



THE AUGUSTUS A. WHITE III INSTITUTE

FOR HEALTHCARE EQUITY



**NATIONAL MENTAL HEALTH AND WELLNESS INITIATIVE
BENEFITING BLACK AND BROWN YOUNG ADULTS AGED 18-25**

Updated June 10, 2025



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For Healthcare Equity

Establishing a Platform of National Service Providers

Our vision for creating impact



Dr. Augustus A. White III

A Legacy of Healthcare Equity

*The Augustus A. White III Institute for Healthcare Equity is based and inspired by the life and experiences of world-renowned orthopedic surgeon and medical educator, Dr. Augustus A. White III. The Institute is dedicated to his mission to **provide quality healthcare services to everyone regardless of race, ethnicity, gender, gender identity, marital status or sexual orientation.***

[Introduction to AAWI](#)

A Campaign For Change

Collaborative initiative with Havas Health and Arnold Worldwide **to create and implement a nationwide mental health and wellness media campaign focusing on black and brown young adults aged 18-25.**

Strategic Aims

- Promote the **benefits of mental health wellness**
- **Drive traffic** to approved service providers **via an institute healthcare app** offering **no-cost mental health screenings and treatment¹**
- **Partner with qualified non-profit organizations** around the country to **provide mental health services to our target group.**





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Addressing Unmet Mental Health Needs in Diverse Communities

Pre-Pandemic Health Trends¹

- 81% increase in young adults (18-25) reporting major depressive episodes from 2008 to 2019.
- Poor mental health linked to worsened educational outcomes.
- Costs of untreated mental illness include homelessness and incarceration.

Mental Health in Black Communities²

- Suicide is the 3rd leading cause of death for African Americans (15-24) in 2020.
- 58.2% of Black young adults (18-25) and 50.1% of adults (26-49) with serious mental illness did not receive treatment in 2018.
- Adult Black community 20% more likely to experience serious mental health problems.

Mental Health in Latinx Communities³

- Over half of Hispanic young adults (18-25) with serious mental illness may not receive treatment.
- Only 35.1% of Hispanic/Latinx adults with mental illness receive treatment annually.
- Unique barriers include language barriers and fear of deportation among undocumented immigrants.

Better Together

*Our initiative aims to bridge these gaps and ensure equitable access to **mental health** care.*

¹<https://www.whitehouse.gov/cea/written-materials/2022/05/31/reducing-the-economic-burden-of-unmet-mental-health-needs/>

²<https://www.columbiapsychiatry.org/news/addressing-mental-health-black-community>

