



# 7TH INTERNATIONAL CONFERENCE TOGETHER AGAINST STIGMA: EACH MIND MATTERS

Empowering Community Mental Health through  
Research, Practice, Policy and Advocacy

## Conference Program

FEBRUARY 18-20, 2015

Hyatt Regency San Francisco  
Five Embarcadero Center  
San Francisco, CA 94111



In partnership with CIBHS, CaIMHSA, World Psychiatric Association (WPA) and CBHDA





The 7th International “Together Against Stigma” Conference will be held for the first time in the United States in San Francisco February 18-20, 2015 on behalf of the California Mental Health Services Authority, the World Psychiatric Association, the California Institute for Behavioral Health Solutions, and the County Behavioral Health Directors Association of California.

The international character of this conference will underscore the fact that stigma associated with mental illness is not exclusive to any one country or culture: it is pervasive, encountered at all levels of society, institutions, among families and within the healthcare profession itself. Stigma – the negative attitudes toward people living with mental health challenges, and the negative behaviors that result – is a major barrier preventing individuals from asking for support and, often, preventing support from being readily available. For many people living with a mental health challenge, the stigma they face is often worse than the illness itself.

#### GOALS OF THE CONFERENCE:

- Understand Societal Injustices
- Promote Cultural Responsiveness
- Expand your Global Perspective
- Learn Innovative Strategies
- Network with Colleagues

For more information and conference materials visit [togetheragainststigma.org](http://togetheragainststigma.org)

# Welcome

Welcome to the 7th *Together Against Stigma* International Conference and to San Francisco! The California Mental Health Services Authority, California Institute for Behavioral Health Solutions, County Behavioral Health Directors Association of California, and World Psychiatric Association are proud to host this annual transformational conference for the first time in the United States.

The only international conference focusing on eradicating social stigma of mental illness, over 600 delegates from a dozen countries and across the United States are here. This conference provides pioneering research, innovative strategies, and powerful success stories to help eliminate the disparity between people living with mental health issues who do not seek help and those who do. One in four people in the United States experience a mental health challenge each year, but because of the stigma associated with mental health, only 30-40 percent of them seek help.

It is significant that this conference is in California—a leader in challenging stigma and implementing strategies to eliminate it. It is also where voters passed Proposition 63 in 2004 to dedicate substantial new funding for mental health services. Notably, 20 percent of the funds generated from Proposition 63 are dedicated to mental illness prevention and early intervention, including initiatives to eliminate stigma. Please join, share, and stay connected with *Each Mind Matters* ([www.eachmindmatters.org](http://www.eachmindmatters.org)), which was founded in California but aspires to be a global movement.

During this conference, the world's leading researchers, experts, and advocates will exchange information and ideas to shape the future. In 1999, the U.S. Surgeon General stated, "stigma is the most formidable obstacle in the arena of mental illness and health." Since then a shared commitment to make mental health accessible across the globe has taken hold. While much has been done, there is still more to do.

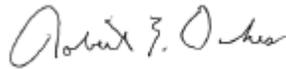
Your ideas and opinions are important—in person and online. Stay connected at @IntlConf and through #mentalhealth and #Stigma2015.

Thank you for joining us and sharing your perspectives. We wish you an energizing, thought-provoking, and productive time here in San Francisco and try to find time to experience this amazing City by the Bay.

In partnership against stigma,



Sandra Naylor Goodwin, PhD, MSW  
President and CEO  
CIBHS



Robert E. Oakes, JD, MBA  
Executive Director  
CBHDA



Wayne Clark, PhD  
Incoming Executive Director  
California Mental Health Services  
Authority



# EachMind MATTERS

California's Mental Health Movement

**Each Mind Matters** is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.

Everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy, and meaningful life. People can and do get better, and by talking openly and honestly about mental health we make that possible. Wear a lime green ribbon to show your support and start conversations about mental health wherever you go.

During May (Mental Health Awareness Month) there are even more opportunities to create change in your community. Sign up for our newsletter and stay in the loop for all the exciting announcements and events.

Please visit us at  
[www.\*\*eachmindmatters\*\*.org](http://www.eachmindmatters.org)



Funded by counties through the voter-approved Mental Health Services Act (Prop 63).



