are under the influence of alcohol at the time of death.
- Access to firearms.
- A serious or chronic medical illness.
- Gender. Although more women than men attempt suicide, men are nearly four times more likely to die by suicide.
- A history of trauma or abuse.
- Prolonged stress.
- A recent tragedy or loss.

Mental Health Issues in the Community

According to the National Alliance on Mental Illness (NAMI)⁵:

- 20.6% of U.S. adults experienced mental illness in 2019 (51.5 million people), representing 1 in 5 adults.
- 5.2% of U.S. adults experienced serious mental illness in 2019 (13.1 million people), representing 1 in 20 adults.
- 16.5% of U.S. youth aged 6-17 experienced a mental health disorder in 2016 (7.7 million people).
- 3.8% of U.S. adults experienced a co-occurring substance use disorder and mental illness in 2019 (9.5 million people).

Mental health issues affect individuals from all races and ethnicities and disproportionately affect the lesbian, gay, bisexual, transgender, queer/questioning, intersex, and asexual (LGBTQIA) community.

- Annual prevalence, or frequency, of mental illness among U.S. adults, by demographic group:
  - Non-Hispanic Asian: 14.4%
  - Non-Hispanic white: 22.2%
  - Non-Hispanic black or African American: 17.3%

⁵ https://www.nami.org/mhstats
Common Mental Health Issues

Depression

Depression is a serious medical illness that negatively impacts how people feel, the way they think, and the way they act. It affects 8% of adults in the U.S. and impacts individuals in the LGBTQIA+ community at a higher rate than the general population.

Depression causes feelings of sadness and/or loss of interest in activities, can lead to physical health issues, and additional emotional problems. Furthermore, depression increases the risk of suicide significantly.

Fortunately, depression can be treated. Between 80% and 90% of people with depression have a positive outcome from treatment.

Anxiety

Anxiety is a common feeling that causes increased alertness, fear, and physical signs, such as a rapid heartbeat. Anxiety at any age can be described by high levels of distress, fear, and avoidance of feared situations or objects.

It is one of the most common mental health issues in the U.S. Almost 20% of adults have a diagnosed anxiety disorder and more so in women than in men. Anxiety disorders tend to begin in childhood or early adulthood.

Anxiety disorders are different from having anxiety because they are more severe, last longer, interfere with a person’s daily life, and, if left untreated, can cause real pain and distress leading to poor outcomes for individuals.

Trauma

Trauma is a shocking and dangerous event that someone sees or that happens to them. Trauma can cause high levels of stress that can harm one’s physical and/or mental health. Some examples include verbal, physical or sexual abuse, neglect, exposure to violence, alcohol/drug exposure,
poverty, divorce, and many others. Trauma affects approximately 8% of the population.

The impact of trauma on an individual can vary greatly. It can interfere with daily life, cause intense emotional upset, depressive symptoms or anxiety, behavioral changes, difficulty interacting with others, and more. Recent studies have also shown serious long-term consequences of exposure to trauma in childhood such as depression, heart disease, and obesity, among others.

Supporting a person directly following a traumatic event can significantly reduce the impact of symptoms and the challenges a person will experience.

**Substance Use Disorder**

Substance Use Disorders are problematic patterns of using substances, including drugs and alcohol, that result in impairment in daily life or noticeable distress. This can have harmful effects on mental health and can result in physical harm or injury, and either accidental death or suicide.

Substance use usually begins in adolescence and early adulthood – a particular concern because the use of substances can harm the brain which continues to develop until age 26. Substance use affects approximately 20.3 million people over the age of 12 in the U.S. each year.

It is important to note that many people with substance use disorders have co-occurring mental health challenges – meaning that they experience substance use issues and mental health issues at the same time. One reason for this is because many people with mental health issues attempt to use substances to reduce the symptoms of their mental illness.

Commonly misused substances include alcohol, opioids (heroin and prescription pain relievers), stimulants (crystal meth, cocaine, ecstasy), and cannabis (marijuana). As with the other mental health issues, it is more likely that someone will recover from a substance use disorder if it is identified and treated early.

