

Engaging the Community with the Campaign for Mental Health Recovery's Multicultural Resources



August 2009

Webcast Goals

- Provide a brief overview of the multicultural phase of the CMHR.
- Provide a brief overview of why culture matters in mental health.
- Provide an overview of the variety of materials being developed for each multicultural group.
- Provide tips on how the materials can be used with each cultural group in local communities.



Presenters

Rowena Tse
Campaign Director
The Advertising Council

Terrie M. Williams
Co-Founder and President
Stay Strong Foundation

Majose Carrasco,
Director
NAMI Multicultural Action Center



Campaign for Mental Health Recovery Multicultural Campaign

Rowena Tse

August 12, 2009



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov



Why Culture Matters in Mental Health

- Striking disparities in mental health care found for racial and ethnic minorities.
 - Less access to and availability of mental health services
 - Less likely to receive needed mental health services
 - Those in treatment often receive a poorer quality of mental health care
- Barriers to care include mistrust and fear of treatment, racism and discrimination, and differences in language and communication.

Why Culture Matters in Mental Health cont.

- Cultural upbringing influences one's perception of mental health problems, and views towards support and recovery.
 - How they seek help
 - What types of help they seek
 - What coping styles and social supports they have
 - How much stigma they attach to mental illness
 - How they view recovery

Campaign 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.

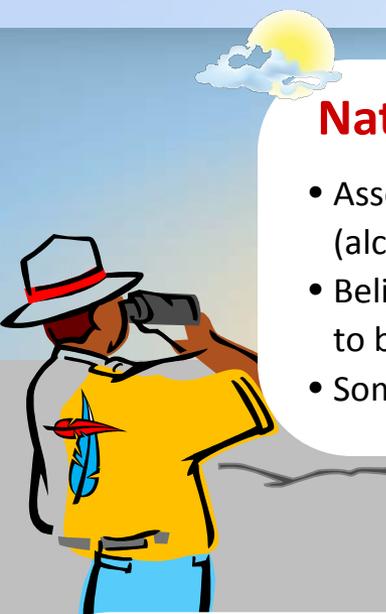
Multicultural Campaign

Impact the lives of multicultural young adult consumers by targeting their friends/family to provide critical support needed for recovery.

TARGET AUDIENCE

- 18-25 year-old
- Hispanic, African American, Chinese and Native American
- Close friend or family member of someone living with a mental health problem

Culturally Influenced Perceptions/Barriers



Native Americans

- Associate MHP with other pervasive illnesses (alcoholism) in their community.
- Believe relapses can occur and a full recovery to be almost impossible.
- Some distrust of “white” institution.

Chinese

- View MHP 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.



African Americans

- MHP reflect the inability to cope with life’s challenges.
- Often too occupied with other priorities, responsibilities, and challenges to dwell on mental health.
- Years of discrimination have honed a deep-rooted pride, that inhibits AAs from admitting to mental issues, which equate to weakness.



Hispanics

- Perceive MHP as intrinsic to the acculturation and immigration process.
- Depression is often seen as a weakness of character.

Strategic Path Summary

Hispanic

African
American

Native
American

Chinese

Common Insight: 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.

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 the culturally targeted landing page of whatadifference.samhsa.gov to learn more about mental health and what you can say or do

What is the tone?

- Culturally-sensitive, supportive, trusting and empowering

Creative Elements

CHINESE

Your support is the most precious gift you can give. Whether this loved one sees dark clouds or the bright sky may depend on what you do to show you care.



CAMPAIGN ELEMENTS

- Print/Outdoor ads
- Radio live reads
- Web banner ads
- Brochure
- Mini-website

All materials in Chinese

STATUS

- Final produced

NATIVE AMERICAN

I am here for you. I will be here for you. And as always, we will recover together.



It seems like it was yesterday when we learned to ride our bikes **together**, discovered that we both liked to dance and speak our language. It seems like we were **never apart** and everyone knew we were **best friends**. When we decided to go to school, we made sure we were going to be roommates. When you finally landed that first job after all your hard work, I was the first to say **“congratulations.”** When you said you wanted to help the youth on the reservation, I said, **“Let’s do it together.”** Then came a time when you told me that you have a **mental health problem**, like **depression** and **anxiety**. Now I know that anyone can experience mental health problems, even **Native People**. We thought we knew everything, yet I really didn’t **understand** what a **difference** my support can make in your recovery. Well, I am here for you. I **will** be here for you. And—as always—**we will recover together.**

  Visit www.whatadifference.org/native to learn about how you can help support a friend.

