

Each Mind Matters Skills Building: Mental Health and Stigma Reduction

February 7, 2017



California's Mental Health Movement



🎗️ Welcome!

Please mute your line.

If you have a question, technical problem or comment, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel:



🎗️ Today's Objectives



1. Explore core concepts of mental health/wellness, mental illness, and stigma and discrimination reduction.
2. Overview of Each Mind Matters tools, resources and opportunities available for stigma and discrimination within diverse communities.
3. Discuss concrete strategies (e.g., telling your story or helping a friend) for getting involved in California's Mental Health Movement

Each Mind Matters

The screenshot shows the homepage of the Each Mind Matters website. At the top, there is a navigation bar with links for Home, About Us, Contact Us, and a logo for Each Mind Matters. Below the navigation bar is a large banner image of a group of people holding a green ribbon and a sign that says "EACH MIND MATTERS". To the right of the banner is a quote: "Together. Each Mind Matters is thousands of organizations and individuals all dedicated to improving mental health outcomes for California's residents and families." Below the banner is a "Stories" section with a video player and a quote from Alexandra: "I think anybody can push through. I'm not saying it's the fun road. Happiness makes up in length what it lacks in length." Below the video player are several small profile pictures of people with their names: Marie, Adala, Daniel, Art, Dennis, and Emily. To the right of the "Stories" section is a "The Latest" section with a "News item headline" and a "Blog headline". Below "The Latest" is a "Resources" section with a "50% of us will experience a mental health challenge in our lifetimes." statistic. At the bottom of the page is a footer with the Each Mind Matters logo and a "Sign Up" button.

- Each Mind Matters is millions of individuals and thousands of organizations working to advance mental health.
- Created to unite all of us who share a vision of improved mental health and equality.



Fact: 43.8 million adults experience mental illness in a given year.



1 in 5 adults in America experience a mental illness.



Nearly 1 in 25 (10 million) adults in America live with a serious mental illness.



One-half of all chronic mental illness begins by the age of 14; three-quarters by the age of 24.

The Effects of Stigma: Why Eliminating It Matters

Serious mental illness costs America \$193 billion in lost earnings each year.



NAMI, *Mental Illness Facts and Figures*

What We Know...

Over 50% of students (age 14 and older) with a mental health condition, who are served by special education, drop out.



NAMI, *Mental Illness Facts and Figures*

In California, it's estimated that one person dies by suicide every two hours.



American Foundation for Suicide Prevention

🎗️ RAND California Well-Being Survey Results

90%

of Californians living with psychological distress report some measure of discrimination

69%

of Californians would definitely or probably hide a mental health problem from coworkers or classmates

“Those experiencing **PSYCHOLOGICAL DISTRESS** may find it more difficult to secure a job, rent a home or form close relationships.”

US Department of Health and Human Services.
Mental Health: A Report of the Surgeon General. 1999