*This section is intended to provide a brief overview of common mental health issues. For more information you can visit the National Alliance on Mental Illness.*

**Impact of the Pandemic on Mental Health**

The pandemic has devastated our communities. Increased isolation, lack of social connection, blurring of work and home boundaries, and fears created by the atmosphere of uncertainty have amplified the impact of this deadly pandemic. These factors have only exacerbated an already existing problem, the rise of people experiencing mental health issues across the state. The Kaiser Family Foundation reported 53% of adults stated that their mental health had been negatively impacted due to worry and stress caused by the coronavirus. From April 28 to May 10, 2021, 27.8% of adults in New Jersey reported symptoms of anxiety and/or depressive disorder.  


HOW TO LEVERAGE YOUR MWC TO ADDRESS MENTAL HEALTH

MWCs across the state have years of experience implementing physical health interventions such as exercise classes, nutrition support, and important health screenings in their communities. The same framework can be used to address mental health. Here are some ways that you can leverage your MWC to address mental health issues in your community.

Identify Community Needs

The Quality Institute always recommends using data to drive local programs. One way to support the mental health needs of your community is to first identify what those needs are. Some steps you can take include:

- Connect with local mental health providers to learn what issues and needs they are seeing in your community. This includes health systems, nonprofits, or county-run programs. Quality Institute staff can help get you connected to these providers in your community.
- Hold a Town Hall Meeting to hear from residents about mental health issues.
- Conduct a survey of your residents to learn more about their needs and experiences with mental health issues in your community. Quality Institute staff can help develop this type of survey.

Become a Stigma Free Community

Stigma is harmful to communities and residents. It creates fear and anger towards a marginalized, or powerless, individual or group. It prevents people from focusing on the disease that is causing the issue. Community leaders can help prevent stigma by taking the following actions:

- Use correct and appropriate language when talking about mental health issues. Check out the “Words Matter” Language Guide for examples from the Somerset County Department of Human Services in Appendix A.
- You can also learn more about the importance of language by taking a Mental Health First Aid Training, which the Quality Institute, as well as other organizations, offers throughout the year. See below for more information in the “Educate Your Community” section.
- Ensure images used in any communications (such as newsletters, social media platforms, flyers, etc.) show a diverse community and do not enforce stereotypes, or create an often-negative, oversimplified idea about an individual or group of people.
- Use municipal social media, newsletters, and other public information outlets to speak out against stereotyping.
- Increase resident awareness of available mental health resources. A great place to

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Your local MWC program is a perfect fit for implementing a Stigma Free Campaign in your community. The goal of a Stigma Free Campaign is to raise awareness about the impact stigma has on the community and to reduce barriers for individuals living with mental health and substance use conditions. It communicates that your community is a safe space for all residents and values a culture of health and wellness.

Stigma Free Initiatives can include activities such as:

- Stigma free community events. These can include stigma free walks, information sessions, Overdose Awareness events, or a film screening. NAMI has a list of recommended films depicting mental health that you can check out here.
- Reach out to NAMI to host an “In Our Own Voice” event in your community. In Our Own Voice (IOOV) is a program, developed nationally and sponsored around the state by NAMI New Jersey, designed to train individuals with various mental health conditions to give presentations about their illness and recovery. The program is a powerful tool for community education and reducing stigma by putting a human face on an often-misunderstood area of human suffering.
- Town Hall meetings to hear from residents about mental health issues in your community.
- Include a section on your town’s website to feature resources for mental health support. Check out this great collaborative example from Chatham Borough, Chatham Township, and the Borough of Madison.

- Partner with neighboring communities to increase visibility.
- Provide space on your township website for mental health resources.
- Let residents know about local services available to them.
- Highlight crisis support lines.

- Ongoing social media campaigns to spread awareness about community events, success stories, and educational information.
- Highlighting stories of recovery in your community. The Quality Institute staff is here to assist in strategies to collect and showcase these stories.
- Offer Mental Health First Aid Training.
This is a course that teaches people how to identify, understand, and respond to signs of mental illnesses and substance use disorders. The training provides the skills needed to reach out and provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis. Mayors, law enforcement, teachers, and interested residents can attend. Contact Quality Institute staff to learn more about bringing this training to your community.

Many communities across the state have robust Stigma Free Campaigns. These campaigns include stigma free toolkits, sample pledges community members and businesses can sign, sample resolutions, language guides, and action plans. Here are just a few examples of excellent resources from county Stigma Free Initiatives:

- Bergen County Stigma Free Initiative
- Monmouth County Stigma Free Initiative
- Morris County Stigma Free Initiative
- Somerset County Department of Human Services Stigma Free Initiative

To find out if your county has a stigma free initiative or for assistance getting connected to local campaigns, contact Quality Institute staff today.