CAMPAIGN ELEMENTS

- Radio ads
- Print/Outdoor ads
- Web banner ads
- Brochure
- Mini-website

STATUS

- In production

HISPANIC

If a friend decides to tell you that she has a mental health problem, it's because you're important to him. Now show her how important he is to you.

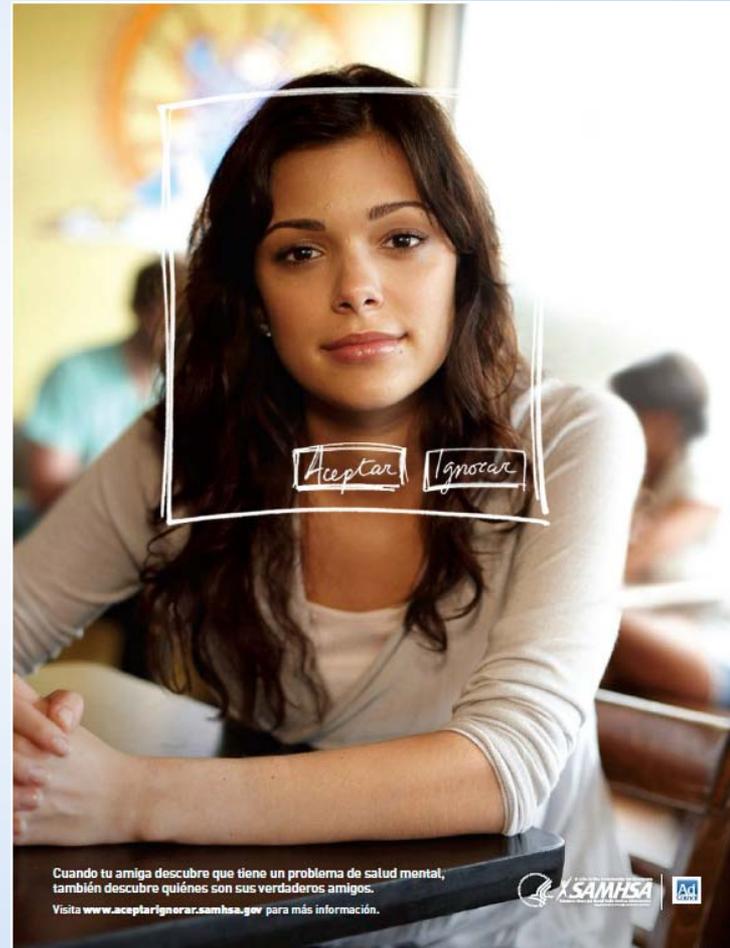
CAMPAIGN ELEMENTS

- Radio ads
- Print/Outdoor ads
- Web banner ads
- Brochure
- Mini-website

All materials in Spanish

STATUS

- In production



AFRICAN AMERICAN

It's time for us to stand up and support our friends and family members who struggle with mental health problems. Let those whose lives are impacted know that they are not alone. Together, the healing will begin.

CAMPAIGN ELEMENTS

- Web videos
- Print/Outdoor ads
- Radio ads
- Mini-website
- In collaboration with Terrie Williams and Stay Strong Foundation

STATUS

- Final produced



The screenshot shows the 'Share Ourselves' website. At the top left is a circular logo with a stylized figure. Below it, the text 'SHARE OURSELVES' is displayed. Navigation links include 'Watch Videos', 'The Campaign', and 'Support & Resources'. A prominent orange box contains the text: 'Mental Illness WHAT A DIFFERENCE A FRIEND MAKES. Visit WhatADifference.org'. At the bottom left is the 'NATIONAL SUICIDE PREVENTION LIFELINE' logo with the number '1-800-273-TALK' and the website 'www.suicidepreventionlifeline.org'. On the right, the heading 'SHARE OURSELVES... HEALING starts WITH US' is followed by a paragraph: 'Welcome to Stories That Heal, a website for people living with mental health problems—and their friends and family. You'll find real-life stories and resources to help in the recovery process. It's time for us to stand up and support our loved ones who struggle with mental health problems. Together, the healing will begin.' A small link for 'text-only version' is present. Below the text is a large video player showing a woman with an afro hairstyle, and a row of five smaller portrait photos of diverse individuals.