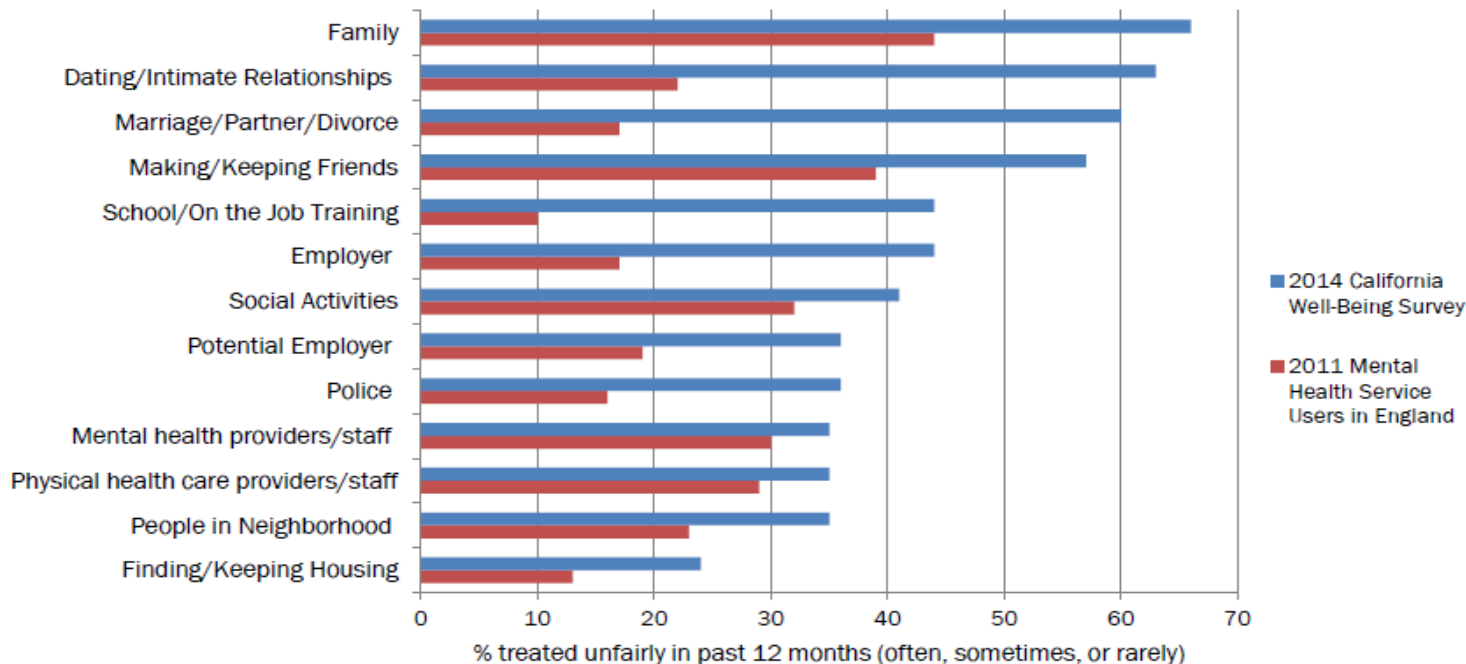
Over **3 IN 10** of those surveyed had been touched by CalMHSA



CalMHSA is on target to reach **9 IN 10** Californians most at risk for mental health concerns

Who Discriminates Against Individuals With Mental Illness?

Discrimination



🎗️ How do you STOP stigma?

- Local, continuous **contact** with a credible person that shares their story of recovery is the gold standard for long-term change.
- Depending upon the target audience, contact may need to be preceded by **education**.
- Use of **social media** may both facilitate discussions about mental health online and encourage linkage to external resources.



What kind of conversations help?

Conversations that include:
educational components, **narrative**, and **testimonial**
created the biggest impact.

The most effective conversations:

- Improve mental health literacy
- Increase the ability to recognize and respond appropriately respond to distress
- Increase belief in the efficacy of treatment
- Use stories

🦋 Telling your lime green story



- Share a fact (Education)
- Tell your story (Narrative)
- Provide hope (Testimonial)



Each Mind Matters Resources for Stigma and Discrimination Reduction

Each Mind Matters Materials

- Toolkits and guides for event planning, social media and more
- Print ads (*English, Spanish*)
- TV and radio spots (*English, Hmong, Spanish*)
- Outdoor ads (*English*)
- Online ads (*English, Spanish*)
- Videos (*Chinese, English, Khmer, Korean, Lao, Spanish and captioned for hearing impaired*)
- Fact sheets and training materials (*Arabic, Armenian, Cambodian, Chinese, English, Hmong, Lu Mien, Khmer, Korean, Lao, Russian, Spanish, Vietnamese*)
- Outreach materials: posters, take-ones, fliers, brochures and resource cards (*English and Spanish*)
- Wearable outreach materials: t-shirts, ribbons,
- Evaluation and campaign reports



🎗️ Suicide Prevention

Statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

suicideispreventable.org
elsuicidioesprevenible.org



Awareness Raising Toolkits

- Range of resources from event planning guides, posters, guides on engagement through social media, and suggestions for activities to get your community involved
- Available in print and electronically on the Each Mind Matters website.