**Educate Your Community**

Part of what fuels the stigmatization of mental health issues is a lack of understanding and education about what mental health really is and how we can support our mental health the same way that we support our physical health. Through your MWC, there are many options of how to improve your community’s understanding of the importance of mental health issues.

- **Host Mental Health First Aid Training**
  - Trainings can be offered in person or virtually. They can be offered to a specific group in your community, for example, your library staff or members of your police force, or they can be offered to the public. This training is perfect for any member of your community.

- **Partner with a local health system to provide community education**
  - The MWC partnered with Evesham Township and Cooper University Health Care to host a virtual presentation about the psychological impact of the COVID-19 pandemic. Mental health experts were available to answer residents’ questions. Quality Institute staff can connect you to experts in your local community to co-host similar events.

- **Provide yoga, meditation, and mindfulness classes through your MWC**
  - These are very common programs offered through MWC initiatives across the state but are often seen as physical health activities. Research shows how effective these
types of interventions can be for improving mental wellness. Connect with a local yoga studio or gym that offers these classes to include your business community in your MWC and offer important resources to residents.  

**More Examples from 2020 Healthy Towns**

**Highlands Borough** made the best of the time when community gatherings were not an option and used a survey to collect important data about the mental health and wellness of residents. They used this data to guide programming for 2021.

**Jefferson Township** partnered with local health systems and services providers to educate residents about suicide prevention as well as advance care planning through the Mayors Wellness Campaign’s *Conversation of Your Life (COYL)* program.

**Norwood** created a “Canvas of Hope” where residents could post messages of resilience and hope during a time when individuals were struggling.

**Social Isolation and Mental Health**

Social isolation is the lack of social connections which can lead to loneliness and have serious long-term effects on overall health and wellness. Health risks associated with social isolation and loneliness include premature death, increased risk of dementia, and increased rates of depression, anxiety, and suicide. Social isolation has increased because of the pandemic and the need for social distancing. Even prior to the pandemic, 43% of adults age 60 or older reported feeling lonely, and those numbers have only increased over the past year.

There are many benefits of being socially connected and integrated into a community. Individuals who have stronger social connections are happier, have fewer mental health concerns, and have better overall health outcomes.

Don’t forget to check out the [MWC Reducing Social Isolation Toolkit](https://www.cdc.gov/mentalhealth/stress-coping/reduce-stigma/index.html) for a step-by-step guide on how to reduce social isolation and improve the mental health of your residents. The toolkit will assist in matching volunteers with older adults in your community to increase social connectedness.
When someone is experiencing a mental health issue, one of the most important steps is knowing where to go for help. The resources below are for you to share on your community website, social media, or in your community spaces so that residents can access crucial mental health services in a time of need. You can also encourage municipal employees to familiarize themselves with these resources so that they can provide information and referrals to residents looking for help.

In the event of a medical emergency, call 9-1-1.

Crisis Hotlines

- **NJ Suicide Prevention-NJ Hope Line**: 1 (855) 654-6735
- **National Suicide Prevention**: 1 (800) 273-8255
- **Substance Use Disorders-NJ Connect**: 1 (855) 652-3737
- **Behavioral Health Information and Referral-Mental Health Cares**: 1 (866) 202-4357

Psychiatric Emergency Screening Services

Every county has a dedicated Screening Service for psychiatric emergencies, crisis intervention, and information and referral.

**Atlantic County**
Psychiatric Intervention Program at Atlanticare Regional Medical Center
1925 Pacific Avenue,
Atlantic City, NJ 08401
HOTLINE: (609) 344-1118

**Bergen County**
Care Plus NJ, Inc.
New Bridge Medical Center
230 East Ridgewood Avenue,
Paramus, NJ 07652
HOTLINE: (201) 262-4357

**Burlington County**
Legacy Treatment Services
HOTLINE: (609) 835-6180

**Camden County**
Oaks Integrated Care
2201 W. Chapel Avenue,
Cherry Hill, NJ 08002
HOTLINE: (856) 428-4357

**Cape May County**
Acenda Integrated Health
2 Stone Harbor Boulevard,
Cape May Court House, NJ 08210
HOTLINE: (609) 465-5999
Cumberland County
Cumberland Co. Guidance Center at Inspira Health Network
333 Irving Avenue, Bridgeton, NJ 08302
HOTLINE: (856) 455-5555

