

2023 Awards of Excellence

Lifetime Achievement Award



Juanita Price, M.Ed.

CEO

Hillcrest Children & Family Center

The National Council for Mental Wellbeing is proud to name Juanita Price, M.Ed., a 2023 Lifetime Achievement Award winner in recognition of her work changing lives and strengthening communities. Price will accept her award at [NatCon23](#) from May 1-3 in Los Angeles, California.

ABOUT THE AWARD

Each year at NatCon, the Lifetime Achievement Award is given to select individuals whose tireless efforts, far-reaching impact and commitment to improve the lives of vulnerable Americans living with mental health and substance use challenges is unmatched. Learn more about our [Awards of Excellence](#).

MAKING A MARK

Since 2009, Juanita Price, M.Ed., has served as CEO of Hillcrest Children & Family Center, a behavioral health care and social services agency in Washington, D.C., that provides behavioral health treatment and prevention to individuals in need, as well as community and family support services.

Price has served as an administrator and advocate at local, county, state and national levels of behavioral health governance. She is a former appointee to the Substance Abuse and Mental Health Services Administration's (SAMSHA) Center for Mental Health Services (CMHS) National Advisory Council, which is responsible for recommendations to the Secretary of the Department of Health and Human Services (HHS), the Administrator of SAMHSA and the Director of CMHS.

A nationally recognized mental health advocate for more than 40 years, Price has served previously as CEO of the District of Columbia Department of Mental Health, Community Services Agency; Connecting Point; and the Toledo Mental Health Center. She is a trailblazer for women and African American executives in the field of mental health, as well as a highly sought-after motivational speaker and consultant in the areas of management, mental health and cultural competence.

Price earned her bachelor's degree from the University of Pittsburgh and a master's in administration and supervision from the University of Toledo.