Mental Health Matters Month

May
(California)



Suicide Prevention Awareness Toolkit

First full week in
September
(National)

Mental Health Awareness Week

First full week in
October
(National)

Each Mind Matters Materials

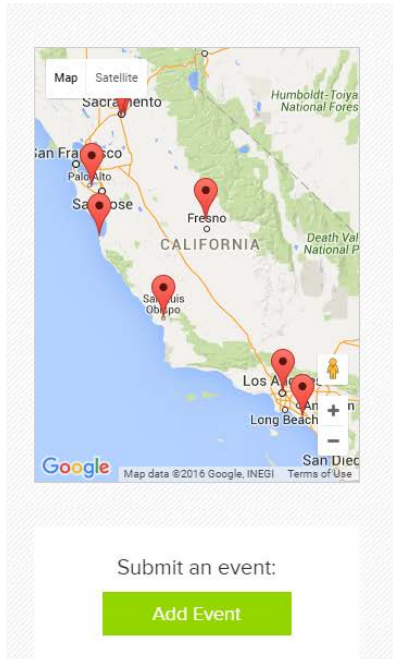
TOOLS AND RESOURCES



Each Mind Matters, in partnership with Philosophy, released a public service announcement (PSA) featuring celebrities and influential mental health advocates that spurred growth for the movement and gained notable recognition by outlets such as the Huffington Post and Yahoo! News. A toolkit was produced to encourage counties and community-based organizations (CBOs) to celebrate May is Mental Health Matters Month locally. In addition, an op-ed piece about the results of the RAND report was featured in the Sacramento Bee and a press release circulated statewide.



Community Engagement

[Mental Health](#)[Stories](#)[Get Involved](#)[Events](#)[Resources](#)[Blog](#)

If you are hosting a public event, add it to the **Each Mind Matters** events page to attract a larger audience!

www.eachmindmatters.org/events/

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store

Tweens



Performance

Statewide school-based performance tour



Website

Educational, interactive website (English and Spanish)



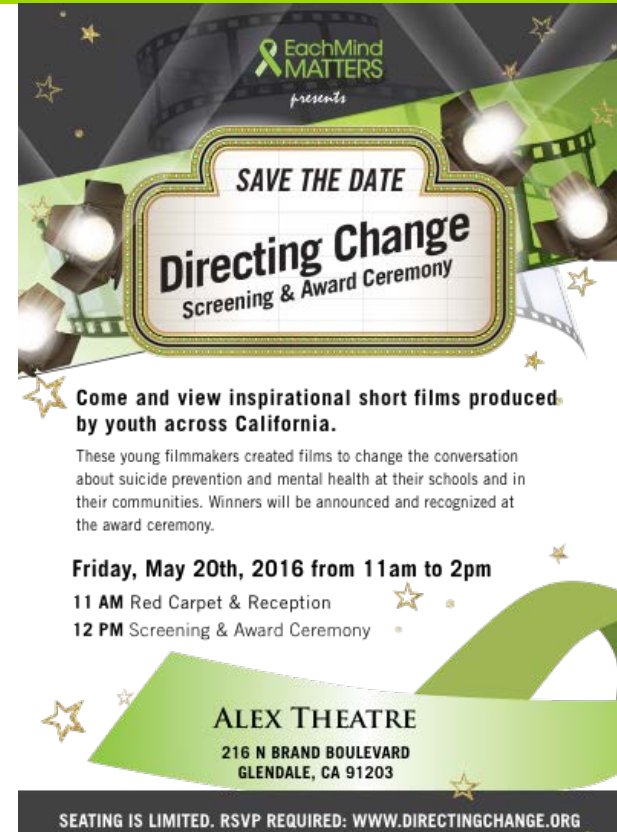
Media

Targeted mass media (radio, digital, cable TV)



🎗 Youth & Young Adults: Directing Change

- Student Film Contest open to ages 14 -25 in partnership with a college, organization, club, or program
- Create 60 second films about suicide prevention, mental health matters or through the lens of culture
- Annual awards ceremony in May
- View all films at www.directingchange.org
- Recent webinar *Changing Conversations about Mental Health in Schools and Communities* recording can be viewed: <https://attendee.gotowebinar.com/recording/3448414091657277954>



EachMind MATTERS
presents

SAVE THE DATE
Directing Change
Screening & Award Ceremony

Come and view inspirational short films produced by youth across California.

These young filmmakers created films to change the conversation about suicide prevention and mental health at their schools and in their communities. Winners will be announced and recognized at the award ceremony.