³<https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/Hispanic-Latinx>



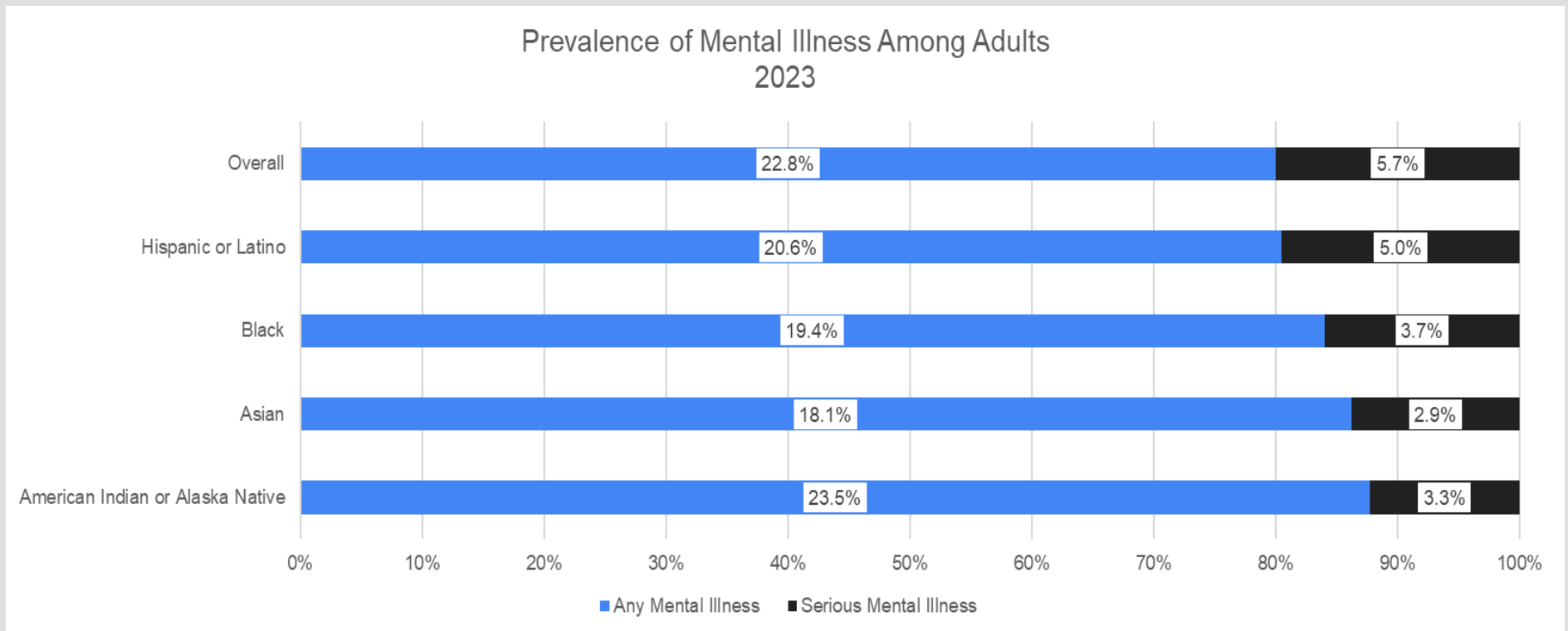


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The Need: Mental Illness Prevalance – Initial Focus to Help Non-Serious Population

The Institute will prioritize its initial efforts to reaching out to those in the larger category of Any Mental Illness, while recognizing there is often overlap with the Serious Mental Illness population.



Source: Substance Abuse and Mental Health Services Administration. (2024). Key substance use and mental health indicators in the United States: Results from the 2023 National Survey on Drug Use and Health (HHS Publication No. PEP24-07-021, NSDUH Series H-59). Center for Behavioral Health Statistics and Quality, Substance Abuse and Mental Health Services Administration. <https://www.samhsa.gov/data/report/2023-nsduh-annual-national-report>



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Help is Needed Now: June 2025* AAKOMA Report The State of Mental Health of Youth and Young Adults of Color

Background Survey Research Methods- *see [AAKOMA_SOMHYOC-2025-full-report.pdf](#)

- Online Survey conducted January 22 to February 5, 2025 – 23,795 people responded to the online survey spending on average 18 minutes to respond.
- Survey data curated and reduced “... survey data from almost 9,000 (N=8,651), YYAC aged 13-25, ... Our sample is evenly distributed between 13-17-year-olds (49.3%) and 18-25-year-olds (50.7%).
- Participant eligibility criteria: Identify as Black/African American, Latino/é, Asian American/Native Hawaiian/Pacific Islander (AANHPI), Native American/Indigenous, Arab/Middle Eastern and North African (MENA), or Biracial/Multiracial, Age 13 to 25
- Measured two clinical outcomes: depression and anxiety over the prior seven days such as trouble sleeping and feeling worried.



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Help is Needed Now: June 2025* AAKOMA Report The State of Mental Health of Youth and Young Adults of Color

Survey Findings "... young people find themselves negatively impacted by epic levels of loneliness and isolation and ever-increasing threats to racial justice and social justice worldwide. . ."

- **Anxiety** - 60.6% of Youth and Young Adults of Color report experiencing Moderate to Severe Anxiety in the Prior 7 Days. "Symptoms of Anxiety over the Prior 7 Days" for Latino and Black Youth and Young Adults,

I felt anxious, worried, or nervous – Latino 86.2%, Black 82.6%

I sought reassurance from others due to worries – Latino 76.8%, Black 76.7%

I spent lots of time making decisions, putting off making decisions, or preparing for situations, due to worries – Latino 77.8%, Black 78.7%

I needed help to cope with anxiety (e.g., alcohol or medication, superstitious objects, or other people) – Latino 73.7%, Black 68.5%

*see [AAKOMA_SOMHYOC-2025-full-report.pdf](#)



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How to Help - A Diversified Approach to Value Creation, *Provider Based Programming*

