

NAPMDD

Event Report

2016 NAMI National Convention



Highlights / Comments

- ▶ "I know I had this." (Heard A LOT by women post-menopause)
- ▶ "I know my daughter has this. I hate her during that time. I love her, but I hate her." (NAPMDD volunteer replied) "Trust me, she hates herself too." The mother was very excited to learn there was an organization with resources like ours.
- ▶ An older man (late 50s perhaps?) purchased a copy of PMDD: Handbook for Partners and shared that he was convinced his wife suffered from PMDD but "Didn't want to acknowledge a problem"
- ▶ Two different mothers we met lost their daughters from suicide. They each believe their daughters suffered from PMDD. One of the mothers had her twin grand daughters with her and we discussed the possibility of PMDD being a hereditary disorder and discussed learning one's own menstrual cycle as early as possible.
- ▶ Spoke with various advocates in judicial mental health about screening for premenstrual disorder and/or PME.
- ▶ One women told us a story about her grandmother who in the early nineteen hundreds was committed to an asylum for thirty years with a diagnosis of "premenstrual derangement". As a cover up, her children were told she died in the late 1890's.
- ▶ Many women with BPD reported symptom breakthrough and/or reduced efficacy of medications during the luteal phase. We discussed tracking to anticipate changes in their treatment plan.

- ▶ Another woman I spoke to on day two came up to me at the end of the conference and thanked me for the info we provided. Said it was the most helpful info she received at the event.

Gained Opportunities and Insights

- ▶ Dean of University of Phoenix confirmed PMDD is touched upon in undergrad studies. Students receive additional training on gender differences in mental health during practicum.
- ▶ University of Phoenix offers three free sessions of counseling in their training centers nationwide. These free sessions are available after any qualifying event (i.e. each PMDD cycle/episode). I have been invited to tour the Colorado center, explore training opportunities, and we have received permission to list their free counseling centers in our provider directory on our website.
- ▶ Dean of University of Phoenix offered to share our conference with their nursing program students and faculty. Pending approval for CEs from the National Board for Certified Counselors (NBCC), he also will share with counseling students and faculty.
- ▶ Future opportunities for work with the Equitas Foundation on screening for PMDD/PME on females currently in and coming into the justice system.
- ▶ Received lead to exhibit at the 124th American Psychological Association Annual Convention in Denver 8/4 - 8/7.
- ▶ I was invited to attend an end of convention brunch with representatives of Sovereign Health in regards to their women's addiction, recovery, and trauma program. They have invited us to participate in clinical outreach and future events for cross-collaboration.

- ▶ Author and former CNN anchor, Shatzie Brunner, approached me about having her attend our conference in September. She has been personally touched by PMDD. We are scheduled to speak this coming week.
- ▶ NeuroStar Therapy has invited to connect with their medical affairs team to discuss a possible PMDD study for Transcranial Magnetic Stimulation (TMS).
- ▶ Invited to explore collaboration with Operation Outreach for our future female suicide prevention program.
- ▶ Discovered Allsup. They are a free resource for women with PMDD who need help getting disability benefits. They provided us with a kit to help guide women in need of this information.
- ▶ Networked with LGBTQQI2 addiction recovery center representative on exploring the need for targeted information/support for transgender men with PMDD.
- ▶ Invited to provide clinical outreach to a Loveland area behavioral health clinic on PME/PMDD.

Event Breakdown

Contacts/Leads

- ▶ 65

Material Distribution

- ▶ 142 Symptom Trackers
- ▶ 99 PMDD Info Sheets
- ▶ 129 Conference Postcards
- ▶ 15 BPD Brochures
- ▶ 72 Talking to Kids About Mental Health Brochures
- ▶ 50 Folders
- ▶ 15 Pens
- ▶ 15 Stress Balls

