

Campaign for Mental Health Recovery Phase 2 Multicultural Campaign

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The Issue

- 24.6 million Americans suffer from a serious mental illness
- Prevalence of serious mental health conditions is highest among young adults, yet they show the lowest rate of help-seeking behaviors

The Issue cont.

- Misperceptions associated with mental illness is one of the biggest barriers to recovery
- Striking disparities in mental health care found for racial and ethnic minorities

The Issue cont.

- Minorities have less access to, and availability of, mental health services
- Those in treatment often receive a poorer quality of mental health care

Communications Objectives

- Broaden the community of acceptance
- Promote social inclusion, positive attitudes, beliefs and behaviors toward people with mental illness
- Educate and empower friends and family to step up and support their loved ones through recovery

Expert & Research Findings

- Young adults are more alike than different in terms of their social and media habits
- Community and family support as important as peer support
- Cultural upbringing influences perceptions of mental illness
 - Barriers to support and recovery

Expert & Research Findings

- General lack of education
- Perceived lack of resources
- Campaign must not stereotype based on race/ethnicity

Culturally Influenced Perceptions: Chinese

“Saving Face”

Mental illness is seen through a narrow lens of pressure and performance. Pride, avoidance of shame, and not losing face inhibit many from asking for help and treatment, although many believe that recovery is possible.

Culturally Influenced Perceptions: Native American

“Associative Hopelessness”

Associate mental illness with other pervasive illnesses in their community, esp. alcoholism.

Believe that relapses will occur and a full recovery is almost impossible. Some distrust of majority culture institutions. Huge disparity on understanding mental illness between those who are more acculturated vs. those who are less acculturated and live on the reservations.

Culturally Influenced Perceptions: African American

“Weakness of Character”

Mental illness reflects the inability to cope with life’s challenges. They are often too occupied with priorities, responsibilities, and challenges to dwell on mental health. Also, years of discrimination have honed a deep-rooted pride, that inhibits them from admitting to mental issues, which equate to weakness.

Culturally Influenced Perceptions: Hispanic

“Acculturation Pains”

Perceive mental illness as intrinsic to the acculturation and immigration process.

Depression is often seen as a weakness of character. Often equates mental illness in children with lack of discipline.

Hispanic

“Acculturation Pains”

I realized that I don't know much about the topic, now I'm intrigued. This is an important matter. You can have a person close to you that suffers from a mental health problem and they don't tell you and you don't know.

- Un-acculturated male, NY

Hispanic – Additional Quotes

“Acculturation Pains”

Some of these problems
are just excuses. Our
society is coming up with
more of these...

*- Acculturated female,
NY*

Hispanic – Additional Quotes

“Acculturation Pains”

I was raised you never abandon your family, no matter what. It would have to be my very close friend for me to help. It would not be easy to go and visit a person that is not your close friend. - *Un-acculturated male, NY*

Hispanic – Additional Quotes

“Acculturation Pains”

People around them need to be patient. They need a lot of work. They need to make a lot of effort.

- Un-acculturated male, NY

Depression is something you can control.

- Acculturated female, NY

African American

“Weakness of Character”

[We need to] encourage
our people, show them
that it’s okay, that it’s not a
bad thing to seek help.

- Male, NY

African American – Additional Quotes

“Weakness of Character”

If they're not making
enough money, can't pay
rent, can't pay water bills,
it's a build up...mental
pressure.

- Male, NY

African American – Additional Quotes

“Weakness of Character”

My family is from Nigeria.
People there don't have time
to be crazy. People in the US
have time to be depressed.
In Nigeria, people don't have
time to sit and mope.

-Female, NY

African American – Additional Quotes

“Weakness of Character”

You can be tolerant,
positive, and
supportive. You can be
supportive, talk to them,
guide them. It depends on
severity.

- Female, NY

African American – Additional Quotes

“Weakness of Character”

I believe that if I really
wanted to help a
person, I could help
them.

- Male, LA

Chinese

“Saving Face”

There is always hope for
recovery.

- Female, LA

I have a lot of love. I would
care for you. I would not
discriminate.

- Male, NY

Chinese – Additional Questions

“Saving Face”

Pressure, past failures, loss, environmental problems like everyone around them gives them stress ... then they believe they are failures.

- Male, NY

Chinese – Additional Questions

“Saving Face”

When I went online to research depression, I also saw that it is something that one can recover from in time. I feel that it is important to emphasize this. If you say that the illness cannot be cured, I think it is like giving a death sentence.