Friday, May 20th, 2016 from 11am to 2pm

11 AM Red Carpet & Reception
12 PM Screening & Award Ceremony

ALEX THEATRE
216 N BRAND BOULEVARD
GLENDALE, CA 91203

SEATING IS LIMITED. RSVP REQUIRED: WWW.DIRECTINGCHANGE.ORG

Diverse Audiences: Stigma and Discrimination Reduction

Focused on five California Reducing Disparities Project audiences:

- African American
- Asian & Pacific Islander
- Latino
- LGBTQ
- Native American



🏳️ Diverse Audiences: African American



Support Guide Mental Health in the African American Community



BE THE VOICE OF HOPE

Other ways to create supportive communities:

- Develop neighborhood healing circles.
- Raise awareness through advocacy, leadership and collaboration.
- Keep places of worship open every day of the week. This creates safe places for people to gather and talk.
- Wear lime green, the national color for mental health awareness. Share why mental health matters to you.
- Share videos, blogs, or photos from eachmindmatters.org on Facebook or Twitter to get your friends talking.



MENTAL HEALTH
friendly COMMUNITIES
Building Mental Health Friendly Communities
...one congregation at a time

Ten Commitments

The Leaders of this House of Worship have made a commitment to our members and the broader community to become a Mental Health Friendly Community of Faith. We therefore have adopted the following Ten Commitments:

🏳️ Diverse Audiences: Asian & Pacific Islander



🎗️ 心理健康輔導指南 Mental Health Support Guide

成為希望之聲 BE THE VOICE OF HOPE

您可知曉我們當中
50% 將在一生中經歷心理健康的挑戰嗎?

如果您經常遇到以下情況:

- 一直擔心事情
- 感到緊張
- 感覺好像您總處於危險之中
- 經常出汗或發抖

您可能正在與您的焦慮不安鬥爭。

如果您經常遇到以下情況:

- 不安、易怒或情緒
- 疲勞或精力不足
- 感到無價值、無望或孤獨
- 食慾不振
- 難以入睡
- 難以專注於任務

您可能正在與抑鬱症鬥爭。

🗨️ 您可能需要心理方面的輔導，而不是個性諮詢。

請加入 Each Mind Matters 加州心理健康運動，以學習如何幫助自己或您關心的人。這幫助創始階層且互助的社區。



Khám Phá Những Nỗi Đau Bị Ẩn

Một Câu Hỏi Có Thể Cứu Một Mạng Sống.

KNOW THE SIGNS

誰能幫助我?

- 醫生
- 宗教領袖
- 心理健康輔導員

誰能幫助我?

- 與支持您的人開放地談論您正在經歷的事。
- 與朋友和家人保持聯繫。確保他們從您與專業人員有幫助的具體行動。
- 透過社區互助小組，或與您的心理健康專業人員有顧問支持。考慮與其他正在經歷類似情況的人聯繫。

以下是一些提升心理健康的簡單活動。

- 動起來。每週 3 天輕度運動可以提高幸福感和工作效率。
- 20分鐘的陽光可以幫助您改善情緒、集中注意力和睡眠。
- 與朋友或家人共賞一餐。研究表明良好人際關係/社交活動可以幫助您應對壓力，甚至可以幫助您活得更精彩健康。
- 玩遊戲。特別是當我們年紀越來越大，通過玩新遊戲保持您的思維活躍，可以緩解抑鬱症。

EachMind MATTERS California's Mental Health Movement. EachMindMatters.org



🏳️ Diverse Audiences: Latino

Healthy & Happy Families Start Here

LATINO FAMILY FOTONOVelas

Talking about Feelings

HAZ PLANES. CAMBIOS. NO TE REFINES.

Sana Mente
Movimiento de Salud Mental de California

VIVI EN TU FUTURO

¿Que harías si quisieras saber que quieres suicidarte?

EL SUFRIMIENTO NO SIEMPRE SE NOTA

RECONOZCA LAS SEÑALES **ESCUCHE Y DIALOGUE** **BUSQUE AYUDA**

APRENDA A RECONOCER LAS SEÑALES
WWW.ELSUICIDIOESPREVENIBLE.ORG

RECONOZCA LAS SEÑALES

¿QUE HARÍA SI QUISIERAS SABER QUE QUIERES SUICIDARTE?