Essex County
Clara Maass Medical Center
1 Clara Maass Drive, Bellville, NJ 07109
HOTLINE: (973) 844-4357

Hunterdon County
Hunterdon Medical Center,
Emergency Services Behavioral Health
2100 Wescott Drive, Flemington, NJ 08822
HOTLINE: (908) 788-6400

Mercer County
Capital Health Regional Medical Center
750 Brunswick Avenue, Trenton, NJ 08638
HOTLINE: (609) 396-4357 or (609) 989-7297

Middlesex County
Primary Screening Service:
Rutgers University Behavioral Health Care
671 Hoes Lane, Piscataway, NJ 08854
HOTLINE: (855) 515-5700

Affiliated Emergency Service (AES):
Raritan Bay Medical Center
530 New Brunswick Avenue, Perth Amboy, NJ 08861
HOTLINE: (732) 442-3794

Monmouth County
Primary Screening Service:
Monmouth Medical Center
300 second Avenue, Long Branch, NJ 07740
HOTLINE: (732) 923-6999

Affiliated Emergency Services (AES):
CentraState Medical Center
901 West Main Street, Freehold, NJ 07728
HOTLINE: (732) 294-2595

New Jersey Health Care Quality Institute
Jersey Shore University Medical Center
1945 Corlies Avenue, Rt 33,
Neptune, NJ 07753
HOTLINE: (732) 776-4555

Riverview Medical Center
1 Riverview Plaza, Red Bank, NJ 07701
HOTLINE: (732) 219-5325

Morris County
Primary Screening Service:
Prime Healthcare Services – St. Clare’s LLC
25 Pocono Road, Denville, NJ 07834
HOTLINE: (973) 625-6160

Affiliated Emergency Services (AES):
Morristown Memorial Hospital
100 Madison Avenue, Morristown, NJ 07960
HOTLINE: (973) 540-0100

Chilton Medical Center
97 West Parkway, Pompton Plains, NJ 07444
HOTLINE: (973) 831-5078

Ocean County
Monmouth Medical Center South
600 River Avenue, Lakewood, NJ 08701
HOTLINE: (732) 886-4474 or (866) 904-4474

Passaic County
St. Joseph’s Hospital Health Care System
703 Main Street, Paterson, NJ 07514
HOTLINE: (973) 754-2230

Salem County
Healthcare Commons Inc at
Memorial Hospital of Salem County
310 Woodstown Road, Salem, NJ 08079
HOTLINE: (856) 299-3001

Somerset County
Bridgeway Rehabilitation Inc.
282 East Main Street, Somerville, NJ 08876
HOTLINE: (908) 526-4100

Sussex County
Newton Medical Center
175 High Street, Newton, NJ 07860
HOTLINE: (973) 383-0973

Union County
Primary Screening Service:
Trinitas Regional Medical Center
655 East Jersey Street, Elizabeth, NJ 07201
HOTLINE: (908) 994-7131

Affiliated Emergency Services (AES):
Overlook Medical Center
99 Beauvior Road, Summit, NJ 07901
HOTLINE: (201) 831-5078

Rahway Hospital
865 Stone Street, Rahway, NJ 07065
HOTLINE: (732) 381-4949 or (732) 499-6165

Warren County
Family Guidance Center of Warren County
370 Memorial Parkway, Phillipsburg, NJ 08865
HOTLINE: (908) 454-5141
County Mental Health Administrators and Alcohol and Drug Abuse Directors

Contact your County Mental Health Administrator or Alcohol and Drug Abuse Director for assistance seeking services locally. They are a great resource for getting residents connected to services.

