

## Resource Materials for Stigma and Discrimination

### Description of Community Need

This document suggests various approaches to reduce stigma and discrimination associated with mental illness, including the following:

- Reduce stigma experienced by individuals who have a mental illness, or a social, emotional, or behavioral issue
- Reduce stigma experienced by parents or caregivers of children, youth, and other family members with mental illness, or a social, emotional, or behavioral issue
- Reduce stigma associated with seeking services and supports for mental health issues

Efforts to counter stigma should move toward a positive, “help first” approach reflective of a society that recognizes and honors its responsibility to help individuals with mental health issues.

Stigmatization of people with mental disorders has persisted throughout history. It is manifested by bias, distrust, stereotyping, fear, embarrassment, and/or avoidance. Stigma leads others to avoid living, socialization or working with, renting to, or employing people with mental disorders, especially severe disorders such as schizophrenia. It reduces access to resources and opportunities and leads to low self esteem, isolation, and hopelessness.  
(US Surgeon General, 1999)

This document also suggests approaches to reducing discrimination against individuals living with mental illness or social/emotional/behavioral disorders. Discrimination occurs when people and societies *act* upon their feelings of rejection and discomfort with mental illness by depriving those associated with it the rights and life opportunities that are afforded to all other people.

Many of the most common manifestations of discrimination are unlawful, including depriving people of housing, employment, and educational opportunities. Many laws specifically prohibit discrimination on the basis of disability, yet discrimination is still highly prevalent. Discrimination reduction strategies demonstrate effectiveness or promise in eliminating discrimination against children and youth living with serious emotional and behavioral disorders and their parents, caregivers, and families, as well as adults living with mental illness and their families.

Research shows better outcomes when interventions are targeted and cater to specific groups (Corrigan, 1995). In particular, adaptation of messages to underserved ethnic, racial, and cultural populations is necessary for successful interventions. Counties are encouraged to develop a targeted approach to reduce stigma and discrimination that

focuses on changing specific discriminatory behaviors of certain groups (e.g., employers, landlords, law enforcement, primary care providers, the media, etc.).

Activities to reduce Stigma and Discrimination will also be addressed through state-administered programs that will complement county level interventions. Counties are encouraged to focus on programs that target specific local issues and to coordinate their interventions with state-administered projects.<sup>1</sup>

Counties may implement programs and approaches to reduce stigma and discrimination, as well as embed stigma and discrimination reduction in all other selected PEI strategies (e.g., trauma exposed, children/youth at risk of school failure, children/youth in stressed families, children/youth at risk of juvenile justice involvement). Also, primary care providers play a key role in reducing stigma and discrimination, because they are a non-traditional setting for mental health services, and for many individuals, provide a more natural environment in which to discuss all health-related concerns, including mental health. This is especially true for cultural and immigrant groups for whom Western concepts around mental illness are foreign and difficult to relate to. Also, many primary care providers have staff who are multi-lingual and culturally competent, which contributes to reducing the stigma and shame of seeking mental health services.

#### Potential Funding and Resource Partners

Potential funding and resource partners for this strategy include the following groups:

- Non-profit housing developers
- Department of Education
- National Mental Health Awareness Campaign
- Ad Council
- First 5 California
- Cultural and ethnic organizations
- Schools (preK-12)
- Higher education
- Faith-based organizations
- Probation/law enforcement
- Primary care
- Foundations

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<sup>1</sup> The State anticipates conducting a social marketing campaign and providing training curricula to counties, with county input. Therefore, counties will not need to develop these activities.

**Resource Materials for Stigma and Discrimination**

EXAMPLES OF STRATEGIES

1. Education			
<i>EXAMPLES OF STRATEGIES</i>	<i>DESCRIPTION</i>	<i>SETTINGS</i>	<i>AGE GROUP</i>
Breaking the Silence	Lessons, games and posters designed to break the silence of mental illness in schools.	Schools	<input type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input type="checkbox"/> Adults <input type="checkbox"/> Older Adults
Website: <a href="http://www.btslessonplans.org/">http://www.btslessonplans.org/</a>			
Teenage Health Teaching Modules (THTM)	Comprehensive school health curriculum for grades 6 to 12. It provides adolescents with the knowledge and skills to act in ways that enhance their immediate and long-term health. The evaluation of THTM concluded that the curriculum produced positive effects on students' health knowledge, attitudes, and self-reported behaviors.	Schools- High school	<input type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input type="checkbox"/> Adults <input type="checkbox"/> Older Adults
Website: <a href="http://www.thtm.org/">http://www.thtm.org/</a>			
NAMI Anti-Stigma Campaign	PSA campaign to reduce stigma and encourage support of people with mental illnesses. The campaign targets 18-25 year olds.	Various	<input type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input type="checkbox"/> Adults <input type="checkbox"/> Older Adults
Website: <a href="http://www.whatadifference.org">www.whatadifference.org</a>			

