

**Jeff Fladen, MSW**  
**Nominated by NAMI Tennessee**

**CANDIDATE NARRATIVE**

**Strengths and attributes NAMI board has identified as high-priority needs for the 2020–2021 board; any strengths/attributes identified by the candidate are starred and in bold:**

- **Diversity of age, race, ethnicity, language, experience and national geography \*\***
- **Knowledge of the philanthropic community and track record with donor cultivation \*\***
- **Experience with a variety of revenue models and financial oversight and management \*\***
- **Healthcare/medicine especially in team-based practice that provides integrated physical and mental healthcare \*\***
- **Criminal Justice experience, professional and/or lived, to provide insight into one of the central platforms of the NAMI 2020-2025 Strategic Plan \*\***

**In 250 words or less, please explain how you will use your skills in these areas to move the mission of the NAMI Board forward. If you do not have any experience in these areas, please explain what qualities you feel that you possess that the NAMI Board of Directors should consider when making their recommendations to the membership.**

My main focus for my board candidacy can be better described by considerations of NAMI as a national organization with state and local components. I have not been shy in sharing my concerns and advocating for the field to have the resources and support needed to be successful. This has kindled my interest to be elected to the board. I believe that we are at the crossroads of what NAMI will be and I fully recognize the challenges of being a grassroots mental health organization in a changing and challenging environment. I strongly believe that I can be an asset. I am also fully committed in sharing any and all attributes I possess with the board to the best of my ability.

I am particularly proud of the work that we have accomplished in Tennessee under my leadership related to Mental Health and Criminal Justice. I have been trained in sequential intercept mapping, and we are in year three of a state-wide CIT expansion project. During the pandemic we are shifting some of our effort with youth and young adults from ETS classroom presentations to online education that will be attractive to school-age youth.

I have personally helped advance the NAMI mission in my community by my unwavering commitment and advocacy for the NAMI mission together with my background as a leader in mental health service delivery, as a peer and family member, and as a fundraiser.

I work well in coordination with other leaders to accomplish goals as evidenced by the large number of organizations and individuals that have worked and continue to work together with me collaboratively to meet our goal of making things better for those impacted by my mental illness. We have had many wins.

## Nominator Narrative

Sylvia Phillips

President, NAMI Tennessee

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**In 250 words or less, please explain how the candidate will use their skills in these areas to move the mission of the NAMI Board forward. If the candidate does not have any experience in these areas, please explain what qualities you feel that the candidate possesses that the NAMI Board of Directors should consider when making their recommendations to the membership.**

Jeff Fladen is currently serving as the Executive Director of NAMI Tennessee. He has brought order to office operations with the submittal of reports to funders on time with the organization of data. During the COVID-19 pandemic, the goal of the state office is to have a correct balance in a safe and compassionate manner while utilizing guidance from our system in support of the NAMI mission. The CODE (Correction Officer De-escalation Education) movie was developed and presented at the NAMI national convention. Through his untiring advocacy with law enforcement in Tennessee and throughout the U.S., CODE has been adopted by many law enforcement agencies. The Vision of Hope Gala was established as a fundraiser and promotes NAMI in the Nashville philanthropic community. Both the Vision of Hope Gala and NAMI TN State Convention have been significantly upgraded. Also, this is the second year for NAMI TN's participation in the NAMI walk. The first NAMI Tennessee Day at the Tennessee Capitol was held in 2019. This was a day for advocates to receive training on how to share their stories and speak with legislators. A sustainable budget was established and maintained with a reserve. The relationships with collaborative partners was increased. The State office under his leadership has increased visits, communications and training with affiliates. Since our state office receives most of its funding from the state, Jeff has been pursuing other income resources. Jeff can use his expertise to move the mission of NAMI forward.

This individual has helped advance the NAMI mission in my community by ensuring the Tennessee Affiliates are able to continue to provide NAMI signature classes in their communities. During COVID-19, the NAMI at Home: Apart But Not Alone newsletter was created and distributed twice weekly to share information about mental health and coping tools. A Facebook live series is hosted every Monday interviewing persons involved in the mental health system from many different, diverse viewpoints and strategies.

This individual works well in coordination with other leaders to accomplish goals as evidenced by his participation on local boards. He spearheaded the development of the CODE movie. In the planning of the Vision of Hope Gala, he is able to obtain outstanding community leadership recognition due to his coordination with other leaders in the community. Also, Jeff received the 2018 Vicki Cottrell Leadership Award from the NAMI Executive Directors.