Alcohol & Drug Abuse Directors

Atlantic County

Jennifer Pielhau
Substance Abuse Coordinator
Dept. of Human Services
Division of Public Health
201 South Shore Road
Northfield, NJ  08225
Phone: (609) 645-5932
E-Mail: pielhau_jennifer@aclink.org

Mental Health Administrators

Kathleen Quish, LCSW
Mental Health Administrator
Shoreview Building
101 South Shore Road
Northfield, NJ  08225
Phone: (609) 645-7700, Ext. 4519
E-Mail: quish_kathleen@aclink.org

Bergen County

Laurie Crocco
Bergen County Dept. of Health Services
Program Coordinator,
Office of Alcohol & Drug Dependency
One Bergen County Plaza, 4th Floor
Hackensack, NJ  07601
Phone: (201) 634-2744
E-Mail: lcrocco@co.bergen.nj.us

Shelby Klein
Bergen County Dept. of Health Services
Division Director
Division of Mental Health
One Bergen County Plaza, 4th Floor
Hackensack, NJ  07601
Phone: (201) 634-2745
E-Mail: sklein@co.bergen.nj.us
**Burlington County**

Cyndy Pappaterra  
Burlington County Drug & Alcohol Coordinator  
Office of Human Services  
795 Woodlane Road - PO Box 6000  
Westampton, NJ 08060-0600  
Phone: (609) 265-5530 / 5536  
E-mail: cpappaterra@co.burlington.nj.us

Shirla Simpson  
Mental Health Administrator  
Elfrieda Francis  
Assistant Mental Health Administrator  
Division Head, Division of Behavioral Health  
Dept. of Human Services  
795 Woodlane Road  
Mount Holly, NJ 08060  
Phone: (609) 265-5383  
Email: ssimpson@co.burlington.nj.us  
efrancis@co.burlington.nj.us

**Camden County**

John Pellicane, MBA, DRCC  
Director Alcoholism & Drug Abuse Services  
Dept. of Health and Human Services  
DiPiero Center  
512 Lakeland Road, Suite 501  
Blackwood, NJ 08012  
Phone: (856) 374-6320  
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Blackwood, NJ 08012  
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**Cape May County**

Patricia Devaney  
Director Dept. of Human Services  
4 Moore Road - DN907  
Cape May Court House, NJ 08210-1654  
Phone: (609) 465-1055  
E-mail: patricia.devaney@co.cape-may.nj.us

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Phone: (609) 465-1055  
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Cumberland County

Melissa Niles  
Director of Human Services  
Alcohol & Drug Abuse Services Coordinator  
Dept. of Human Services  
70 W. Broad Street  
Bridgeton, NJ  08302  
Phone: (856) 459-3080  
E-mail: melissani@co.cumberland.nj.us

Essex County

Eileen Fishman, RP  
Alcoholism & Drug Abuse Director  
Dept. of Health & Rehabilitation  
50 S. Clinton Street, Suite 4301  
East Orange, NJ  07018  
Phone: (973) 395-8402  
E-mail: efishman@dchs.essexcountynj.org

Gloucester County

Judith M. Tobia-Johnson, MBA  
Director Division of Addiction Services  
Dept. of Health & Human Services  
115 Budd Blvd  
PO Box 337  
Woodbury, NJ  08096  
Phone: (856) 384-6886  
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Hudson County

Robin F. James, MA, PD (MFT), LPC  
Alcohol and Drug Director  
Dept. of Health & Human Services  
830 Bergen Avenue, 2B  
Jersey City, NJ  07306  
Phone: (201) 369-5280, ext. 4250  
E-mail: rjames@hcnj.us
Hunterdon County

Stacey Becker  
Alcohol & Drug Abuse Director  
Dept. of Human Services  
8 Gauntt Place - PO Box 2900  
Flemington, NJ 08822-2900  
Phone: (908) 788-1253  
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Phone: (908) 788-1253  
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Mercer County

Ann Dorocki  
Chief Addiction Services  
Dept. of Human Services  
640 South Broad Street - PO Box 8068  
Trenton, NJ 08650-0068  
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Michele Madiou  
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Division of Mental Health  
640 South Broad Street  
Trenton, NJ 08650  
Phone: (609) 989-6574 / 6529  
E-mail: mmadiou@mercercounty.org

Middlesex County

Lori Dillon  
Director Middlesex County Division of Addiction & Mental Health Planning  
Administration Building  
JFK Square, 5th Floor  
New Brunswick, NJ 08901  
Phone: (732) 745-4518  
E-mail: lori.dillon@co.middlesex.nj.us

Penny Grande  
Mental Health Administrator  
Middlesex County Division of Addiction & Mental Health Planning  
Office of Human Services  
JFK Square - 5th Floor  
New Brunswick, NJ 08901  
Phone: (732) 745-4313  
E-mail: penny.grande@co.middlesex.nj.us