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EXAMPLES OF STRATEGIES	DESCRIPTION	SETTINGS	AGE GROUP
The Science of Mental Illness	The National Institute of Health has developed a school based curriculum for grades 6-8 that educates students on mental health. Students gain insight into the biological basis of mental illnesses and how scientific evidence and research can help us understand its causes and lead to treatments and, ultimately, cures.	Junior High School	<input checked="" type="checkbox"/> C/Y <input type="checkbox"/> TAY <input type="checkbox"/> Adults <input type="checkbox"/> Older Adults
Website: <a href="http://science-education.nih.gov/customers.nsf/MSMental">http://science-education.nih.gov/customers.nsf/MSMental</a>			
Eliminating Barriers Initiative (EBI)	The EBI was a three-year pilot project launched in 2003 in eight States to provide public education to reduce mental health stigma and discrimination. Rather than target a specific audience, EBI aimed to change mental health attitudes in the overall population.	Various	<input checked="" type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Older Adults
Website: <a href="http://allmentalhealth.samhsa.gov/aboutebi.html">http://allmentalhealth.samhsa.gov/aboutebi.html</a>			
Integrated primary care and mental health services—reduces stigma through providing complete health and wellness services, including education	Multidisciplinary team with behavioral health specialists embedded in services: <ul style="list-style-type: none"> <li>• Promotion of optimal mental health for everyone;</li> <li>• Universal voluntary screening of all individuals;</li> <li>• Early intervention, if appropriate (support groups, classes, etc.);</li> <li>• Behavioral health assessment and referral</li> <li>• Psychotherapy/counseling for less than one year</li> </ul>	CCHC FQHC NA Health Centers, Rural Health Centers	<input checked="" type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Older Adults
Website: <a href="http://www.astho.org/pubs/MentalHealthIntegration.pdf">http://www.astho.org/pubs/MentalHealthIntegration.pdf</a>			

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2. Contact			
<i>EXAMPLES OF STRATEGIES</i>	<i>DESCRIPTION</i>	<i>SETTINGS</i>	<i>AGE GROUP</i>
National Mental Health Awareness Campaign	A group of transitional age youth who have experienced mental illness and who present at high school assemblies around the country.	Schools High School	<input checked="" type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input type="checkbox"/> Adults <input type="checkbox"/> Older Adults
Website: <a href="http://www.nostigma.org/">http://www.nostigma.org/</a>			
Stamp Out Stigma	A community advocacy and educational outreach program dedicated to eradicating the stigma associated with mental illness. Stamp Out Stigma is unique in its anti-stigma approach, by creating a forum in which individuals with mental illness share their personal experiences with the community at large.	Various	<input checked="" type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Older Adults
Website: <a href="http://www.stampoutstigma.org/">http://www.stampoutstigma.org/</a>			

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3. Protest			
<i>EXAMPLES OF STRATEGIES</i>	<i>DESCRIPTION</i>	<i>SETTINGS</i>	<i>AGE GROUP</i>
NAMI Stigma Busters	NAMI Stigma Busters is a network of dedicated advocates across the country and around the world who seek to fight inaccurate and hurtful representations of mental illness.	Various	<input checked="" type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Older Adults
Website: <a href="http://www.nami.org/Template.cfm?Section=Fight_Stigma">http://www.nami.org/Template.cfm?Section=Fight_Stigma</a>			
The Voice Awards	Program sponsored by the US Department of Health and Human Services to recognize accurate and respectful portrayals of persons with mental illness on television, radio and film.	Various	<input checked="" type="checkbox"/> C/Y <input checked="" type="checkbox"/> TAY <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Older Adults
Website: <a href="http://allmentalhealth.samhsa.gov/voiceawards/">http://allmentalhealth.samhsa.gov/voiceawards/</a>			