

Montgomery County & Magellan Behavioral Health of Pennsylvania Introduce Innovative Program "MY LIFE" for County Youth Confronting Behavioral Health Issues

Teenage Co-founder of MYLIFE to Share Personal Story of Recovery

Newtown, Penn. —March 9, 2011— In 2009, 12 percent of youth in the United States received treatment or counseling for problems with emotions or behavior in a specialty mental health setting, according to national research.ⁱ Additionally, in Pennsylvania, approximately 129,000 children live with serious mental health conditions.ⁱⁱ To address these issues, Magellan Behavioral Health of Pennsylvania is partnering with the Montgomery County Department of Behavioral Health/Developmental Disabilities to launch Magellan Youth Leaders Inspiring Future Empowerment (MY LIFE), a program to help “transition-age” youth ages 13 through 23 overcome behavioral health challenges and have a voice in the behavioral health system. A MY LIFE kick-off event will be held at the Greater Plymouth Community Center this evening – Wednesday, March 9 – from 5:30 to 7:30 p.m. More than 70 youth, family members, professionals working with youth and other community stakeholders are expected to attend the event, which will feature educational and inspirational presentations, entertainment, activities, free food and a special presentation by MY LIFE teen co-founder Hayley Winterberg. Founded by Magellan of Arizona in 2008, MY LIFE consists of teens and young adults facing mental health, substance abuse and/or foster care challenges. Through regular meetings and local and national workshops, presentations and performances, the group focuses on inspiring youth to share their stories and support each other in their recovery goals. Its purpose is to help reduce the stigma associated with mental illness, inspire other teens to seek help if needed, and take an active role in changing the behavioral health system for the better. During the past three years, the Arizona MYLIFE group has grown to more than 100 members and, particularly through its annual MY Fest event, has inspired and educated more than 8,000 youth and families about mental health issues. Also, the group has provided youth the opportunity to meet face-to-face with state government officials to share concerns and ideas about the issues affecting youth in Arizona. MY LIFE is helping transform systems that serve youth across the country and is bringing that experience to Montgomery County. “The MY LIFE youth are a great example of how involvement and leadership opportunities can help young people triumph over behavioral health challenges and achieve their goals,” said Greg Dicharry, youth empowerment director and MY LIFE coordinator/development manager for Magellan Health Services. MY LIFE Teen Co-founder to Share Personal Experience with Mental Illness and Recovery During the event in Montgomery County, Hayley Winterberg, the 2010 winner of the national Mental Health America MPower Award, will share her story about overcoming challenges associated with mental health and substance abuse. Hayley will explain how her involvement as teen co-founder of Arizona’s innovative youth group MY LIFE has helped support her own personal recovery and make her one of the leading youth advocates in the nation for behavioral health issues. “Myself and the other MY LIFE youth want to do whatever we can to help other youth and communities experience the benefits of groups like MY LIFE,” Hayley said. MONTGOMERY COUNTY & MAGELLAN BEHAVIORAL HEALTH OF PENNSYLVANIA INTRODUCE INNOVATIVE PROGRAM “MY LIFE” FOR COUNTY YOUTH CONFRONTING BEHAVIORAL HEALTH ISSUES - PAGE 2 - Magellan Health Services—55 Nod Road, Avon, CT 06001—www.MagellanHealth.com “Having youth share powerful stories of recovery with others helps to de-stigmatize mental illness and gives others hope that recovery is possible,” said Eric Goldstein, Administrator, Montgomery County Behavioral Health and Developmental Disability Programs. “It is exciting for us to bring MY LIFE to Montgomery County and to help our young people understand that they can have an active role in transforming our behavioral health system.” Magellan has established MY LIFE groups in Lehigh, Northampton, Delaware and Bucks counties in Pennsylvania, and the company continues to expand the program across the country. For more about MY LIFE’s outreach efforts and achievements, visit MYLIFE on Facebook. For more about Magellan Behavioral Health of Pennsylvania, visit www.MagellanofPA.com. For more information about MY LIFE in Montgomery County or to participate in the program, interested individuals may call Stephanie Lucas, 215-504-3900 ext. 63854, or Marie Hendricks, 215-504-3983. About the Department of Behavioral Health and Developmental Disabilities: The Montgomery County Department of Behavioral Health and Developmental Disabilities (BH/DD) is responsible for oversight and management of all public mental health, drug and alcohol and developmental disabilities programs. Under the direction of the Montgomery County Board of Commissioners, BH/DD works with all stakeholders to ensure that programs operate at the highest possible level of quality, seeking ongoing transformation and continuously striving to increase that quality. Montgomery County Behavioral Health works closely with Magellan to develop and manage contracts related to the individuals seeking behavioral health services through the Health Choices program. About Magellan: Headquartered in Avon, Conn., Magellan Health Services, Inc., is a leading specialty health care management organization with expertise in managing behavioral health, radiology and specialty pharmaceuticals, as well as public sector pharmacy benefits programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan’s customers include health plans, employers and government agencies, serving approximately 31.4 million members in our behavioral health business, 18.1 million members in our radiology benefits management segment, and 4.9 million members in our medical pharmacy management product. In addition, the specialty pharmaceutical segment serves 43 health plans and several

pharmaceutical manufacturers and state Medicaid programs. The company's Medicaid Administration segment serves 25 states and the District of Columbia. For more information, visit www.MagellanHealth.com. # # # i Substance Abuse and Mental Health Services Administration. (2010). Results from the 2009 National Survey on Drug Use and Health: Volume I. Summary of National Findings (Office of Applied Studies, NSDUH Series H-38A, HHS Publication No. SMA 10-4856 Findings). Rockville, MD. ii U.S. Public Health Service, Report of the Surgeon General's Conference on Children's Mental Health: A National Action Agenda, (Washington, DC: Department of Health and Human Services, 2000): <http://www.ncbi.nlm.nih.gov/books/NBK44233/>

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