Monmouth County

Desiree Whyte  
Director Alcoholism & Drug Abuse Services  
Division of Behavioral Health  
3000 Kozloski Road  
Freehold, NJ 07728  
Phone: (732) 431-6451, ext. 6454  
E-mail: desiree.whyte@co.monmouth.nj.us

Steven Horvath  
Mental Health Administrator  
Division of Behavioral Health  
3000 Kozloski Road  
Freehold, NJ 07728-1255  
Phone: (732) 431-7200  
E-mail: steven.horvath@co.monmouth.nj.us
Morris County

Rosalyn Suarez
Addictions Coordinator
Morris County Dept. of Human Services
One Medical Drive
Parsippany, NJ 07054
Mailing:
P.O. Box 900
Morristown, NJ 07963-0900
Phone: (973) 285-6867
E-mail: rosuarez@co.morris.nj.us

Amy Archer
Mental Health
Administrator
Morris County Dept. of Human Services
One Medical Drive
Parsippany, NJ 07054
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MORE RESOURCES

- Mental Health First Aid from the National Council for Mental Wellbeing: https://www.mentalhealthfirstaid.org/
- National Alliance on Mental Illness: https://nami.org/Home
- National Institutes of Health Emotional Wellness Toolkit: https://www.nih.gov/health-information/emotional-wellness-toolkit
- New Jersey Division of Mental Health and Addiction Services: https://www.state.nj.us/humanservices/dmhas/home/
- Total Wellness Mental Health Activities for the Workplace: https://info.totalwellnesshealth.com/blog/mental-health-awareness-month-activities-

LET US HELP

Quality Institute staff is here to help you implement mental health programming in your community. We are here to assist with:

- Creating your education and awareness campaigns,
- Partnering with community organizations and health care providers to provide programming,
- Connecting you with local experts to support your work,
- Providing Mental Health First Aid Trainings in your community,
- Creating evaluation surveys and tools to measure the impact of your program.

For technical assistance with your Mental Health Initiative, contact MWC Program Officer, Julie DeSimone at jdesimone@njhcqi.org or 609-452-5980. For more information about the MWC, visit: http://bit.ly/NJHCQIMWC.
### “Words Matter” Language Choice Guide

Language matters, but it can change depending on the setting we are in. Choosing when and where to use certain language and labels can help reduce stigma and discrimination towards mental health, substance use and recovery.

<table>
<thead>
<tr>
<th>Term</th>
<th>Self-Identifiers</th>
<th>Family / Friends</th>
<th>Public / Media</th>
<th>Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insane / Crazy / Nuts / Unstable / Whackjob</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Schizo(phrenic) / Bipolar</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Alcoholic / Drunk / Junkie / Drug Addict</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Slip / Lapse / Relapse</td>
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<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Committed Suicide / Killed Themself</td>
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<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Medication Assisted Treatment</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Substance Abuser / Drug User</td>
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<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Dopehead / Crackhead / Pothead</td>
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<td>STOP</td>
</tr>
<tr>
<td>Substance Abuse / Misuse Dependence</td>
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<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Clean / Dirty</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
</tr>
<tr>
<td>Staying Clean / Abstinence</td>
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<td>STOP</td>
<td>STOP</td>
<td>STOP</td>
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<tr>
<td>Mental Illness</td>
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<td>STOP</td>
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<tr>
<td>Person In Recovery / Maintaining Recovery</td>
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<td>OK</td>
<td>OK</td>
<td>OK</td>
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<tr>
<td>Long Term Recovery</td>
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<td>OK</td>
<td>OK</td>
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<tr>
<td>Medication Assisted Recovery</td>
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<td>OK</td>
<td>OK</td>
<td>OK</td>
</tr>
<tr>
<td>Co-Occurring (Mental Health &amp; Substance Use)</td>
<td>OK</td>
<td>OK</td>
<td>OK</td>
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<tr>
<td>Died by Suicide</td>
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<td>OK</td>
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<tr>
<td>Person with a Substance Use Disorder</td>
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<tr>
<td>Person with a Mental Health Disorder</td>
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<td>OK</td>
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<tr>
<td>Reoccurrence of Substance Use</td>
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<td>OK</td>
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</tbody>
</table>

Source: Ashford, Brown, Curtis (2018)
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Please be advised it is not the intent of this publication to provide clinical or legal advice.