

SAMHSA's National Stigma Reduction Programs

Chris Marshall
Consumer Affairs Specialist
Center for Mental Health Services
HHS/SAMHSA



Featured Programs

- National Anti-Stigma Campaign (NASC)
- The Voice Awards
- Participatory Dialogues
- Challenging Stereotypes Booklet
- Resource Center to Address Stigma and Discrimination (ADS Center)

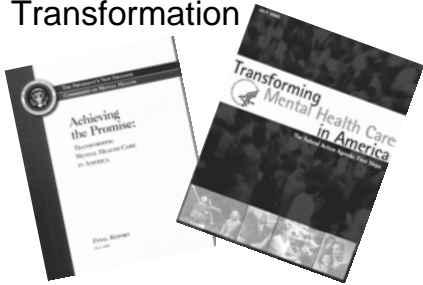
2

National Anti-Stigma Campaign

- Multi-year, national public education campaign
- Two rounds of creative production
- Goals:
 - Increase general awareness
 - Promote recovery
 - Encourage help-seeking behavior

3

Mental Health System Transformation

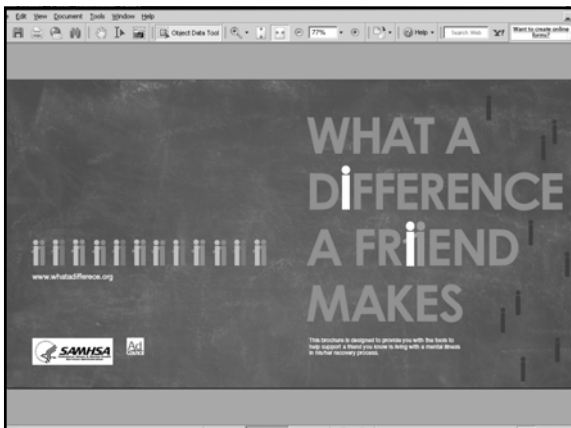


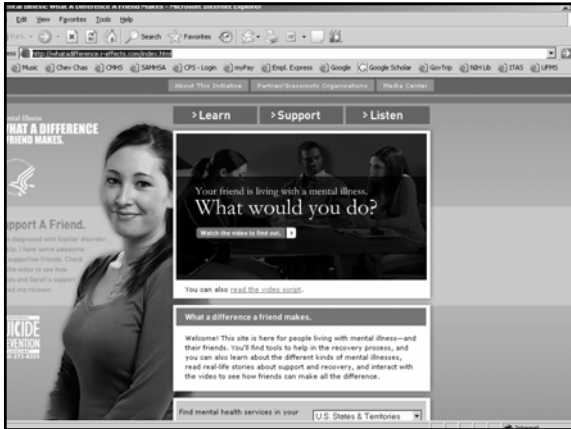
4

NASC Launch – First Round

- Official Launch – Dec. 4, National Press Club
- Targets Young Adults 18-25
- TV, Radio, Print PSAs
- Site Kit, Brochure, Report, Fact Sheet, Web site
- Distributed Nationally
- Generated over 100 media stories, USA Today, NBC, ABC, AP, Cable

5





NASC Web Address


- www.whatadifference.org
- 1-800-789-2647

8

Developing a Stigma Reduction Initiative


- Section 1: Introduction
- Section 2: Mounting a Statewide Anti Stigma Campaign
- Section 3: Outreach Materials
- Section 4: Best Practices
- Section 5: Resources

9



The SAMHSA-Sponsored Voice Awards

- Emphasizes Reward Method
- Film, TV, and radio writers and producers who have created accurate, respectful, and dignified portrayals of people with mental illnesses
- Mental health advocates whose efforts have expanded public understanding of mental illnesses
- Others whose activities promote mental health awareness



The SAMHSA-Sponsored Voice Awards

- July 2005, August 2006
- Hosts: Mariel Hemingway, Mariette Hartley, Kathleen Sullivan
- Special Awardees: David Hoberman, Patty Duke, Brooke Shields, Maurice Benard, Carmen Lee, Neal Baer, Univision



The SAMHSA-Sponsored Voice Awards

- Writers and producers of: "The Aviator," "ER," "Huff," "Larry King Live," "Monk," "Scrubs," "Stateside," "Proof," "Jellysmoke," "Law and Order: SVU," "NPR," and "Legacy of the Harp."
- Consumer Awardees – Carmen Lee
- Partnerships – Writers Guild

Participatory Dialogues

- Emphasizes Contact Method
- One and half day meeting
- 20 participants – 10 consumer and 10 professional
- Goals:
 - To develop improved mutual understanding, respect, and partnerships
 - Develop recommendations
 - Distribute Monograph

13

Participatory Dialogues

- Began in 1997
- Psychiatrists, Psychologists, Psychiatric Nurses, Social Workers
- Faith-based Organizations, Co-occurring Issues, Criminal Justice, Primary Care, Disaster-related Mental Health, and Mental Health on Campus

14

Mental Health on Campus

- Student Mental Health Consumers and Leaders with College Deans, Administrators, Counselors, and Faculty in Dialogue
- Legal representatives
- Active Minds on Campus, NAMI on Campus, Jed Foundation and Ulifeline, Finding Voice, Cornell Minds Matter

15

Mental Health on Campus Findings

- 2003 National Survey of Counseling Center Directors found 85 percent of colleges reported an increase from in last 5 years of students with severe psychiatric problems.
- National College Health Assessment revealed that more than half of students surveyed reported feeling “things were hopeless” and that more than a third felt “so depressed it was difficult to function.”

16

Mental Health on Campus Findings

- Almost a tenth of the students reported seriously considering attempting suicide, and more than 1 percent reported attempting suicide.
- More than 1,000 on-campus suicides take place each year.
- *Campus resources often are strained to meet the student demand.*

17

Recommendations – Major Themes

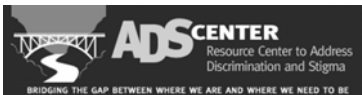
- Campus Culture
- Student Control and Choice
- Stigma and Discrimination
- Suicide Prevention
- Access to Information and Supports
- Meaningful Collaboration between Students and Providers/Administrators
- Administrative/College Mental Health System Challenges
- Accommodations/Policy/Rights/Liability
- Research

18

Challenging Stereotypes

- Emphasizes protest strategy
- Action Guide
- We Must Speak Out!
- Delivering Your Message
- For More Information

19



- Help States, organizations, individuals design and implement anti-stigma initiatives
- Gather and maintain best information, policies, research, practices, and programs to counter stigma and discrimination
- Actively disseminate anti-stigma and discrimination information and practices

20



- Technical Assistance
- Training Teleconferences
- Informational Updates
- Web site
- Database
- Collaboration with NASC

21



- Web site: stopstigma.samhsa.gov
- Email: stopstigma@samhsa.hhs.gov
- Telephone: 1-800-540-0320

22

SAMHSA's National Mental Health Information Center

www.mentalhealth.org

1-800-789-2647

23



Chris Marshall
Center for Mental Health Services
SAMHSA
1 Choke Cherry Road,
Room 6-1071
Rockville, MD 20857
Phone: 240-276-1947
Email: chris.marshall@samhsa.hhs.gov

24