We can connect you to Target Group members in need of information and access to organizations providing mental health services

	Institute Role	Stakeholder Role
Objectives	Foster collaboration and develop partnerships with non-profit organizations providing service to the target group.	Support Institute efforts to expand partnerships with organizations locally and nationally that support mental health services for target group members.
Outreach	Connect target group members via the mental health campaign with important information and potential providers.	Work with Institute on a local and national basis to identify and support key stakeholders, and partner with qualified community organizations.
Service Providers	Connect providers to with funding sources offered to targeted members – help them grow resources to expand services	Develop insights measuring the effectiveness of provider programs through data analysis and impact reporting.



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How to Help - A Diversified Approach to Value Creation, *Stakeholder Focused Programming*

We can connect you to passionate differentiators which move the need and drive change.

	Institute Role	Stakeholder Role
Programming	Support Development and operationalization of local and national programming to share campaign opportunities.	Develop/enhance initiatives to promote benefits of mental health wellness across multiple at-risk groups.
People Development	Connect providers to leaders in space with an expansive knowledge base to increase the cultural literacy around mental health wellness.	Share available key data and provide a forum for Institute led community and industry discussions with service providers and strategize on important next steps.
Insights	Develop insights by measuring the effectiveness of community programs and healthcare app through data analysis and impact reporting.	Collect data on the efficacy of programs as well as sharing any discoveries or best practices of service providers.



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The Institute's Response -Mental Health and Wellness Campaign

The Institute is collaborating with Havas Health and Arnold Worldwide to create and implement a nationwide mental health and wellness media campaign focusing on Black and Brown young adults aged 18-25. (www.aawinstitute.org, www.havashealthandyou.com, www.arn.com) Three Components:

- Media Campaign will utilize short films as teaching tools to promote the benefits of Mental Health Wellness and to reduce stigmas in Black and Brown communities.
- Institute Healthcare App will provide useful information on the benefits of Mental Health Wellness including how to navigate your own mental health.
- Community Forums and Panel Discussions will be designed to promote Mental Health Wellness and to support pipeline efforts to increase interest in the Mental Health field as a profession. "You Talk, We'll Listen."



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Institute's Media Campaign - Let's Have a Dialog on Helping Each Other

Potential Hospital Partners – Host Short Film Screenings and Professional Commentary.

- Per the Media campaign, the Institute will create with the assistance of healthcare consultants, short films that can be (i) used at Community Forums, (ii) posted on Institute's website, Healthcare App, and social media platforms, (iii) used as a teaching tool in medical schools and hospitals, and (iv) shown in waiting rooms at hospitals and doctor's offices to raise awareness.
- Short films will be used to facilitate discussions among mental health professionals about improving care and the benefits of providing patients with *Humble Care*. Potential film content consultants include Yale Health, The Disparities Solutions Center at MGH, Association of American Medical Colleges, and Boston Children's Hospital.



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Institute's Media Campaign – Communication is a Valuable Tool To Begin the Wellness Journey

Havas/Arnold Media Plan – Completed and Ready to Implement.

- [GCxAAWI_minideck_.pdf](#)
- Short films can be used (i) to instruct healthcare providers about the benefits of “culturally humble care” and (ii) at community forums to promote discussions around stigma and support of young adults.
- Short films focus on the relationships within families (father/son, mother/daughter) and how parental expectations can impact the mental health of their children who are trying to meet those expectations. How and why parents be should better listeners.
- Cost estimate to produce short films - \$1m to \$3m, depending on how many and who is featured. (i.e. athletes, entertainers, influencers)



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Institute Response: Mental Healthcare App –Vital Tool to for the Wellness Journey

Mental Health Wellness App – Architecture Completed and Ready to Launch

<https://aawinstitute.org/my-mental-health-wellness-app>

- Focuses on the particular needs of Black and Brown young adults but can be used by anyone. Needs to be curated to remain relevant.
- Supports the media campaign- content can be accessed on App.
- Free resources, learn from mentors – athletes, celebrities, influencers, peers, My Mental Health – tracking, data, Chat sessions.
- Collects non-personally identifiable information/data on users (in compliance with HIPPA guidelines) to assess individual and community needs/trends.
- Collect data via surveys on the efficacy of Community Forums – helpful, what can be improved?



