

# Be Well

ORANGE COUNTY

**Result Area 1: Reduce Stigma Workgroup Meeting**  
**Friday, August 07, 2020**



INTRODUCTIONS

CHECK IN

REVIEW FROM LAST MEETING

REVIEW OF FOCUS ACTIVITIES

WORKGROUPS BREAKOUTS

REPORT OUTS

MIND OC UPDATES & NEXT STEPS

# AGENDA





# INTRODUCTIONS

1. Name
2. Organization
3. Indicate “1” or “2” In Front of Name for
  - a. Breakout #1: Common Language
  - b. Breakout #2: Coordinate and Align





**RED** = Imminent Overload. Barely able to juggle professional and personal responsibilities.



**ORANGE** = Very busy juggling many responsibilities. Have had to make difficult decisions on what to prioritize.



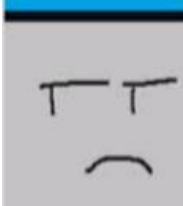
**YELLOW** = Busy. Lots of things to do but managing okay. Have some ability to look beyond what is needed today.



**GREEN** = As good a balance as possible these days. Feeling positive and productive. Have room to do strategic thinking and plan for future.



**BLUE** = Feeling unproductive but not sure best way to help.



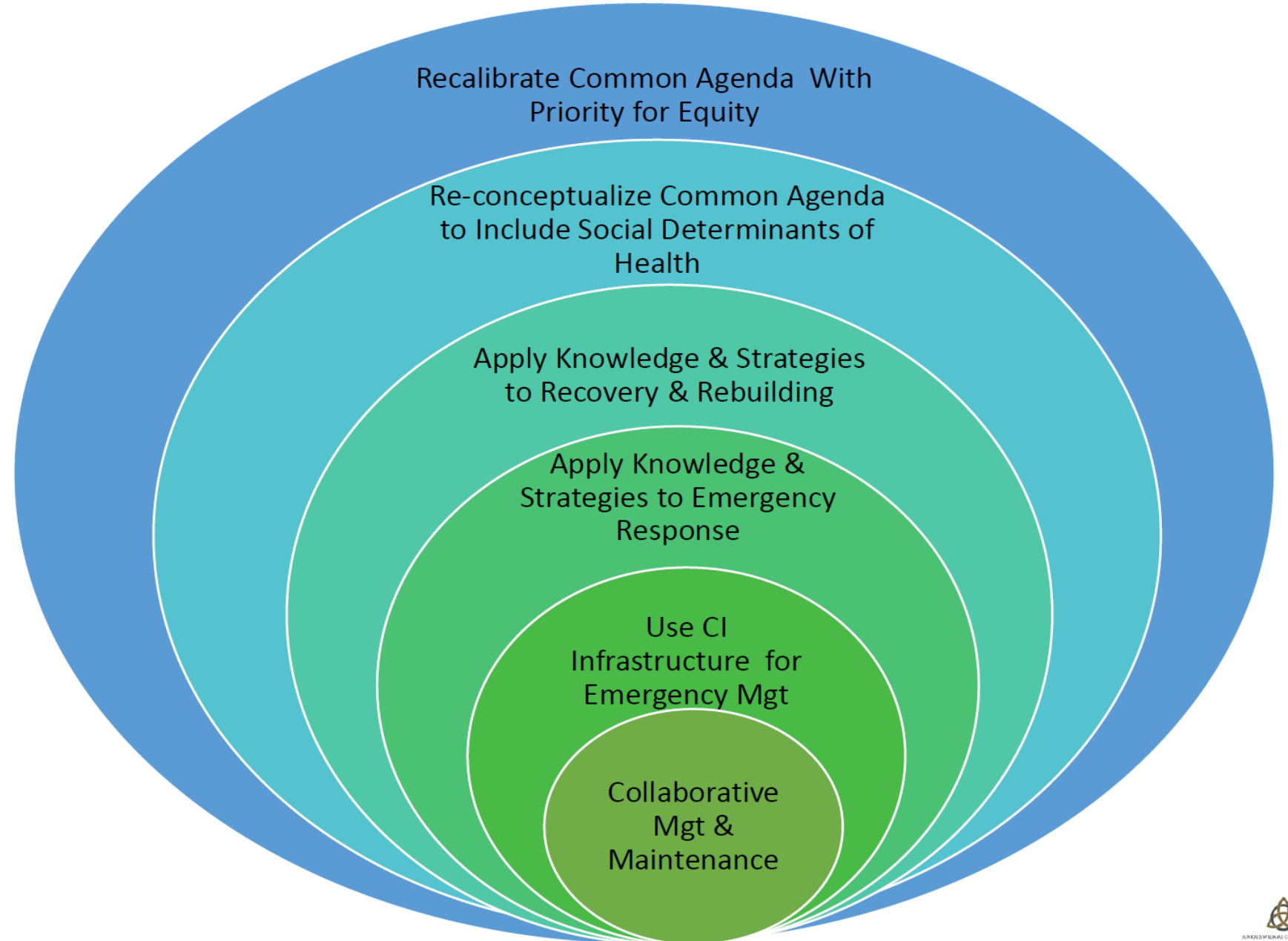
**GRAY** = Difficulty feeling motivated, feeling pessimistic about future.