EL SUFRIMIENTO NO SIEMPRE SE NOTA

RECONOZCA LAS SEÑALES
El Suicidio Es Prevenible

PONTE EN MIS ZAPATOS

¿QUE ES...? **¿ES UNO DE LOS SÍNTOMAS?** **¿Puede SER PARA MÍ?**

🏳️ Diverse Audiences: Native American



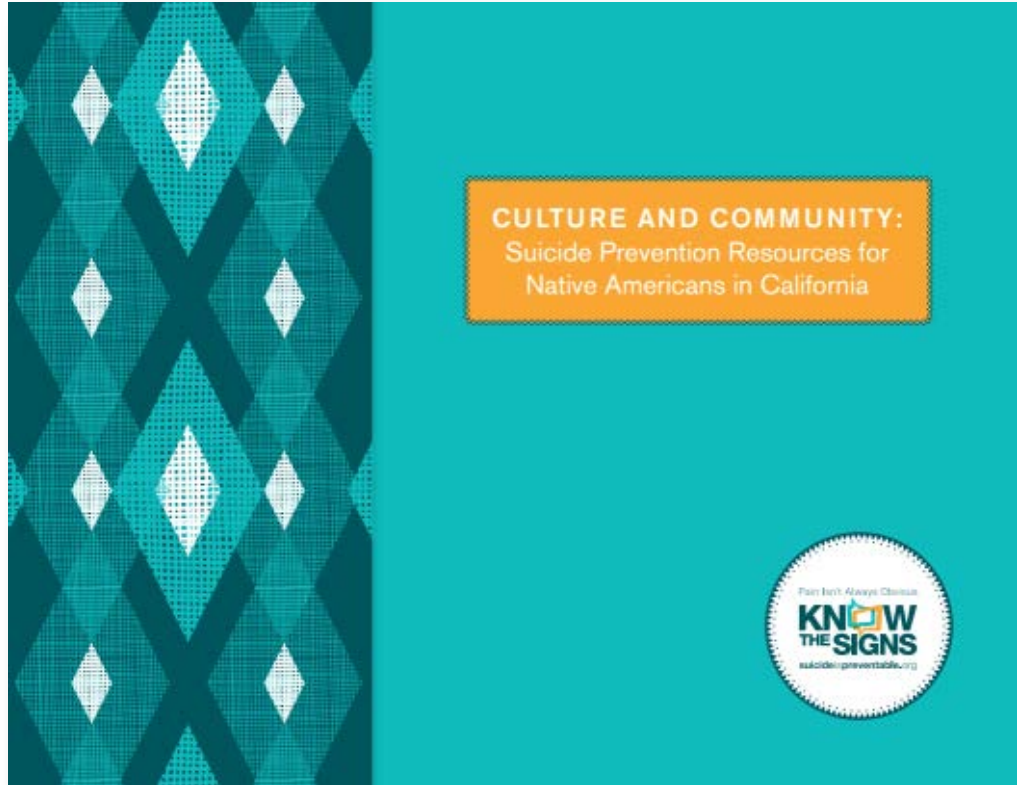
EACH MIND MATTERS
Colton's Mental Health Movement

