



Mental Well-Being

2025 IMPACT REPORT

ninepbs.org A row of social media icons including X, Facebook, Instagram, YouTube, LinkedIn, and a circular arrow icon.



MENTAL WELL-BEING

Nine PBS's Mental Well-Being Initiative works with a network of trusted partners to support the day-to-day social, emotional, and cognitive needs of kids, caregivers, and educators in their lives through culturally relevant content and resources that promote courageous conversation.



72% of public school teachers report that their schools offer either minimal programming to support educator mental health or no programming at all.

Source: Merrimack College Teacher Survey, 2024



Missouri ranks 32nd in access to mental health care.

Source: Mental Health America, 2024



Across our region, neighbors are calling for stronger support for mental health and well-being—and Nine PBS is responding. Through community conversations and listening sessions, we learn directly what people need to thrive. Guided by these insights, we create trauma-informed, culturally responsive content that connects individuals and families to trusted regional resources.

Working alongside partners embedded in local neighborhoods, we deliver this content on air, online, and in person—extending its reach and deepening its impact. Continuous community feedback keeps us focused and accountable, ensuring our work meaningfully strengthens the mental well-being of our region.



WHENEVER ONE'S FRAME OF REFERENCE CAN BE EXPANDED TO INCLUDE OTHERS' PERSPECTIVES, IT CAN ONLY HELP!

—2025 Nine PBS Community Survey



IN 2025, NINE PBS HOSTED 10 CONVENINGS TO LEARN FROM MORE THAN 125 COMMUNITY MEMBERS AND LEADERS.

Over the course of these meetings, Nine PBS continued to gain a deeper understanding of the mental health and well-being landscape of our region.

IN RESPONSE TO WHAT WE LEARNED FROM THE CONVENINGS, NINE PBS CREATED MORE THAN 37 STORIES.

6.7M
VIEWS ACROSS
PLATFORMS

AIRING
12,000
TIMES

AS A RESULT OF ENGAGING WITH NINE PBS'S MENTAL WELL-BEING CONTENT OR RESOURCES:

88%

AGREE THAT THE CONTENT AND RESOURCES ARE USEFUL.

80%

GAINED A BETTER UNDERSTANDING OF WHAT MENTAL WELL-BEING MEANS.

SOURCE: Nine PBS Community Survey, 2025

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THANK YOU FOR IMPROVING MY UNDERSTANDING [OF MENTAL WELL-BEING].

—2025 Nine PBS Community Survey

Thank You to Our Vast Network of Trusted Community Partners.

Affinia Health Center
Annie's Hope
Behavioral Health Network of Greater St. Louis
Behavioral Health Response
Better Family Life
Beyond Housing
Big Brothers Big Sisters of Eastern Missouri
BJC HealthCare
Boys and Girls Clubs of Greater St. Louis
The Center for Evidence-Based Youth Mental Health
CHADS Coalition
Chestnut Health System
Christian Hospital Foundation
Community Organizing and Family Issues (COFI)
Community Reach
Concordance
Deaconess Foundation
East Side Aligned
East St. Louis Police Department | Comprehensive Behavioral Health Center | City of Cahokia Heights
Easterseals Midwest
Equal Shares Parenting
Equip for Equality
Ferguson Youth Initiative
Foster and Adoptive Care Coalition
Gateway Early Childhood Alliance
Generate Health
Girl Scouts of Eastern Missouri-Girl Scouts Beyond Bars
Hill Top Family and Child Health Center
I Define Me Movement
Independence Center
Jamaa Birth Village
Jennings School District
Lessie Bates Neighborhood Houses
Lifewise
Little Bit Foundation
Lutheran Family and Children Services
Mental Health America of Eastern Missouri
Mission St. Louis
Missouri Association for Infant and Early Childhood Mental Health
Missouri Department of Elementary and Secondary Education (DESE)
Missouri Foundation for Health
Missouri Mental Health Foundation
NAMI Southwestern Illinois
National Alliance on Mental Health-Missouri, Illinois, St. Louis
Normandy Schools Collaborative
North County Incorporated
Places for People
Prevent+Ed
Prison Performing Arts
Project DEAMHI, Inc.
Provident
Queen of Peace
Regional Response Team
RESPOND
Ritenour School District
Saint Louis Counseling
Saint Louis County Department of Public Health
Saint Louis County Library
Saint Louis Public Library
Saint Louis Public School District
Saint Louis Story Stitchers
Saint Louis University | Transformative Workforce Academy
The School District of University City
She Had the Audacity
Soulfisher Ministries
SSM Health
St. Louis Children's Hospital
St. Louis County Children's Service Fund
St. Louis County Library Tap in Center
St. Louis Crisis Nursery
St. Louis Mental Health Board
St. Louis Public School District
Starkloff Institute
Touchette Regional Hospital
University of Missouri-St. Louis
Children's Advocacy Services of Greater St. Louis
Community Innovation and Action Center
CWC Leadership Advisory
United Way of Greater St. Louis
Urban League Headstart
Vision for Children at Risk | Project LAUNCH
Visions LLC
Vivian Adams Family Childhood Center
Washington University
Wesley House
Youth in Need

SUPPORT PROVIDED BY:



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HEALTH SERVICES

ADDITIONAL COMMUNITY ENGAGEMENT SUPPORT FROM:



IN PARTNERSHIP WITH:

