






Crisis Residential Association

2020 Annual Report



Crisis Residential Association

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Mission

The Crisis Residential Association exists to support the operational and clinical functions of Crisis Residential programs around the world.

Rooted in the values of empathy, recovery, and continuous improvement, the association seeks to connect providers with the best ideas in behavioral health treatment to transform the way people receive mental health care.

A Message from the President

Members of the Crisis Residential Association,

I greet you carrying many competing feelings in my heart: weary but proud, worn but hopeful, tired but persistent. In a workplace environment where we are tested and challenged to grow on a regular basis, this past year has asked more of us than we've ever been asked to give.

In our second year as an association, we stood together fiercely in the face of adversity and uncertainty, supporting each other and the people we serve in new and unimagined ways.

- We hosted weekly support calls for members to share their experiences about COVID
- We partnered with several global organizations to create the Pandemic Crisis Services Response Coalition with a national helpline tool for people who are in crisis—
<https://www.covidmentalhealthsupport.org>
- We distributed over 1,000 “Essential & Proud” and “#CrisisResHeroes” buttons to our members free of charge.
- We connected with distilleries across the country to advocate for adequate PPE supplies for our members.
- We participated in two nationwide surveys of behavioral health crisis workers and the impact of the pandemic on their health and wellness
- We hosted our third annual conference with record attendance and an incredible lineup of speakers.

Thank you for all the ways in which you brought light and beauty to darkness and order to chaos. We look forward to a future where you continue to feel empowered and equipped to do your best in serving the needs of those who enter your doors.

Travis Atkinson
President,
Crisis Residential Association



Crisis Residential Association



3rd Annual Crisis Residential Conference



Conference Committee

Co-Chairs: **Dan Maccia & Ranya Hasan**

2020 brought us our third annual Crisis Residential Conference and our first virtual conference due to the realities and limitations of the COVID pandemic. We converted our format to an online platform and hired consultant Erin Abel with Third Coast Events to assist with the unique challenges we faced offering the conference virtually. The conference was a great success bringing our largest participant audience totaling 146 registrants and 28 dynamic presenters. While feedback was overall very positive, we consistently heard the in-person collaboration and connection was missed with the virtual format. We are excited, and hopeful, to return to an in-person conference in 2021 located in Louisville, KY October 12th to the 14th.

Membership Committee

Chair: **Kris Thompson**

The Crisis Residential Association's Membership Committee exists to assure a valuable experience to current members while recruiting new organizations and individuals to join and become involved in our work. We are proud to now have over 150 members from nearly 30 states!

Our membership experienced steady growth throughout 2020. Despite the onset of the COVID-19 pandemic, we experienced an extremely high renewal rate. The greatest period of growth for CRA was leading up to and following our annual conference. The Crisis Residential Association's successful pivot toward providing a high-quality virtual conference contributed significantly to the growth in membership in 2020.

The CRA Membership committee has focused on encouraging all organizations to utilize all five slots for members within their organization. The committee has also focused on recruiting additional committee members for all CRA committees in effort to increase efficiency and grow the organizations health.

Standing committee members: Kris Thompson, Heather Honaker, Dustin Phillips, and Ashley Fuller. I would like to thank Heather, Dustin, and Ashley for their hard work and dedication to CRA!



Committees

Training and Education Committee

Chair: **Carrie Wirick**

The Crisis Residential Association Training and Education committee hosted five webinars in 2020.

- **Meaningful Post-Crisis Follow-Up:** This webinar focuses on the value and mechanics of following up with clients after they discharge home from crisis residential services.
- **No Place Like Home? Critical Considerations in Residential Crisis Settings:** This webinar covered the important aspects of providing crisis treatment in homes and home-like settings.
- **Power in Numbers:** This webinar discussed on the challenges and benefits of knowing the metrics for your crisis residential program so you can market it to managed care, administrators, and legislators.
- **Grow Your Own Leaders:** This webinar focused on how to build teams and retain them as market forces and turnover challenge leaders of Crisis Residential Programs.
- **SUD in Crisis Care:** This webinar focused on how to help individuals with Substance Use Disorder in crisis settings. Particular attention was given to clients who are using methamphetamines and opiates and how to help these individuals with medication as well as non-medical interventions.

In 2020 the Training and Education committee was test piloting having webinars available only to Crisis Residential Association members. At the end of the year, the committee decided to make all future webinars available to all interested as a way of recruiting new members while making the recordings and handouts only available to members.