**RA #2**  
**CHECK IN:**  
**HOW ARE**  
**YOU**  
**DOING?**

PLEASE MAKE YOUR SELECTION

# A Framework: Looking Ahead

Time of crisis  
increase the  
spheres of  
possible work  
for collective  
impact  
initiatives



## Result # 1: Reduce Stigma

**1. Adopt Common Language to Talk About Mental Health, Mental Illness & Substance Use**

**2. Coordinate and Align Existing Stigma Reduction Efforts**

**3. Increase Compassion and Empathy about Mental Health**

# Result # 1: Reduce Stigma

## Strategies and Activities

### 1. Adopt Common Language to Talk About Mental Health, Mental Illness & Substance Use

- 1.1) Identify common, culturally responsive terms for discussing mental health and substance use
- 1.2) Conduct focus groups with OC residents to confirm common terms
- 1.3) Work with organizations (e.g. CBOs, clinics, hospitals etc.) to develop and initiate an education and implementation plan

### 2. Coordinate and Align Existing Stigma Reduction Efforts

- 2.1) Create an inventory of existing anti-stigma campaigns/efforts
- 2.2) Identify a common set of outcome metrics for OC stigma campaigns
- 2.3) Consider development of a framework for stigma reduction campaigns and initiatives

### 3. Increase Compassion and Empathy about Mental Health

- **3.1) Education-based Intervention:**
  - 3.11) Work with OC providers to align public education campaigns on mental health
  - 3.12) Develop and conduct trainings across diverse organizations
- **3.2) Contact-based interventions:**
  - 3.21) Conduct community listening and dialogue tour around MH/SUD
  - 3.23) Create a series of live chats with the public via social media
  - 3.24) Identify champions & influencers for anti-stigma campaigns
  - 3.25) Utilize people with lived experience and family members

## Short Term Outcomes

## Long Term Outcome

Developed “common language/messaging” recommendations

Create inventory

Common metrics identified and integrated across campaigns

Established online perception baseline

Hosted quarterly community dialogues on MH/SUD

Increased number of people reached with each community dialogue

Improved mental health awareness, attitudes, and understanding throughout the OC community.



