

Bio Kerry Morrison

Kerry Morrison is project director for [Heart Forward LA](#), a nonprofit whose mission involves “transforming the American mental health system through radical hospitality.” She responded to this calling in 2019, after spending 22 years leading the business improvement district (BID) in Hollywood on a growth trajectory from where it started as a six-block \$600,000 experiment in 1996 to its 2018 renewal as a \$7M combined Sunset and Hollywood BID. As a 2016-17 [Stanton Fellow](#), searching for a better way to help the most severely mentally ill people left to languish on our streets, Morrison found her way to Trieste, Italy, a city recognized by the World Health Organization (WHO) as model system for providing community-based mental healthcare. She has helped to build a coalition in Los Angeles County committed to bringing these global best practices to a mental health pilot in Hollywood which will be funded by the Mental Health Services Act Innovations fund.

Morrison is active in homeless policy and nonprofit work in Los Angeles. She has served as a mayoral appointee to the Los Angeles Homeless Services Authority (LAHSA) and currently serve on the HHH Citizen’s Oversight Committee. Morrison holds a Bachelor’s degree in Political Science from Santa Clara University and a Master’s degree in Public Administration from USC. She is a graduate of Coro Southern California’s Fellowship Program in Public Affairs. She write about the Trieste model and how it compares to our mental health system in the U.S. on her website www.accoglienza.us. She launched a podcast in September 2020, [Heart Forward: Conversations from the Heart](#), in collaboration with Peer Mental Health.