Get Informed | Join the Movement | Great Minds Gallery | Events | Blog / News

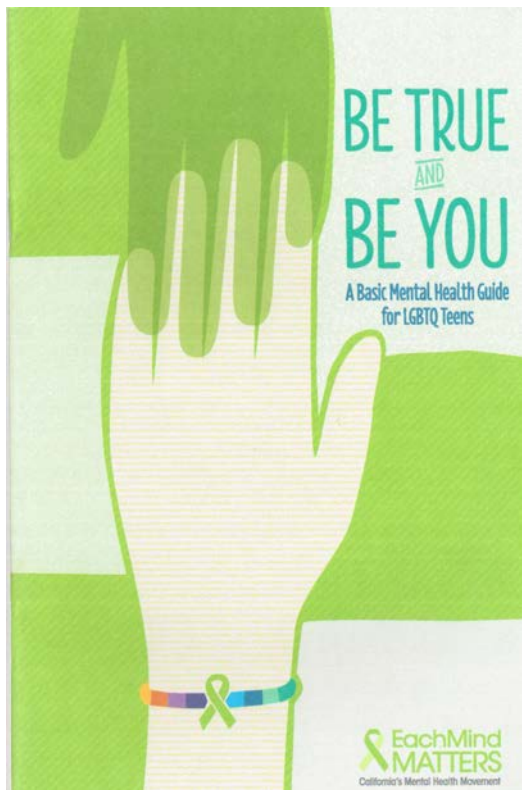
Art's Story



10:30
Tweet 3 | Likes 3
Like 3



🏳️ Diverse Audiences: LGBTQ



REACH OUT.COM *Get through tough times* LOG IN REGISTER ABOUT US DONATE

THE FACTS REAL STORIES GET INVOLVED GET HELP FORUMS BLOG

FACT SHEETS

LGBTQ: SEXUALITY AND GENDER IDENTITY

ReachOut fact sheets are written by young people for young people and edited by a mental health professional. Want to discuss the topic in more depth? Visit the [ReachOut Forums](#).

Being bisexual
People who are attracted to both men and women usually identify themselves as bisexual. Learn facts about bisexuality. [View Fact Sheet >](#)

Being a lesbian
Women usually identify themselves as a lesbian when they are attracted to other women. Learn more about what being a lesbian means to be a lesbian. [View Fact Sheet >](#)

I think I might be gay, lesbian or bisexual or transgender
Trying to know for sure if you're gay, lesbian, bisexual or transgender can be confusing. [View Fact Sheet >](#)

FIND OUT HOW YOU CAN PLAY A ROLE IN SUICIDE PREVENTION.

Reach Out to Local Resources | Call the Trevor Line 24/7: 866.488.7386 | Get Help from The Trevor Project

EVERY DAY IN CALIFORNIA

Many LGBTQ youth face adversity at home, school and their community. You can help.

TREVOR **KNOW THE SIGNS** **Y-CORE?**

FACT SHEET

Coming Out Conversation Starters

Sign Up to see what your friends like

Latest Forum Posts
Share your story & hear from others who made it through.

- Are I doing the right thing?
- Confused?
- Bisexual?

[REGISTER TO POST](#)

QUESTIONS?
Get guidance from the **REACHOUT EXPERT**

[See Related Stories](#)
[See Related Fact Sheets](#)

Starting a conversation around coming out can be hard. You might not know exactly what to say, be worried about how the other person will react, or have had a bad experience in the past telling someone you didn't react well.

While you won't know everything about how the conversation will go and each person (friends, family, teachers, etc.) is likely to have a slightly different response depending on your relationship, you can think about what you want to say before to start the conversation in a certain direction. A few tips for considering what to say in common scenarios:

Coming out to friends

Friends: Friends are typically one of the first people we come out to. Coming out to friends can sometimes feel easier than family because we may have closer, more honest relationships with them than with parents or other adults. There is also a level of comfort not found in other relationships that you have with your friends.

Before you come out to friends, you may want to consider:

- There is no right order.** You may want to start by coming out to a best friend or a small group of your closest friends. You should not feel pressured to come out to ALL your friends at one time. The most important thing is that you feel like you can trust and confide in the person or people you are telling. You might also want to choose a time when you'll be able to talk through things without interruption.
- Tell them why you chose to come out to them and how much their support means to you. If you don't feel comfortable with other people in your friend group knowing, be direct about wanting your friend to respect your privacy. It's your information to share and a good friend will respect that.

🏳️ Diverse Audiences: Real Stories of Recovery

EACH MIND MATTERS
California's Mental Health Movement

Get informed - Join the Movement - Great Minds Gallery - Events - Blog / News

There was a man who fell in a well

ສະມາຄົມລາວ ໂລ
Lao Serf Association
875 O'Farrell St. #103
San Francisco CA 9410
Tel. Lao (415) 674-6882
Cambodian (415) 674-6812

mental health challenges. The association hopes to improve the health of the community and help the people of Cambodia.