SHARE OURSELVES... HEALING starts WITH US

Welcome to Stories That Heal, a website for people living with mental health problems—and their friends and family. You'll find real-life stories and resources to help in the recovery process. It's time for us to stand up and support our loved ones who struggle with mental health problems. Together, the healing will begin.

[text-only version](#)



Lydia Caesar

Lydia Caesar, 25, is a talented, emerging young recording artist with the Studio9 Music Group label. In her one-woman show, "The Lydia Caesar Experience," she shares her struggle with anxiety and depression when, as a pastor's daughter, she found herself pregnant and unwed at age 19. Though fearful and ashamed, Lydia found the courage to openly reveal her pregnancy and mental health crisis with her immediate family and with her church family. Today, Lydia hopes that by sharing her story, she will inspire an open dialogue about teen depression in the church community.

AFRICAN AMERICAN

- Partnered with Terrie Williams, co-founder and president of the Stay Strong Foundation, to develop the African American campaign
- Ms. Williams lends her credibility as a trusted member of the AA community and a mental health advocate to the Share Ourselves campaign, and serves as one of its spokespeople.

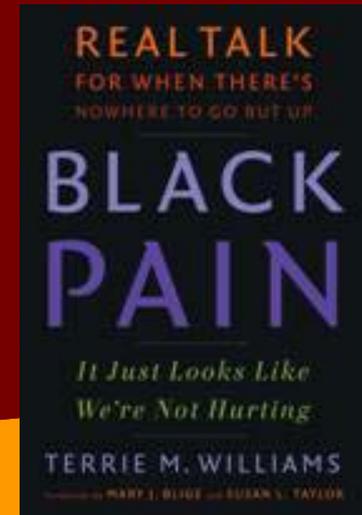


Campaign for Mental Health Recovery Multicultural Campaign

Terrie M. Williams
The Stay Strong Foundation
August 12, 2009

Black Pain: It Just Looks Like We're Not Hurting

Terrie M. Williams, Author
Co-Founder & President
The Stay Strong Foundation





Depression Statistics

- Depression is at epidemic proportions in the US.
- By 2020, the World Health Organization estimates that depression will be the second leading cause of death, after heart disease.
- Though whites experience depression more often, African Americans and Caribbean Blacks experience greater severity and persistence.



Depression Statistics (cont'd)

- 14.8 million Americans over 18 suffer from depression in any given year. Of these, 15% will eventually commit suicide.
- African Americans are nearly twice as likely to suffer from depression and the least likely to get help because they fear, or feel ill at ease with, the mental health system.



Signs of Depression

- You're always too busy—never have or take the time to give yourself the care you need.
- You are running from something; something is eating at you.
- You keep things that bother you locked up inside, festering. You are afraid to speak about disappointment and anger.
- You eat to soothe yourself.
- You can't seem to concentrate.
- You don't have energy to do anything; you have to force yourself to do everything.



Reasons We Hide Our Pain

- I am the strong one who everyone comes to.
- Because I should just be able to pray about it.
- It would hurt my family.
- It would ruin my career.
- Folks would think I'm crazy.



- I still have shame about it; I know I shouldn't, but I do and I can't help it.



Why Cultures Matter in Mental Health

Cultural backgrounds impact perceptions and attitudes toward mental illness and seeking mental wellness:

- Since the chains of slavery, African Americans were raped, beaten and sold from their loved ones, forced to shut down their instinctive emotions and even abandon loved ones. No other ethnic group has been subjected to such heinous treatment.
- Learned silence became the African American response to years of dehumanizing tactics—and the silence and its repercussions, has been passed on from generation to generation. The silence that was critical to our staying alive when we were enslaved is now destroying our communities.



Why Cultures Matter (cont'd)

- Acknowledging mental illness in the Black community has been associated with weakness.
- Many do not recognize the signs of clinical depression. We don't realize that our pain has a name.
- Many African Americans cannot afford quality healthcare.
- The lack of African American healthcare providers makes it difficult for people suffering with depression to relate to providers and increases mistrust.