MEANINGFUL POST-CRISIS FOLLOW-UP:
A Free Webinar for CRA Members

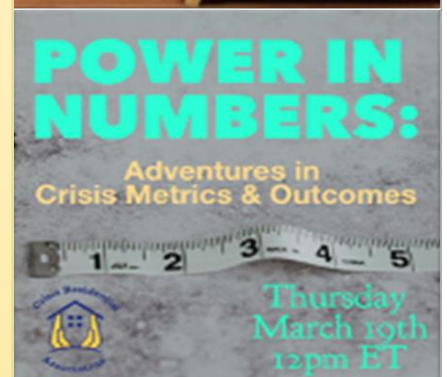
Thursday, Jan. 16th
12pm ET/ 9am PT

Hosted by:
 Crisis Residential Association



NO PLACE LIKE HOME?
Critical Considerations in Residential Crisis Settings

THURSDAY
FEB. 27
12PM ET



POWER IN NUMBERS:
Adventures in Crisis Metrics & Outcomes

Thursday
March 19th
12pm ET



GROW YOUR OWN LEADERS
Overcoming Challenges When Promoting from Within

Thursday, May 21st
12pm ET/9am PT



Supporting SUD in Crisis Care

Thursday July 30th
12pm ET/ 9am PT

 Crisis Residential Association

Committees



Finance Committee

Chair: **Marty Purdy**

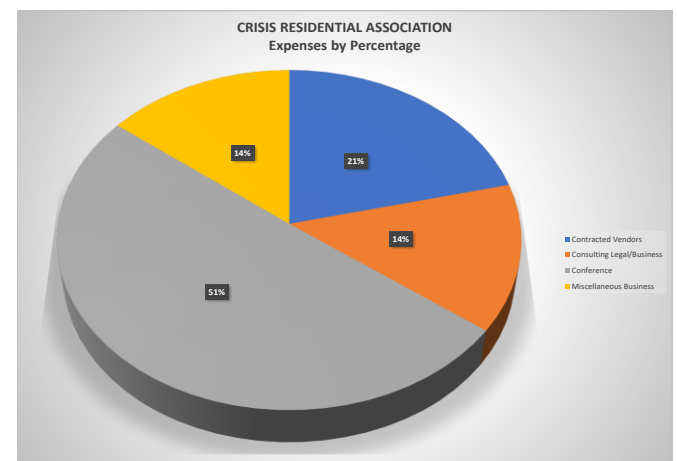
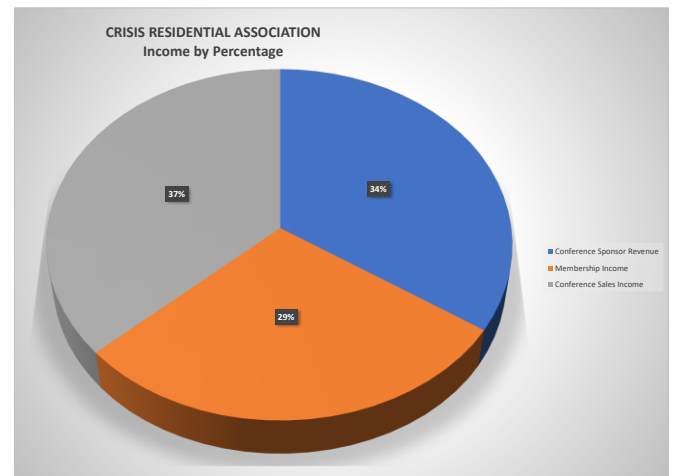
CRA is an organization in good standing with stable financial health. Thanks to membership additions and a successful virtual conference, CRA is in a position to continue supporting its members and their noble pursuits of quality crisis care for years to come.

Marketing & Communications Committee

Chair: **Elan Javanfard**

The CRA Communications & Marketing Committee has focused on encouraging all members to continue the effort to increase awareness of Crisis services through the use of social media.

The committee has also focused on recruiting additional committee members for all CRA committees in effort to increase efficiency and grow the organizations health. With over 300 members on Facebook and growing over Twitter and Instagram, the committee is shaping to provide new content over these platforms. The committee continues to seek social media expert members to support shaping the content of CRA.



2020 Board of Directors



Travis Atkinson
President



Dan Macchia
Vice President



Marty Purdy
Treasurer



Jaime Brewer
Secretary



Carrie Wirick
Director



Elan Javanfard
Director



Peter Hilen
Director



Ranya Hasan
Director



Kristopher Thompson
Director



Carol Zuniga
Director



Alex Thomas
Director

Join Us!

The Crisis Residential Association strives to make mental health services better and providers more sustainable. We exist to serve our members, and we need active members like you to bring our mission to life!

Join the Crisis Residential Association and enjoy all the benefits we have to offer, from trainings to networking at our annual conference.

CrisisResidentialAssociation.org



Crisis Residential Association