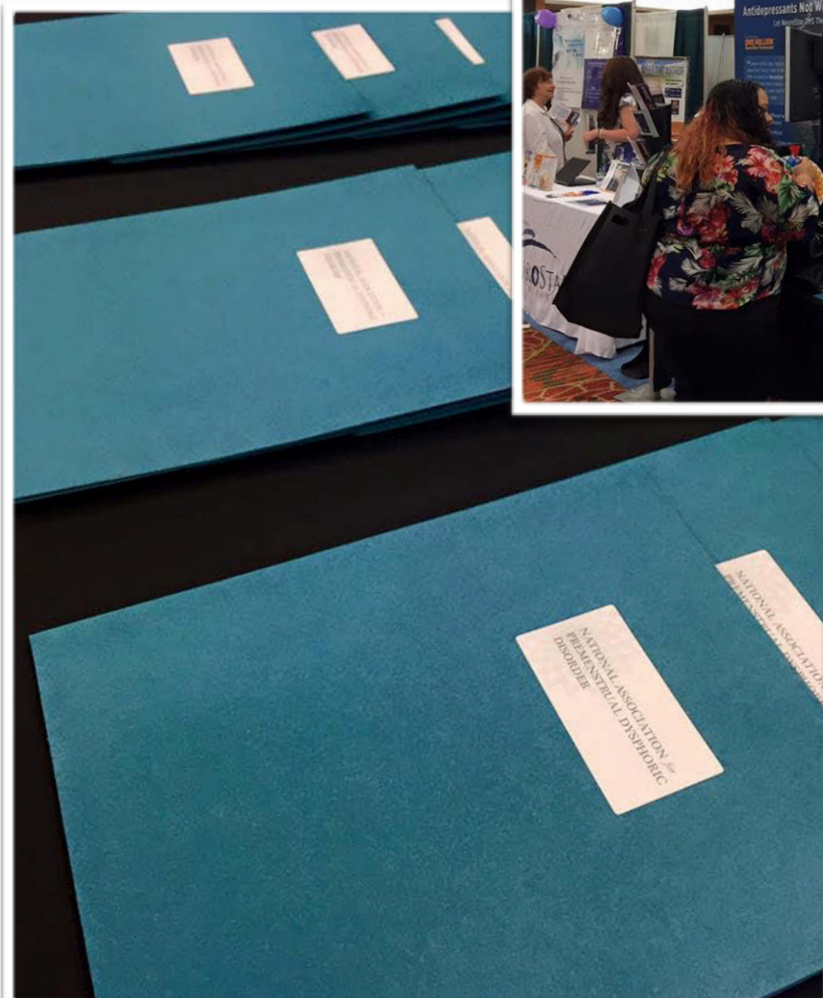
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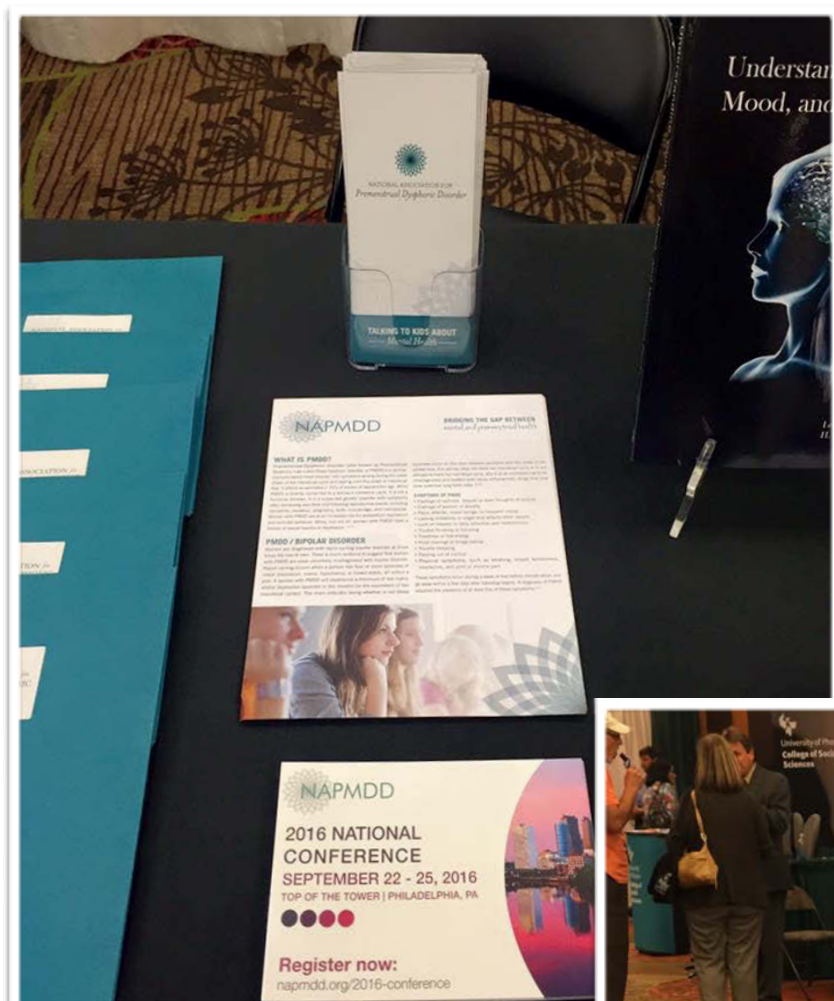
- ▶ 2 PMDD Handbooks (unintentional cash sales)

