SAMHSA’s National Stigma Reduction Programs

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Featured Programs

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

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
Mental Health System Transformation

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
NASC Web Address

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

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
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

- 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


- 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

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

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
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.”

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.

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
Challenging Stereotypes

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

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

Technical Assistance
Training Teleconferences
Informational Updates
Web site
Database
Collaboration with NASC
• Web site: stopstigma.samhsa.gov
• Email: stopstigma@samhsa.hhs.gov
• Telephone: 1-800-540-0320

SAMHSA’s National Mental Health Information Center

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

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