

FOR IMMEDIATE RELEASE



CONTACT:
Kevin Fischer
NAMI/Michigan
(517) 853-0951
kfischer@namimi.org

Jeff Patton to Receive First Annual I B Sendi Lifetime Achievement Award

NAMI Michigan and New Oakland Family Centers Highlight a Career Devoted to Mental Health Service and Advocacy

MIDLAND, MI (August 7, 2021) — Recognizing a more than 40-year career of public mental health service and innovation across Michigan, NAMI Michigan and New Oakland Family Centers today announced **Jeff Patton, CEO of Integrated Services of Kalamazoo (ISK)** as the recipient of the first annual I. B. Sendi Lifetime Achievement award.

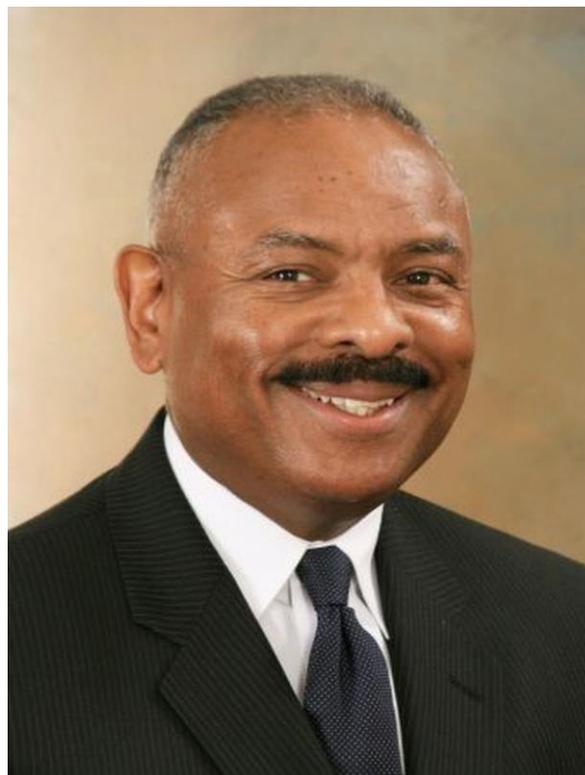
Presented at the 2021 NAMI Michigan Honors gala banquet in Midland, Michigan, the I. B. Sendi Award was developed jointly by NAMI and New Oakland to recognize careers of distinguished achievement in from across the wide spectrum of disciplines involved in the advancement of mental health care and advocacy.

“I am honored and grateful for the recognition of NAMI and my colleagues and peers in Michigan Mental Health,” Mr. Patton said. “I am also especially pleased to receive an award named for my colleague and friend, the late Dr. Ismail Sendi. His service and dedication to advancing mental health care in our state has served as a model for so many of us.”

Mr. Patton emphasizes the importance of maintaining focus on the real-world needs of people and communities.

“Our goal as mental health professionals must always be to meet people where they are and address the ways people actually live,” Mr. Patton said. “Too often we can become preoccupied with the needs of our organizations rather than the needs of people. Together we always have to remain focused on the people we serve.”

Mr. Patton has had a long and diverse career. He has served as Chief Executive Officer of ISK (formerly Kalamazoo Community Mental Health and Substance Abuse Services) since 2001. His career has also included serving as Deputy Director for Mental Health and Substance Abuse Services at the Michigan Department of Community Health (MDCH), known today as the Michigan Department of Health and



Jeff Patton, CEO, Integrated Services of Kalamazoo, receives the first annual I. B. Sendi Lifetime Achievement Award

-- more --

Jeff Patton Receives NAMI Lifetime Award

August 7, 2021
Page 2 of 2



Human Services (MDHHS). Mr. Patton also served as the Director of the Bureau of Community and Hospital Services at MDCH before his appointment as Deputy Director and Executive Director of the Family Health Center, Inc. (FHC), in Kalamazoo. He also serves on the Board of Trustees of Kalamazoo Valley Community College.

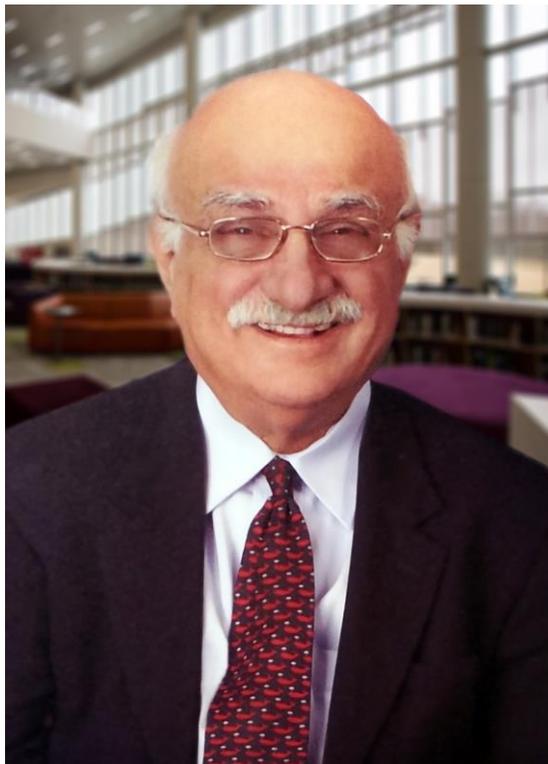
About the I. B. Sendi Lifetime Achievement Award

In late 2019, NAMI and New Oakland Family Centers worked together to create an annual career achievement recognition program. That effort that resulted in the I. B. Sendi Lifetime Achievement Award, named in honor of New Oakland founder Dr. Ismail Sendi, one of our region's leading psychiatrists. Presentation of the first annual award was scheduled for the NAMI Awards Gala in March 2020, but postponed due to the restrictions of the COVID pandemic.

Dr. Sendi, who passed away in 2015, founded New Oakland Family Centers in 1991 with a vision delivering the right care at the right time. In the 30 years since New Oakland's founding, the organization has served more than 250,000 Michigan adults, children and teens helping them address their mental health challenges and needs.

About NAMI Michigan

NAMI Michigan and its affiliates are dedicated to the improvement of the quality of life for persons, families and others, who are affected by mental illness, including children with serious emotional disorders, through support, education, advocacy and research. NAMI Michigan is committed to being the foremost advocate at the state level for persons affected by mental illness, including children with serious emotional disorders, and the leading proponent on consumer and family involvement in care, treatment and recovery. The organization seeks to strengthen local affiliates to provide support, education and advocacy in their communities and influence public policy and coordinate affiliate, family and consumer involvement to influence our public policy across Michigan. Find NAMI at www.namimi.org.



Ismail B. Sendi, MD (1935 – 2015)

About New Oakland Family Centers

New Oakland is among Michigan's leading provider of mental health and substance abuse services. New Oakland's core programming model is the State of Michigan-licensed FACE to FACE model a short-term day program and alternative to inpatient psychiatric hospitalization that helps children, adolescents, adults and families through challenging mental health related issues. In addition, New Oakland provides traditional outpatient therapy, intensive outpatient (IOP) treatment, psychiatric partial hospitalization and day programs, intensive crisis stabilization services (ICSS) and in-home services at 15 uniquely positioned, modern facilities. New Oakland has been serving the needs of adults, adolescents, children and their families since 1991. Find New Oakland on the web at www.NewOakland.org.

#