[eachmindmatters.org](http://eachmindmatters.org)



[/eachmindmatters](https://www.facebook.com/eachmindmatters)



[@eachmindmatters](https://www.instagram.com/eachmindmatters)



[@eachmindmatters](https://twitter.com/eachmindmatters)



7TH INTERNATIONAL CONFERENCE  
TOGETHER AGAINST STIGMA:  
**EACH MIND MATTERS**

Empowering Community Mental Health through  
Research, Practice, Policy and Advocacy

## Tuesday, February 17, 2015

4:00 PM – 7:00 PM      Registration.....Grand Foyer

## Wednesday, February 18, 2015

DAY 1 - THEME: OPPORTUNITIES AND FUTURE DIRECTIONS

7:00 AM – 8:30 AM      Continental Breakfast ..... **rse** .....Grand Foyer

7:00 AM – 5:00 PM      Registration.....Grand Foyer

10:00 AM – 7:30 PM      Exhibits .....Grand Foyer

8:30 AM – 9:00 AM      Welcome and Opening Remarks ..... Grand Ballroom

### WELCOME

California is a proud host of the 7th International Together Against Stigma Conference with years of significant contributions and experience in stigma and discrimination reduction strategies and prevention and promotion of mental health.

Wayne Clark, PhD, Incoming Executive Director, California Mental Health Services Authority (CalMHSA)

Sandra Naylor Goodwin, PhD, MSW, President and CEO, California Institute for Behavioral Health Solutions (CIBHS)

Former U.S. First Lady Rosalynn Carter has worked for more than four decades to improve the quality of life for people experiencing mental illness. Today, she is a leading advocate for mental health through her work at The Carter Center in Atlanta, Georgia. Mrs. Carter emerged as a driving force for mental health when, during the Carter administration, she became active honorary chair of the President's Commission on Mental Health, which resulted in passage of the Mental Health Systems Act of 1980.

Former First Lady Rosalynn Carter, The Carter Center (videotaped message)

### OPENING REMARKS

Films provide a powerful tool to build awareness about mental health issues through pictures and the stories they tell. Attendees will have a first glimpse of BURIED ABOVE GROUND, a soon-to-be released documentary film that interweaves the unforgettable stories of an Army veteran home from the Iraq War, a Hurricane Katrina evacuee, and a woman who survived child abuse and domestic violence, all fighting for their recovery from Post-Traumatic Stress Disorder (PTSD).

Marc Smolowitz, Producer, "BURIED ABOVE GROUND"

**9:00 AM - 10:00 AM**      **WELCOME KEYNOTE PANEL:**  
**World Psychiatric Association (WPA)** . . . . . Grand Ballroom

**New Perspectives on Anti-Stigma Programming**

This presentation will examine current thinking in human rights protections for people with a mental illness. In particular, it will trace developments from models that were designed to protect patients from arbitrary confinement and abuse, to current models that promote full and effective social inclusion. Implications for anti-stigma programming will be discussed.

**Norman Sartorius, MD, MA, DPM, PhD, FRCPsych**, President of the Association for the Improvement of Mental Health Programs

**Julio Abroleda-Florez, MD, PhD**, Forensic Psychiatrist Epidemiologist and Professor Emeritus at Queen's University in Kingston Canada

**Heather Stuart, PhD, MA**, Professor, Centre for Health Services and Policy Research, Abramsky Hall, Queen's University

**10:00 AM - 10:45 AM**      **KEYNOTE RESPONSE PANEL** . . . . . Grand Ballroom

**A Critical Review of the State of Research and Practice**

Research on strategies to erase the stigma of mental illness have grown exponentially since the first WPA meeting on stigma. As a result, we are beginning to understand not only what works, but what might have little effect or lead to unintended consequences. This presentation provides examples of all of these.