CMHR Can Help

- Healing starts with the individual but requires support from both family and community groups. The Multicultural CMHR phase outreach will include the four cornerstones common to all ethnic communities:
 - Religious Institutions
 - Law Enforcement Agencies
 - Schools
 - Hospitals





Partnering to Save Lives

- The CMHR partnership with The Stay Strong Foundation lends credibility, additional marketing outreach and community awareness about depression through the *Healing Starts With Us* (HSWU) events, *The Open Book*, and the HSWU Wellness Program.
- The campaign educates the community about the signs and symptoms of depression, urges putting an end the stigma associated with depression, and increases the numbers of African Americans who seek treatment. CMHR will help mobilize the HSWU Campaign to reach 1 million people about depression...and save our youth!



HSWU Wellness Program

- A pro bono mental health referral and crisis intervention service, the HSWU Wellness Program was created by the Stay Strong Foundation to guide to services those who may be suffering from or have been diagnosed as suffering from clinical depression.

Healing Starts With Us is an initiative designed to:

- Help de-stigmatize depression in the Black community,
- Educate Black Americans about the pervasiveness of depression in its community, and
- Connect individuals to a network of mental health professionals to ensure their mental wellness.



HSWU Wellness Program (cont'd)

- The Wellness Program is primarily executed through special event productions entitled, *"The Open Book."* Set in a town hall format, The Open Book experience creates a unique interactive environment that teaches the audience what depression looks, sounds and feels like. The movement is led by mental health advocate and author, Terrie M. Williams, who shares her experience with depression. In so doing, attendees are inspired to speak out about their pain, and an unexpected healing begins through the outpouring of pent up emotions.
- Members of the HSWU Wellness Team are available to address the spectrum of emotional releases that are awakened in these settings to provide comfort and guidance, arrange follow-up consultations and/or give a list of referrals to attendees.



HSWU Wellness Program- The Open Book

- *The Open Book* stimulates dialogue between people suffering from depression and an uniquely amazing transformation occurs. It places people at the threshold of healing. There are no safe havens for us to go to take off the mask, exhale and share our selves. HSWU events have become *the* place.



The Power of Testimony Changes Lives

Depression is not a crime...it's an illness. It's the reason we repeat history!

Please join The Stay Strong Foundation in support of our Healing Starts With Us movement and our mission to break the silence and stigma of depression in our community. Please share this message with *everyone* you know.



Contact Us:

Visit [HealingStartsWith Us.net](http://HealingStartsWithUs.net)

Email us at info@thestaystrongfoundation.org

Go to: <http://www.Youtube.com/user/studio9pro>

Engaging the Latino Community

Majose Carrasco, MPA

Director

NAMI Multicultural Action Center

Overview of the Community

- 44.3 million Latinos – Largest minority community
- Heterogeneous community
 - Majority are Mexican-Americans (24 of 38 million)
 - Others: Puerto Ricans, Central Americans, Dominicans, Cubans, South Americans
- Youngest population in the United States
 - 36 percent under the age of 18 years
- Familialismo, personalismo and respeto
- Strong community orientation & spirituality
- Immigration and language issues
- Biculturalism



- The conceptualization of mental illness is influenced by culture:
 - beliefs/values (causes of mental illness)
 - Spirituality (use of curanderos, herbal remedies)
- Differences in expression of symptoms of mental illness
- Differences in help-seeking expectations/behaviors
- High levels of stigma associated with mental illness
- AHRQ's 2008 National Healthcare Disparities Report shows that while the quality of health care is slowly improving for the nation as a whole, it is getting worse for Latinos. Mental health is no exception.
- Less than 1 in 11 Latino with mental disorders contact mental health specialists, and less than 1 in 5 contact primary care providers (*Surgeon General, 2001*)
 - *Access mental health care through primary care*

Creating Awareness & Decreasing Stigma

- Education and awareness are key to decrease stigma.
- Materials, messages, resources should be specifically targeted to the community.
 - Can I see me here?
- Make sure your efforts are specifically tailored to Latinos. Go beyond translation to cultural competence
- Due to high levels of stigma, think strategically on how to approach the topic.
- Messages that resonate in one community may not resonate in another one.

