



December 2017

A Message from the ADAA Board
*Year-End Reflections:
Growth, Engagement and Impact*

2017 has been a very busy year for ADAA! The San Francisco Annual Conference in April was a very successful highlight. With a record number of attendees (over 1,300) from across the United States and around the world attending more than 170 innovative sessions, listening to engaging keynotes and participating in special symposia, ADAA shone an important spotlight on behavioral medicine and its application to anxiety and depressive disorders. The 2018 Annual Conference will be held in DC this coming April and will focus on treatment-resistant anxiety and depression: challenges and opportunities. We look forward to another engaging 4 days of learning, sharing and connecting. ADAA is delighted to be offering conference attendees audio recordings of selected conference sessions (over 30 hours of programming, including up to 9 hours of CE). This is a great opportunity for attendees to enjoy enduring conference materials by offering the option to listen to sessions they might not have had time to attend live or to revisit their favorite sessions again, including Master Clinician sessions.

2017 saw a sharp growth in the number of monthly professional education webinars and member blog posts that ADAA offers the mental health community. 2018 is poised to offer even more fascinating webinar topics. ADAA's Continuing Education Program strives to improve patient care and accelerate dissemination of research into practice. ADAA promotes the implementation of evidence-based treatments and best practices across disciplines through a cohesive year-round learning experience for multi-disciplinary practice and research-based mental health professionals. These educational programs, hosted and led by international experts, provide an opportunity for professional development while also offering CE credits.

ADAA was delighted to receive a special grant from the Hope & Grace Fund, a project of New Venture Fund in partnership with philosophy, inc. The grant allows ADAA to launch an exciting new initiative "Turning a Laser-Focus on Women's Issues in the Treatment of Anxiety, Depression and Related Disorders." Through this new project, ADAA has formed a Women's Special Interest Group to design women-focused programming for mental health professionals. The grant will also allow ADAA to develop programming for its 2018 Annual Conference that focuses on evidence-based gender research and treatment options for women. Finally, ADAA will create women-focused webinars and outreach to educate the public about mental health treatment options for women and to decrease stigma.

2017 also marked an important milestone for ADAA, with the launch of our first Spanish-language online peer-to-peer community (which now joins our English language online community of more than 10,000 subscribers) and a Spanish language website resource page. ADAA will continue to enhance its Spanish resources and outreach efforts in 2018 with a number of scheduled Spanish language public webinars and blog posts on a variety of anxiety, depression and related disorders topics.

This past year, ADAA collaborated with Pedestal Foods, a contract food services company with clients in higher education, assisted living and K-12 on an exciting new initiative to provide mental health wellness training to school cafeteria workers.

This past year, ADAA welcomed many professional members to their new professional home. More than 1,700 national and international members engaged with their colleagues through the new online member community (now mobile-friendly) and a newly enhanced membership platform. In addition, 60 members contributed their time and expertise to author public and professional blog posts with 30 members hosting webinars for both the public and professional ADAA communities. Dozens of members worked with the ADAA staff to ensure that website and social media content remains current and engaging, and 35 members volunteered to speak with the media and/or contribute articles/blogs for US and international news sources. ADAA member expertise has helped millions.

ADAA is excited about the continuous growth in website traffic (this past year ADAA had more than 25 million annual visitors – 6,000,000 more visitors than 2016). ADAA staff spent considerable time and effort enhancing the website to ensure that the user experience is optimized and that more people can easily find and access the information and support they need. ADAA also focused on a developing a strategic social media strategy and has seen substantial engagement growth in all social media statistics. With a concentrated focus on media and press outreach and engagement in 2017, ADAA has seen a surge of media coverage highlighting ADAA content and ADAA member expertise.

We are also very grateful for our many supporters and donors who are so critical in ensuring the ongoing success of our mission.

As we look ahead with anticipation to 2018, the Board remains committed to improving patient care by promoting the implementation of evidence-based treatments and best practices across disciplines through continuing education and trainings and accelerating dissemination of research into practice. Together we are changing lives!

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