

**Diana Morales, MPH**  
**Vice President, Public Education, Mental Health America**

Diana Morales joined the Mental Health America in May 2006, as vice president of public education. Diana has nearly two decades of experience in developing and managing health promotion programs.

At Mental Health America, Diana is responsible for the strategic direction and oversight of the organization's national efforts to promote mental wellness. Key MHA educational programs that she oversees include *Live Your Life Well* from the *Campaign for America's Mental Health*, featuring proven tools for protecting mental health and improving well-being; *Dialogue for Recovery*, designed to enhance recovery and quality-of-life for people with mental illnesses; *FundaMENTAL Health, Bottomline Sense*, aimed at addressing the impact of mental health conditions on the U.S. workforce; and *mpower: musicians for mental health*, meant to engage youth about mental health and reduce stigma.

Prior to Mental Health America, Diana was senior vice president in the healthcare practice of Manning Selvage and Lee, New York, a leading global public relations firm. While at the agency, she directed Mental Health America's *Bipolar Disorder: Do You Know It?* public awareness campaign to promote help-seeking among people with undiagnosed or misdiagnosed bipolar disorder. Diana also worked with leading research and treatment experts to disseminate findings from a major epidemiological study of bipolar disorder prevalence and impact as well as phase III results and FDA approval of lamotrigine for bipolar depression.

As senior director for global arthritis outreach and ally development at Pharmacia Corporation, Diana directed efforts to educate the public about ways to reduce the burden of the illness and treatment side effects. Diana also served as vice president in the healthcare practice of Edelman Chicago, the leading independent public relations firm worldwide, where she directed the agency's women's health and cardiovascular disease efforts. Prior to Edelman, Diana spent seven years in the social marketing practice of Porter Novelli, Washington, DC, where she conducted numerous award-winning public and professional education programs, including the first-ever national education campaign on panic disorder for the National Institute of Mental Health (NIMH); the National Recruitment and Public Awareness Campaign for the National Institutes of Health (NIH) Women's Health Initiative (WHI), the largest ever federally-funded health prevention study; and the National Cancer Institute's National Breast Cancer Awareness

Month, National Minority Cancer Awareness Week and high-priority clinical trials promotion program.

Diana earned a master's in public health from the Johns Hopkins Bloomberg School of Public Health. She received a bachelor's of science degree in journalism with a minor in government and politics from the University of Maryland, College Park.