# WORKGROUPS UPDATES

## 1. Adopt Common Language

- Community Survey

## 2. Coordinate and Align Existing Stigma Reduction Efforts

- Common Metrics
- Draft Frameworks



# BREAKOUTS

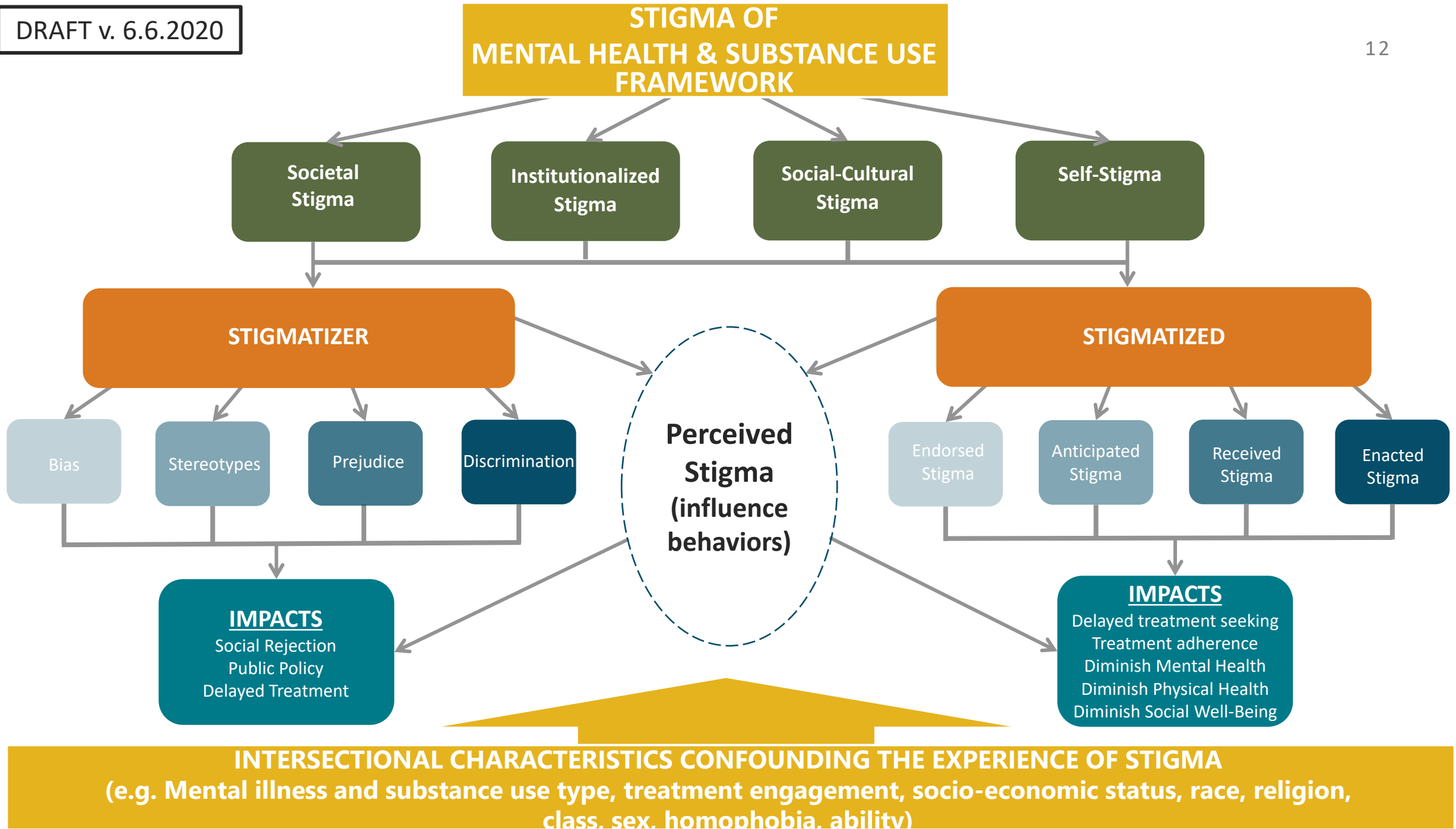
# 1. Adopt Common Language: Community Survey

English: [https://pepperdinegsep.az1.qualtrics.com/jfe/form/SV\\_5c0oPfZXB1Fyiep](https://pepperdinegsep.az1.qualtrics.com/jfe/form/SV_5c0oPfZXB1Fyiep)

Spanish: [https://pepperdinegsep.az1.qualtrics.com/jfe/form/SV\\_8G02ZreNxj6IX7L](https://pepperdinegsep.az1.qualtrics.com/jfe/form/SV_8G02ZreNxj6IX7L)

## 2. Coordinate and Align Existing Stigma Reduction Efforts

1. **Stigma of MH & SUD Framework**
2. **Stigma Reduction Approaches & Scale of Impact**
3. **Ingredients of Successful Stigma Reduction Efforts**