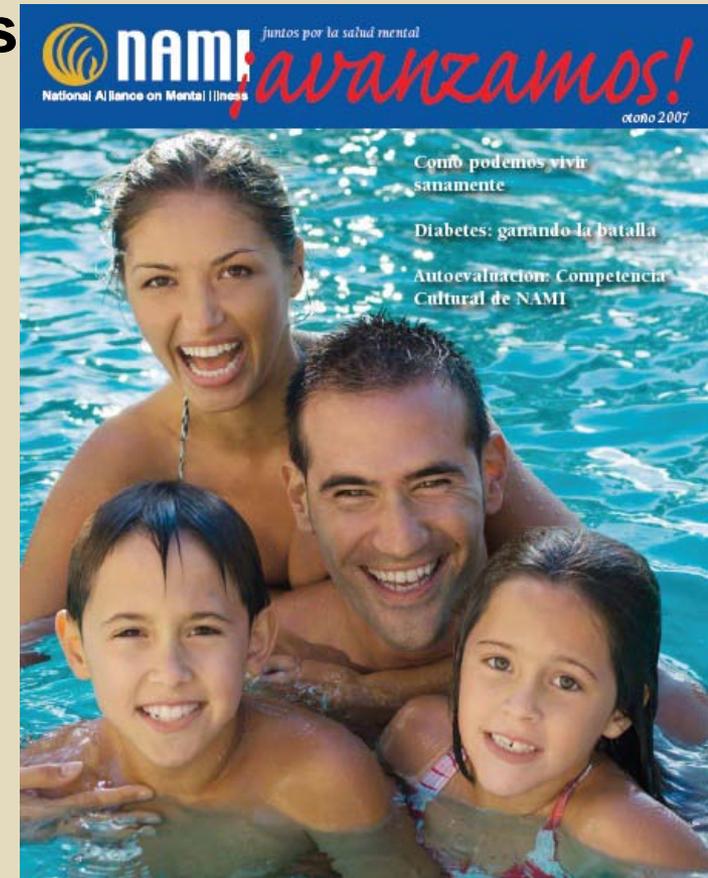
“The lack of reliable health information in Spanish plays a role in health disparities faced by Hispanics in this country. It is critical that we fill this gap because many of the nation’s 44 million Hispanics need or prefer to get such information in Spanish so they can talk with their doctors about which treatments are best for them”

Carolyn M. Clancy, M.D., AHRQ Director

- Develop Latino specific talking points (simple and direct)
- Get a sense of who reports what kind of stories and create a media list.
 - Take a close look at daily and weekly Latino newspapers in your community.
 - Watch the local Spanish language TV news and listen to local Spanish language radio.
 - Go on-line and explore the Websites of newspapers and radio and television stations.
- Establish relationships with public service directors at Spanish language TV and radio stations.
- Radio is a very popular medium among Latinos
- Reach out to the Latino media in English and Spanish.
 - Most of the media outlets are fully bilingual.
 - You can call and make your pitch in English or Spanish.

- Know your target audience
 - *The more you know about your targeted audience, the more successful you will be in engaging them in meaningful ways.*
 - Learn as much as you can about the Latino community in your area (characteristics, history, etc).
 - Find out their views on mental illness.
 - Understand the Latino culture, family values, community needs
- Build relationships with Latino community leaders and organizations (make personal connections)
- Form a Latino Advisory Group to guide the process
- Take under consideration language issues, transportation issues, timing, etc.

- **National Alliance on Mental Illness**
 - <http://www.nami.org/multicultural>
 - <http://www.nami.org/espanol>
- **Avanzamos – Free bilingual newsletter**
 - <http://www.nami.org/avanzamos>
- **National Resource Center for Hispanic Mental Health**
 - <http://www.nrchmh.org>



Contact Information:

Majose Carrasco

majose@nami.org

Contact Information

Rowena Tse

rtse@adcouncil.org

<http://www.whatadifference.samhsa.gov>

Terrie Williams

info@thestaystrongfoundation.org

<http://www.HealingStartsWithUs.net>

Majose Carrasco

majose@nami.org

<http://www.nami.org>



Campaign Information

For more information or to become involved with the Campaign for Mental Health Recovery, contact Campaign liaisons:

America Paredes

america.paredes@macrointernational.com

Elizabeth Edgar

nasc-liaison@nami.org