Sam's Story 1

Lao Compilation 2

Lila's Story 1

Marie's Story 1

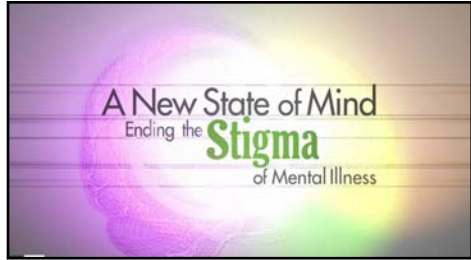
Adalia's Story 1

Daniel's Story 5

Dennis' Story 3

Emily's Story 13

Arts Story 3



Your Voice Matters

- California's Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health.
- Our voices are amplified when we speak up together.
- There are many ways to add your voice and strengthen the movement.



“Why Do I Wear Lime Green?”

- "I care about mental health because I've been there. I want people know it's safe to reach out for support and that recovery is real."
- "I wear the ribbon because mental health issues impact 1 in 4 people in the US. I want to help create a community where everyone can talk openly and honestly and have a happy, fulfilling life."
- "I am showing my support for people with mental health challenges, and you can too by wearing the lime green ribbon."

Responses to common myths




Myth	Response
Mental illness is rare and only happens to other people.	We all experience different levels of mental health over time. 50% of us will experience a mental health challenge in our lifetime.
Once you have diagnosis you can never recover. The best you can hope for is managing your symptoms.	People can, and do, get better all the time. With support and treatment 70-90% of people report reduced symptoms and improved quality of life.
You have to take medication if you have a mental illness.	Medication is just one tool available, there are many paths to recovery and different tools work for different people.
The mentally ill are violent.	People with mental health challenges are more likely to be harmed by acts of violence than perpetrators of them.
There's nothing I can do to help.	Everyone can make a difference. Don't tolerate hateful language, correct myths, or just listen.

Helpful vs. Non Helpful Language

- | | |
|--|---|
| 1. Hate speech (“psycho”, “cray-cray”, etc.) | 1. Respectful language that promotes dignity. |
| 2. “The” mentally ill | 2. Language that recognizes individual, human experiences and differences. |
| 3. All or nothing language | 3. Language that allows for multiple truths. |
| 4. Language that is pessimistic, negative, or not open to change. | 4. Language that emphasizes hope and possibility. |
| 5. Language that takes away choice (you must ...) | 5. Language that promotes choice and puts the power of choice with the consumer |
| 6. Language that emphasizes the diagnosis not the person “a schizophrenic” | 6. People-first language |

Stop. Engage. Educate.

In order to be successful in your outreach efforts, you'll need to master three key skills:

1. **Stop**  get their attention.
2. **Engage**  get their interest.
3. **Educate**  inform them about our website, offer some literature and a lime green ribbon.

🎗️ How to Stop

- Be prepared to face some rejection at this stage.
 - Many people won't talk to you, and **that's okay**.
- If someone tells you no:
 - Be polite
 - Say “thank you”
 - Leave them be



How to Stop

Create a “Stop Phrase” that is 1) positive, 2) short, and 3) something you believe.

Some examples of a Stop Phrase are:

- Do you have time to talk about mental health?
- Can I share with you the importance of mental health?
- I'd like to tell you about the Lime Green Ribbon.
- Ever seen a Lime Green Ribbon?
- Are you curious about mental health?

🎗️ How to Engage

When someone stops for your Stop Phrase, engage them with a **short two- to three-sentence description** about *why you're there* and *what you're doing*.



- A short phrase introduces the listener to what you're doing and what you care about.

Examples: How to Engage

- "I care about mental health because I've been there. I want people know it's safe to reach out for support and that recovery is real."
- "I'm out here today because mental health issues impact 1 in 4 people in the US. I want to help create a community where everyone can talk openly and honestly and have a happy, fulfilling life."
- "I am showing my support for people with mental health challenges, and you can too by wearing the lime green ribbon."

How to Engage: Common Questions

Q: Are you a mental health professional?

A: “I’m an X, but today I’m here to raise awareness about mental health in our community.”

Q: Can you help me with a mental health problem?

A: “I’m concerned about you and I want you to know that help is available” [direct them to “Where to Get More Support” of the EMM brochure].

Q: What if someone asks me about my own mental health challenges and I don’t want to share at that time?

A: “Hearing real stories of people who have recovered from mental health challenges is inspiring. Right now, I’m here to raise awareness about X, but I encourage you to visit the stories page on www.eachmindmatters.com if you’d like to hear personal stories.”