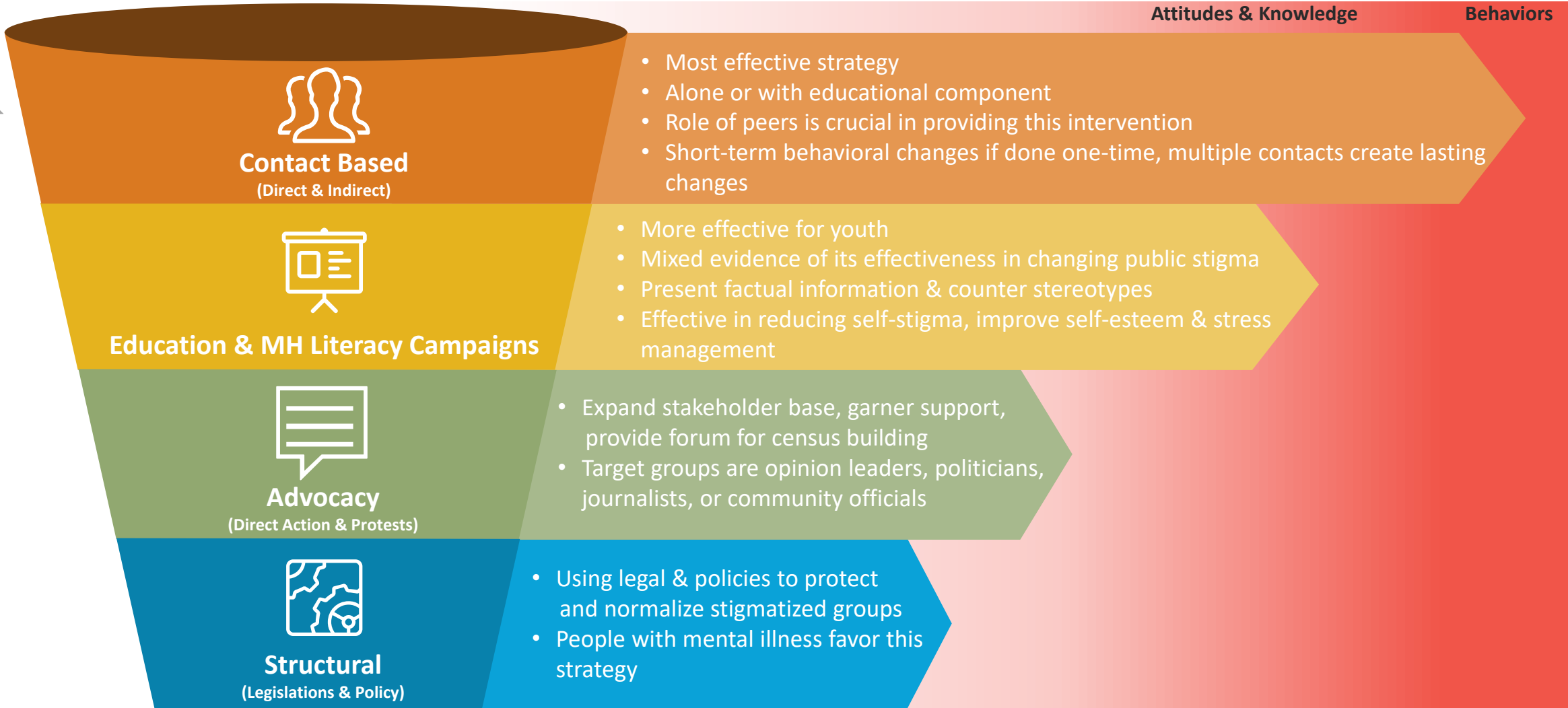
# STIGMA REDUCTION STRATEGIES & SCALE OF IMPACT

## Strategies

## Levels of Change of Perceived Stigma

Attitudes & Knowledge

Behaviors



Need for Coordinated and Sustained Efforts Over a Long Period to Reduce Stigma

# INGREDIENTS OF SUCCESSFUL STIGMA REDUCTION EFFORTS



**SUCCESSFUL ANTI-STIGMA EFFORTS**

<b>PUBLIC</b> <ul style="list-style-type: none"><li>Social contact</li><li>Public service announcements</li><li>Social media campaigns</li><li>Regional campaigns</li></ul>	<ul style="list-style-type: none"><li>Population-specified</li><li>Person-centered approach</li><li>Demonstrate recovery as key of message</li></ul>
<b>HEALTHCARE PROVIDERS</b> <ul style="list-style-type: none"><li>Social contact</li><li>Personal testimonials</li><li>Multiple forms or points of contacts</li><li>Teaching skills</li></ul>	<ul style="list-style-type: none"><li>Engage in myths busting</li><li>Person-centered approach</li><li>Demonstrate recovery as key of message</li></ul>
<b>LAW ENFORCEMENTS</b> <ul style="list-style-type: none"><li>Education</li><li>Training</li><li>Communication skills training</li></ul>	
<b>POPULATION OF FOCUS (Young People)</b> <ul style="list-style-type: none"><li>Education via text, lecture, film, or role play</li><li>Contact-based (live or video)</li><li>Providing treatment information</li></ul>	

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# BREAKOUTS

***Breakout 1: Common Language***

***Breakout 2: Coordinate and Align***

# REPORT OUTS

- *Breakout #1*
- *Breakout #2*



# NEXT STEPS

- *Breakout Follow Up Items*
- *BE WELL COALITION MEETING: June 23<sup>rd</sup> 1-2:30 PM*

Thank You!