**Bernice A. Pescosolido, PhD**, Distinguished Professor of Sociology, Indiana University and Director of the Indiana Consortium for Mental Health Services Research

**Patrick Corrigan, PsyD**, Distinguished Professor of Psychology at the Illinois Institute of Technology

**10:45 AM - 11:00 AM**      **Break/Exhibits** . . . . . Grand Foyer

**11:00 AM - 12:15 PM**      **MEDIA/JOURNALISM PANEL** . . . . . Grand Ballroom

**New Opportunities in the Dynamic Media Landscape: Educating and Engaging Audiences about Mental Health**

The media offer rich opportunities to reach a broad and diverse audience with accurate, balanced, and timely information about mental health issues. A well-informed media can go beyond the sensational headlines and dig deeper into telling personal stories of recovery, exposing system and policy failures, and connecting mental health communities through social media in new ways.

**INTRODUCTION: Rebecca Palpant Shimkets, MS**, Associate Director, The Rosalynn Carter Fellowships for Mental Health Journalism, The Carter Center

**MODERATOR: Roger Wolfson, JD, MA**, Professional television and film writer

**PANELISTS:**

**Rita Fabi**, Facebook Representative

**Hayley Schore**, TV Writer

**Katherine Kam**, Independent Journalist, Rosalynn Carter Fellow for Mental Health Journalism (2012-2013)

**Aaron Glantz**, Staff Reporter, The Center for Investigative Reporting, Rosalynn Carter Fellow for Mental Health Journalism (2008-2009)

12:15 PM – 12:30 PM Break

12:30 PM – 1:45 PM LUNCH/KEYNOTE ..... Atrium 5,4,3

INTRODUCTION FOR SENATOR GORDON SMITH: **Brian Dyak**, President, CEO and Co-Founder, EIC, Exec Producer PRISM and Executive Committee of National Action Alliance for Suicide Prevention

**Gordon Smith**, President and CEO of the National Association of Broadcasters and Former Two-Term U.S. Senator from Oregon

In 2004, former Senator Smith created the Garrett Lee Smith Memorial Act (GLSMA) in honor of his son with the first piece of federal legislation to provide funding specifically for youth suicide prevention programs. His advocacy and leadership has continued in his role with the National Association of Broadcasters through the Ok2Talk Campaign. The goal of Ok2Talk is to create a community for teens and young adults struggling with mental health problems and encourage them to talk about what they're experiencing by sharing their personal stories of recovery, tragedy, struggle or hope.

1:45 PM – 2:00 PM Break



Together we're better.

We'd like to welcome all mental health and suicide prevention experts to the 7th Annual Together Against Stigma International Conference. We invite you to visit the Civilian booth at the entrance of the Exhibit Hall and learn more about us. We look forward to meeting you.

**Civilian**™ | The uncommon agency for the common good.

Creators of the California-based Know the Signs suicide prevention campaign and the It's Up to Us campaign, dedicated to eliminating stigma related to mental illness in San Diego and Riverside Counties.

San Diego | Sacramento | Los Angeles

www.civilian.agency @civilian\_agency  
facebook.com/agencycivilian

2:00 PM – 3:30 PM Breakouts: SESSION ONE

SESSION TYPE	SYMPOSIUM	WORKSHOP	ORAL PANEL PRESENTATION
DEFINITION	1.5 hours with presenters addressing a common theme	1.5 hours which includes at least two learning objectives and a minimum of 35% devoted to audience participation	1.5 hours of multiple, briefer oral presentations organized by a common theme
FOCUS	● RESEARCH	● ADVOCACY	● PRACTICE
DEFINITION	Primary focus is to share original research findings	Primary focus is to share advocacy strategies such as changing policies and procedures to impact system and institutional change	Primary focus is to share practice strategies at the community and individual level

● I. SYMPOSIUM

**Perspectives from Leading U.S. National Behavioral Health Organizations . . . . . Pacific FG**

This symposium will explore various perspectives and activities regarding effective stigma and discrimination reduction strategies underway by leading U.S. National Behavioral Health Organizations. How can stigma and resulting discrimination be reduced or eradicated through changed policies including support for mental health promotion, and prevention and early intervention strategies? How can trauma-informed services support wellness and eliminate covert discrimination?

