

East Coast Hub

Year One Highlights

2024-2025

About the East Coast Hub

- The East Coast Hub, located within Emory University's Rollins School of Public Health, serves HHS Regions 3 and 4, encompassing Alabama, Delaware, the District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, and West Virginia.
- This summary provides an overview of the East Coast Hub's achievements over the past year, highlighting key activities and outcomes. It reflects our progress in supporting organizations to implement, deliver, and sustain effective mental health practices and serves as a resource for sharing our impact with stakeholders, partners, and the broader mental health community.

East Coast Hub
Emory Univ.



At-A-Glance



8 Events

Including 3 learning sessions, 2 learning communities, and 3 collaborative learning events



96 Attendees

See below for a breakdown of attendees' job roles and employment settings.

- The East Coast Hub Advisory Board consists of state mental health and program leaders from HHS Regions 3 and 4. During semiannual meetings, the Board advises the East Coast Hub on the mental health priorities and innovations of each state represented.

Attendee Job Roles

- Public or business administrator (33%)
- Social worker (22%)
- Counselor/therapist (15%)
- Psychiatrist/psychologist (13%)
- Case manager/care coordinator (9%)
- Teacher/educator (7%)
- Community health educator (4%)

Employment Setting

- State/county/jurisdictions/territorial /tribal government (61%)
- Mental health clinic or treatment program (15%)
- Elementary/secondary education setting (13%)
- Community recovery support program (2%)
- Substance use disorder treatment program (2%)
- Other (7%)

Attendee satisfaction with the overall quality of East Coast Hub events



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Implementation Support Snapshot

The East Coast Hub offers consultation and targeted and intensive technical assistance to support an organization's capacity to plan, implement, and sustain effective mental health programs. Below is a sample of support offerings from Year 1.

- **Project Management Principles for Mental Health Practice Implementation:** In partnership with the Kentucky Department for Behavioral Health, Developmental and Intellectual Disabilities, this three-part learning series equipped state mental health program managers with practical project management tools to successfully implement mental health services, strengthen service delivery, improve team coordination, and reduce overwhelm. Attendees gained foundational project management skills tailored to behavioral health settings for launching new initiatives and sustaining existing programs.
- **Strategies to Develop and Enhance the Sustainability of School-Based Mental Health Systems:** This learning community included current and former Project AWARE grantees and school mental health leaders across seven states in HHS Regions 3 and 4. Through peer-to-peer learning and insights from Project AWARE veterans, attendees explored research, tools, and best practices for sustaining school mental health programs beyond the grant cycle. A central theme emphasized leveraging Project AWARE to build lasting infrastructure and capacity for school-based mental health systems.
- **Foundations of Measurement-Based Care:** This learning session equipped behavioral health leaders, administrators, and implementers with practical insights into how routinely collected patient-reported outcomes can guide clinical decisions, monitor progress, and improve treatment effectiveness. Attendees explored the purpose of MBC in behavioral health settings, examined its core components, and reviewed practical resources for successful implementation.



Voices From the Field



- *“Project management... will help me greatly with my team. I loved the real-life examples...”*
- *“The tools provided are amazing and I have already put a couple of them to use!”*
- *“I am so grateful for this type of support...and the ability to easily share with colleagues and partners.”*
- *“The sessions provided me with the opportunity to see how other states are accomplishing their goals. We may have different approaches but ultimately we all want to improve the quality and quantity of mental health care...”*



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