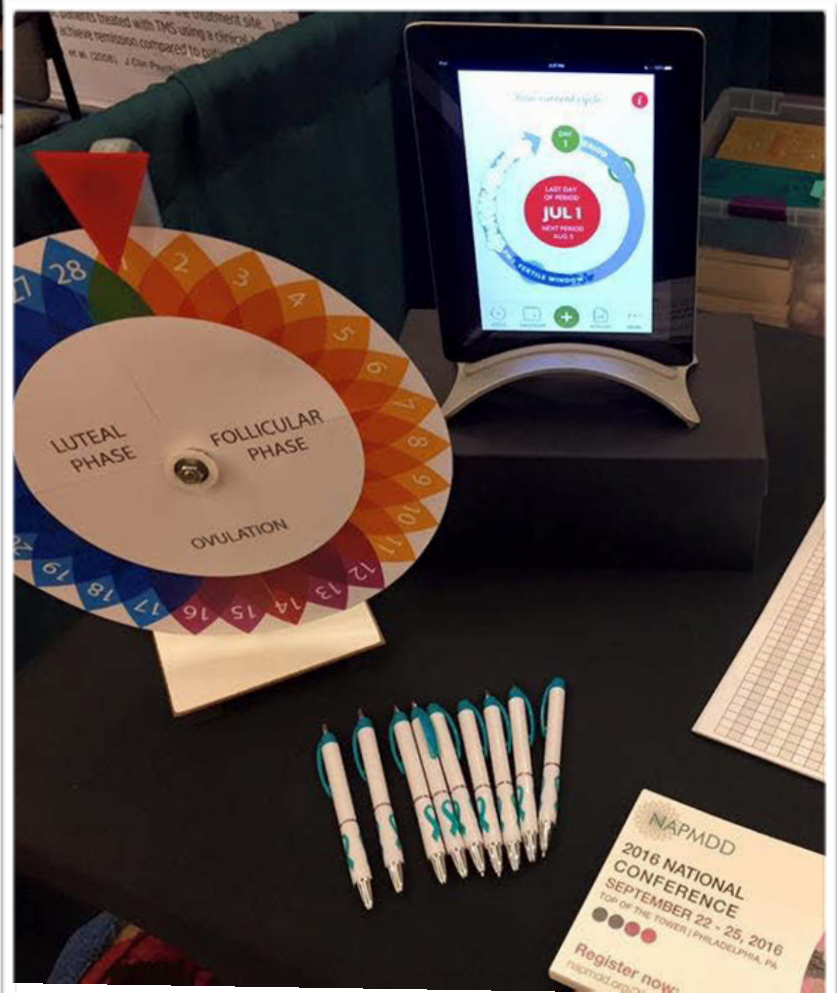
Estimated Impressions

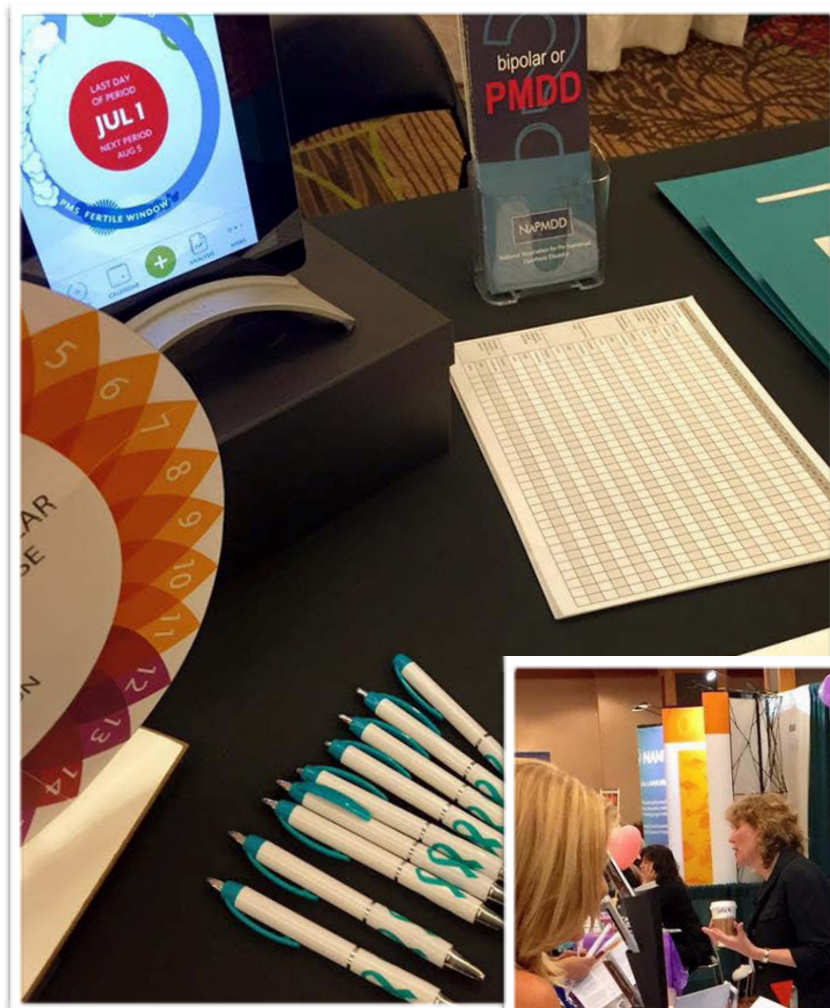
- ▶ ~1500

Event Photos









Event Budget

ITEM	PROJECTED	ACTUAL	OVER/UNDER
Booth Fee	\$ 1,400.00	\$ 1,195.00	\$ 205.00
2.5' x 10' Banner	\$ 60.00	\$ 53.73	\$ 6.27
2.5' x 6 Banner	\$ 50.00	0.00	\$ 50.00
Vertical Banner Stand	\$ 45.00	0.00	\$ 45.00
Meal Stipend	\$ 384.00	\$ 88.41	\$ 295.59
Graphic Design	\$ 300.00	\$ 350.00	\$ (50.00)
Print	\$ 150.00	\$ 188.72	\$ (38.72)
MISC	\$ 100.00		\$ (261.08)
Transportation		\$ 55.90	
Parking		\$ 36.00	
Shipping		\$ 37.98	
Folders		\$ 59.10	
Labels		\$ 25.90	
Table Cover		\$ 29.99	
8 x 11 Sign Display		\$ 17.99	
Zip Ties		\$ 4.19	
8' Folding Table		\$ 64.04	
Ovulation Wheel		\$ 29.99	
TOTAL	\$ 2,489.00	\$ 2,236.94	\$ 252.06

Event Feedback

- ▶ Bring more materials (we depleted by end of the second day)
- ▶ Branded takeaways (mood journals, stress balls, pens, pads, tampons, etc...)
- ▶ Feature a "Premenstrual Spectrum" poster that indicates 0 symptoms to PMDD. Show all possible physical and mental symptoms and at what severity.
- ▶ Feature PME v PMDD poster
- ▶ Branded table runner
- ▶ Have a guest author do a scheduled book signing during the event
- ▶ Provide books for sale

The NAMI National Convention is an amazing annual event that attracts a combination of clinicians and patients. We were very well received and attendees were pleased to see PMDD getting recognition in the mental health community. Next year's convention will be in Washington DC. "NAMI Con" should definitely be an annual event for NAPMDD!