- Female, NY

Chinese – Additional Questions

“Saving Face”

[The story’s character] is like my friend’s sister, very similar, everyone in her family had done well, her sister was in medical school. She couldn’t get into medical school and puts a lot of pressure on herself and emphasis on her life. She hasn’t broken down, but it’s close to that.

- Male, NY

Native American

“Associative Hopelessness”

I don't know what I would do,
but I would be there for him
because it sounds like he
doesn't really have anyone to
talk to. He has
no hope. He needs a friend.

- Female, Buffalo

Native American – Additional Quotes

“Associative Hopelessness”

I don't think [a mental health problem] is an illness. It's more of a habit.

- *Male, Page*

If they have the right type of support, they can learn to live with it ...

- *Female, Buffalo*

Native American – Additional Quotes

“Associative Hopelessness”

I would feel bad and worried for him, and I'd be there for him. I know it'll take a long time to find a way to recover.

- Female, Buffalo

Native American – Additional Quotes

“Associative Hopelessness”

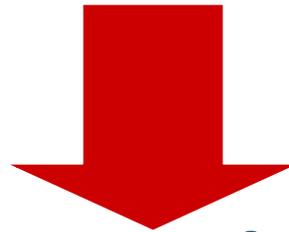
I have hope for them, but I have never heard of anyone getting cured of a mental illness, like people that have trouble with alcohol, there is a possibility they can get better, but it's with them for the rest of their lives.

- Male, Phoenix

While different cultural backgrounds
and a general lack of knowledge
lead young adults to hold different
misperceptions towards the issue ...

... one common insight remains true

Close friends and family are the key sources of emotional support for young adults, especially when it comes to mental health problems



Core Idea

Step up to help support a loved one recover from mental illness

The Opportunity

Develop a multicultural campaign to impact the lives of multicultural young adult consumers by targeting their close friends and family to provide critical support needed for recovery.

CAMPAIGN TARGET

- 18-25 year-old
- Hispanic, African American, Chinese and Native American
- Close friend or family member of someone affected by mental illness

Core Idea: *Step up to help support a loved one recover from a mental illness*

	Hispanic
Strategy	Be the one who brings hope and help that will change the life of a dear one who suffers from mental illness
Support	<ul style="list-style-type: none">• Emphasize that family/close friends are essential to recovery• Stress the importance of educating yourself on what your family/friend is going through• SAMHSA can help by providing easy access to information that will enable proper treatment and long term support

Core Idea: *Step up to help support a loved one recover from a mental illness*

	African-American
Strategy	Step up and share your strength with a loved one who's recovering from mental illness
Support	<ul style="list-style-type: none">• Equates seeking help with strength and love, instead of weakness

Core Idea: *Step up to help support a loved one recover from a mental illness*

	Chinese
Strategy	You can step up now and make a difference in the lives of your loved ones and help them recover
Support	<ul style="list-style-type: none">• Emphasize that recovery is a journey of healing and transformation, enabling people with a mental health problem to live a meaningful life in their community of choice, while striving to achieve their full potential

Core Idea: *Step up to help support a loved one recover from a mental illness*

	Native - American
Strategy	They'd be there for you. Why don't you be there for them?
Support	<ul style="list-style-type: none">• Their culture reflects individuals taking care of their people. The message reinforces the value and importance placed on helping the people of their tribe/community• Emphasize acceptance and support from peer to peer

Desired Action and Tone

What do we want them to do?

- Listen to, respect and respond to your loved ones who need your help
- Go to in-language/in-cultural landing section of whatadifference.samhsa.gov to learn more about mental health and what you can say or do

Desired Action and Tone cont.

What is the tone?

- Culturally-sensitive, supportive, trusting and empowering

How Grassroots Organizations Can Get Involved

- Grassroots media outreach is key to promoting the multicultural campaign on a local level
- Local ethnic media is the campaign's greatest ally

How Grassroots Organizations Can Get Involved cont.

- Committed to local issues (esp. if relevant to ethnic segment)
- Trusted voice and trusted source of information in their communities

How Grassroots Organizations Can Get Involved cont.

- Local celebrities as spokespeople – DJs and newscasters are especially influential in the community
- Leverage media relationships and be a good partner

Leveraging Media Relationships

- Examples:
 - Providing media outlets with locally/ethnically relevant information and key talking points so that they can become true advocates of mental health recovery
 - Engaging them beyond just donate media – partner on public affairs programming, developing issues-oriented content, community-based events

Contact Information

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