How to Educate

If you're marching in a parade, going to farmer's markets, etc.:

- Get people excited by handing out ribbons.
- Carry cards or brochures with more resources with you.
- Choose one resource you find most helpful and share it with others along with ideas for how to utilize this tool.



Social Media Outreach (Video)



Social Media – Sample Posts

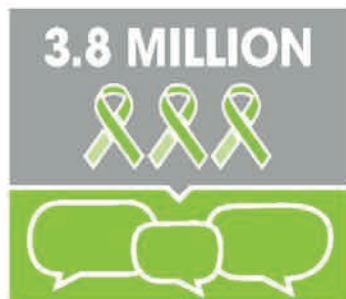
1. DYK that May is Mental Health Matters Month & lime green is the national color? Show us how you're using lime green. Tag us **#EachMindMatters**
2. RT to let others know they aren't alone if they ever need to talk. Being open and honest is the best way to end stigma! **#EachMindMatters**
3. **#EachMindMatters** features real stories about **#MentalHealth** that inspires hope, resilience and recovery. Check it out: [EachMindMatters.org/stories](https://www.EachMindMatters.org/stories)
4. Show your support for Mental Health Matters Month and **#EachMindMatters** wherever you are by using the hashtag **#MillionsLikeMe**
5. How are you using your social media to show you believe **#EachMindMatters**? Get some tips here: <https://vimeo.com/134363573>
6. Friends & family can learn to recognize warning signs of suicide. Visit [SuicidelsPreventable.org](https://www.SuicidelsPreventable.org) to learn more. **#KnowTheSigns**
7. Reach out to a friend in need and let them know they're not alone. **#MillionsLikeMe #EachMindMatters**
8. Take action against **#stigma**. Be the change and start the conversation about mental health. **#EachMindMatters**
9. Want to learn how to talk about **#EachMindMatters** w/ friends & family? Watch the "What is **#EachMindMatters**" video: <https://vimeo.com/128939915>
10. Find the words to start a conversation. It can be the most important one you have. Visit www.SuicidelsPreventable.org

🎗️ The movement is growing!



More Inclusion

Nearly 1.5 million more Californians (a 5% increase year-over-year) are **willing to socialize with, live next door to or work with people who have mental health challenges.**



More Momentum

3.8 million Californians (or 13% of Californians surveyed) saw someone wearing a lime green ribbon, and almost half of those had a **conversation about mental health because of the green ribbon.**



More Support

Approximately 600,000 additional Californians (a 2% increase year-over-year) **provided emotional support to someone with a mental health challenge.**



California's Mental Health Movement

Webinar Calendar

WINTER/SPRING 2017

Each Mind Matters is hosting a series of webinars through June 2017. These informative presentations will focus on strategies to address and prevent mental health stigma, combat discrimination, learn the signs of suicide, and feel more comfortable discussing these critical public health concerns. For news on future presentations, please email Evan.Oliva@EachMindMatters.org

January 26: **Changing Conversations About Mental Health and Suicide in Schools and Communities:**

2:30-3:30PM PST

Free Programs and Resources

To View Webinar Presentation: attendee.gotowebinar.com/recording/3448414091657277954

February 7: **Skills Building:** Mental Health and Stigma Reduction

1:00-2:00PM PST

To Register: attendee.gotowebinar.com/register/3002384005796828673

March 7: **Learning Exchange:** Tips and Tools for May is Mental Health Awareness Month

1:00-2:00PM PST

To Register: attendee.gotowebinar.com/register/1842279391725737729

April 4: **SanaMente:** Resources for Latino Communities

1:00-2:00PM PST

To Register: attendee.gotowebinar.com/register/294849816537989633

May 2: **Mental Health Resources for Diverse Communities**

1:00-2:00PM PST

To Register: attendee.gotowebinar.com/register/8210419842362519297

June 6: **Skills Building:** Suicide Prevention

1:00-2:00PM PST

To Register: attendee.gotowebinar.com/register/3870779388925992193

Stay connected

- Connect with social media and blog
- Sign up for Each Mind Matters newsletter at www.eachmindmatters.org



Twitter: @eachmindmatters



facebook.com/eachmindmatters



Instagram: eachmindmatters

Questions?

