

Suicide Prevention and Youth: Saving Lives

Bill Number:

Hearing Date: March 2, 2004, 10:00 am

Location: SD-430

Witness:

Joelle M. Reizes, MA

Screening for Mental Health

Director of External Relations

Testimony

Ms. Joelle M. Reizes, MA Joelle M. Reizes is the Director of External Relations for Screening for Mental Health. She joined SMH in 1994 when the nonprofit organization was in its fledgling stages and helped it grow into the premier mental health screening organization that it is today. As a part of the management team that guided SMH, Ms. Reizes was instrumental in adjusting the original National Depression Screening Day model to create the first-ever National Alcohol Screening Day and was part of the team that developed the SOS High School Suicide Prevention Program. She still serves as the organization's communications and government relations director, developing and coordinating its media relations activities, and national and regional publicity. Ms. Reizes successful national publicity efforts have resulted in coverage on NBC Nightly News, The Today Show, Good Morning America, CBS This Morning, and CNN as well as in Ann Landers, Parade, Sports Illustrated, USA Today, The Washington Post, LA Times and The New York Times. Her regional media efforts are similarly successful, resulting in millions of media impressions each year. Ms. Reizes oversaw all aspects of the development and production of SMH's educational videos, Depression and Manic-Depression: Real Stories, Real Hope; Eating Disorders: Journeys of Self-Discovery and Recovery; SOS: Friends for Life, and SOS: Suicide Prevention Training. These videos are a primary part of the educational component of the screening programs. She also designed and co-authored (with Ross Baldessarini, MD) an educational brochure entitled "Explaining Bipolar Disorder," distributed at more than 7000 sites nationwide. She also designed and edited content for two physician education pocket cards and coauthored several academic papers. Ms. Reizes has a Masters degree from the Annenberg School for Communication at the University of Pennsylvania. She graduated Summa Cum Laude, Phi Beta Kappa from the University of Maryland at College Park with a Bachelors of Arts degree in radio, television and film.