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Potential Partners – Community Conversations About Helping Others

Supported by the Media Campaign, the Institute's strategy is to enlist the assistance of established organizations and offer them a platform to promote mental health wellness. The Institute's media campaign will raise community awareness of the need to promote mental health wellness, the forums will bring communities together to discuss, and the healthcare app will offer important information as a first step in the mental health wellness journey. Potential partners include:

- **Boys and Girls Clubs of America** – Host Community Forums on Benefits of Mental Health Wellness, “*You Talk, We’ll Listen*”. With 5,200 locations nationwide, BGCA has potential to host community forums in cities around the country.
- **Urban League** and **NAACP** have the potential to support community forums in their communities; bringing community leaders together to support mental health wellness.
- **Good Shepard of Massachusetts** – Will help us organize, design, and host community forums that are tailored to meet the needs of a particular community, which will include local mental health professionals and service providers.



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Potential Partners – Community Conversations About Helping Others

Potential Partners include:

- **Association of American Medical Colleges** - Can assist with the design of the short films – content and messaging, and creation of educational curriculum using short films as teaching tools in medical schools, (and in hospital waiting rooms).
- **Strong Minds** can help us train community volunteers to become active listeners for young people in need of someone to talk to other than a family member. SM is an international organization promoting mental health wellness in Uganda, Zambia, and Kenya.
- **NBA/NFL Players Associations**– Potential to participate in the short films, and community forums (outreach has been made).
- **Local Community Health Centers** – Can offer important information on where to seek mental health assistance.
- **Healthcare Insurers** – Can offer preventative mental health strategies that include a focus on physical health and how to navigate the complexity of seeking insurance coverage.



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The Institute Seeks a Diverse Group of Sponsors

The Institute's Campaign and Programs support all Major Stakeholders:

- Health Insurers -funding preventative mental health strategies now generates future cost savings.
- Business Community – funding mental health strategies now will strengthen our future workforce as over 52% of all young people under the age of 18 are minorities.
- Local Communities - efforts to aid young adults as they transition from high school to college or the work force helps build stronger and more connected communities and should reduce poverty and crime rates.
- Funding Tactical Approach - To build a diverse a set of resilient funding streams, we will need to be strategic about creating a portfolio of support from foundations, philanthropic organizations, corporations and individual donors.
- Based on the initial budget we would look to raise from 8 to 10 organizations~ \$250,000 – 500,000 from each to support the initial years of operation.



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Institute Funding Strategy

Capital Campaign. The Institute's capital campaign seeks to raise \$6 million and to ideally begin operations with funding commitments of \$3.6 million for two years of operation. The funding will [i] cover the hiring of key initial employees (CEO/Executive Director), [ii] allow program offerings to begin on a regular basis, and [iii] permit the implementation of an annual fundraising strategy that includes foundation grant proposals.

Budget Projections. This varies based upon fundraising success and assumes in-kind office space donation by a Stakeholder.

Year 1 (January 2025 - December 2025) Total expenses - \$1,174,717
FTE employees (5), includes \$600,000 for Short Films/15 Community Forums

Year 2 (January 2026 - December 2026) Total expenses - \$2,995,360
FTE employees (16, staggered), includes \$600,000 for Short Films/15 Community Forums

Year 3 (January 2026 - December 2027) Total expenses - \$4,199,148
FTE employees (16), includes \$700,00 for Short Films and 30 Community Forums



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Institute Funding Strategy

The Institute's organizational needs are dependent upon fundraising success. The top priority is to search for and hire a Chief Executive Officer and limited staff. Estimated cost conduct a search for a qualified CEO is \$35,000 to \$50,000. CEO/Executive Director salary/benefit range - \$250,000.

Institute's goals over the next 12 months are as follows:

1. Search and Hire an Interim/Full-time CEO and/or Executive Director

- 1A. Hire an Administrative Office Manager - handle inquiries, provide board support to
- 1B. Search for and hire full-time and part-time employees
- 1C. Fundraising services - grant proposals, corporation sponsorships
- 1D. Search for and secure office space

2. Outsource Key Services

- 2A. Communications - focus groups, surveys and studies
- 2B. Website and Healthcare App Management
- 2C. Accounting Services and General Bookkeeping (Mahony and Reeve LLC)
- 2D. Public Relations - Outreach - to diverse patient groups and healthcare providers

3. Special Event Services – Community Forums and Media Film Campaign



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Institute's 2025 Projected Launch Budget - Salaries

<u>Position</u>	<u>Annual Salary</u>	
CEO	\$ 250,000.00	
Administrative Assistant	\$ 70,000.00	
Director of Marketing/Special Events	\$ 70,000.00	
Director of Community Relations	<u>\$ 70,000.00</u>	
	\$ 460,000.00	
Salaries, Bonus, Benefits @35.35%	\$ 162,610.0000	
Total Expenses Salaries, Benefits	\$ 622,610.0000	



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Institute's 2025 Projected Launch Budget – Office Expenses

<u>Office Expenses</u>		
Accountant/Payroll Outsourced	\$	50,000.00
Annual State/Federal Filing Fees	\$	300.00
Back Office Consulting Support	\$	25,000.00
Database/Web Hosting Fees	\$	2,500.00
Development Costs and Fees	\$	7,500.00
App/Website Design and Maintenance	\$	40,000.00
Hardware /Software Licensing Fees	\$	25,000.00
Insurance- GL, D&O, and WC	\$	1,000.00
Legal - Compliance	\$	2,500.00
Office Rental -\$30 sf, 1000 sf	\$	10,000.00
Phones, Office Equipment,-10% B	\$	2,500.00
Total Office Expenses	\$	166,300.00



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Institute's 2025 Projected Launch Budget – Forums/Media Expenses

<u>Community Forums/Media Expenses</u>		
Media - Public Relations Consultant	\$	50,000.00
Publications and Printing	\$	7,500.00
Fundraising Expenses	\$	25,000.00
Marketing, Surveys, Focus Groups	\$	50,000.00
Travel and Conferences	\$	15,000.00
Short Film Production	\$	250,000.00
Good Sheppard Forum 10 Events	\$	35,000.00
BCGA Forum Expenses	\$	40,000.00
Program Expenses	\$	12,500.00
Social Media Posting Expenses	\$	25,000.00
Total CFMR Expenses	\$	510,000.00
<u>Total Expenses Including Salaries</u>	\$	1,298,910.0000



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WHY THE INSTITUTE WILL SUCCEED

Sound and Established Business Strategies.

- The Institute will partner with established organizations that have proven community outreach track records such as the BGCA, Urban League and NAACP. Each proposed action has been successfully implemented in other contexts.
- The Institute's media campaign will be managed by a global media company with healthcare expertise – Arnold Worldwide and Havas Health. We have a tested and well thought-out strategy to reach our target audience.
- The Institute's growth will be managed by Board of seasoned and well-respected professional with decades of public service and expertise in delivering results, as well as industry consultants.
- The Institute will support the ongoing efforts of healthcare providers and insurers by offering an additional strategy to provide important information and services to our communities.

Minority Professional Involvement.

- Our Board is uniquely qualified to deliver measurable results. The Institute will draw of the learned experiences of our members, who have each excelled in leadership positions in corporations and businesses including healthcare institutions. As a way of “giving back,” they are committed to helping improve the mental health journey of young adults.



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Institute In-Kind Donations To Date

CHOATE HALL & STEWART	<ul style="list-style-type: none">• Macey Russell, Board Chair and President, and Retired Partner• Legal	IN-KIND CONTRIBUTIONS IN EXCESS OF \$3.5M, NOT INCLUDING PRO BONO BOARD MANAGEMENT CONTRIBUTIONS
NATIONAL CONSULTING FIRM WITH HEALTHCARE EXPERTISE	<ul style="list-style-type: none">• Institute Launch Strategy, Board Structure & Governance, Board Facilitation	
SUFFOLK UNIVERSITY	<ul style="list-style-type: none">• Assist with Development and Design of Website Architecture	
BLESS DESIGN AGENCY	<ul style="list-style-type: none">• Institute Website Development and Management• Development of Healthcare App	
ARNOLD WORLDWIDE HAVAS HEALTH	<ul style="list-style-type: none">• Pro Bono Development Mental Health Media Campaign	
NEW COMMONWEALTH FUND	<ul style="list-style-type: none">• Seed Financing	



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PARTNER WITH OUR TEAM

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