**MODERATOR: Wayne Clark, PhD, Incoming Executive Director, California Mental Health Services Authority (CalMHSA)**

**National Association of County Behavioral Health and Developmental Disability Directors (NACBHDD)**

Behavioral Health joining the “culture of health” movement, opportunities and challenges in the national political landscape

**Ron Manderscheid, PhD, Executive Director, National Association of County Behavioral Health & Developmental Disability Directors**

**Mental Health America**

B4Stage4 : Shifting to a Culture of Prevention, Early Intervention, Integrated Services and Recovery

**Paul Gionfriddo, President and CEO of Mental Health America**

**National Council For Behavioral Health**

Trauma-Informed Care, Mental Health First Aid and other Efforts to Eliminate Discrimination against People with Mental Health Challenges

**Cheryl S. Sharp, MSW, ALWF, Senior Advisor for Trauma-Informed Services, National Council for Behavioral Health**

- RESEARCH
- ADVOCACY
- PRACTICE

2:00 PM – 3:30 PM

Breakouts: **SESSION ONE, continued**

II. WORKSHOP

**“Social Contact” Works! – Advocacy and Practice**

**Perspectives from Denmark and Scotland** ..... Pacific NO

EXPAND YOUR GLOBAL PERSPECTIVE WHILE INCREASING YOUR UNDERSTANDING OF HOW TO APPLY THE “SOCIAL CONTACT” MODEL ACROSS DIVERSE SERVICE DELIVERY SETTINGS AND COMMUNITIES.

● **Re-Framing “See Me”**

The refounded Scottish “See Me” programme 2013-2016 is a transformative anti-stigma and discrimination programme led by people with lived experience. Led by the Mental Health Foundation and Scottish Association for Mental Health, the aims are: to reduce the effect of self-stigma, to reduce stigma and discrimination amongst communities and organizations, and to increase societal understanding that people can and do recover from mental health problems.

Lisa Cohen, National Programme Manager, “See Me”

Leanne McKillop, Media Volunteer, “See Me”

● **Social Contact: Changing Attitudes and Empowering People**

In campaigns across the world people use their experience and personal testimonies to challenge prejudice and change attitudes. This presentation will explore successful uses of the social contact model in different social settings within the International Anti-Stigma Alliance, and will enable delegates to consider its application in their own work.

Johanne Bratbo, Project Manager, ONE OF US – the national campaign for anti-stigma in Denmark

Brigid Morris, BSc, MSc, Head of Leadership and Engagement, Time to Change, UK

Steve Gilbert, Lived Experience Advisor, Time to Change UK

● III. WORKSHOP

**A Stigma Reduction Intervention for Primary Care Providers** ..... Grand C

LEARN ABOUT A RESEARCH-BASED INTERVENTION THAT DECREASES NEGATIVE ATTITUDES AND BEHAVIORS TOWARDS PRIMARY CARE PATIENTS EXPERIENCING SEVERE MENTAL HEALTH SYMPTOMS.

We will describe how this research program was funded by VA Office of Research and Development (Understanding Provider Decision-Making Study) and aims to understand primary care provider’s negative attitudes and beliefs towards patients with schizophrenia and how we developed an intervention to decrease such attitudes and behaviors. During this workshop, we will provide practical and hands on experience learning the different components of the manual developed for providers with serious mental illness who are interested in narrating their lived experience of mental illness to reduce provider stigma.

Dinesh Mittal, MD, Staff Psychiatrist, Central Arkansas Veterans Healthcare System

Patrick Corrigan, PsyD, Distinguished Professor of Psychology, Illinois Institute of Technology

Richard Owen, MD, Associate Chief of Staff for Research; Director, Center for Mental Healthcare & Outcomes Research, Central Arkansas Veterans Healthcare System

Christina Reaves, MPH, Central Arkansas Veterans Healthcare System

2:00 PM – 3:30 PM

Breakouts: **SESSION ONE**, continued

IV. ORAL PANEL PRESENTATIONS

**Self-Advocacy and Stigma Reduction:**

**Research and Practice Perspectives** ..... Pacific JK

LEARN PRACTICAL TOOLS FOR STIGMA REDUCTION IN MILITARY AND COMMUNITY SETTINGS.

● **Overcoming Stigma in Mood & Anxiety Disorders: A New Psych educational and Behavior Modification Course**

Mental illness is very common and associated with significant disability. Stigma because of mental illness is ubiquitous in the society. We created a new course to help people with mental illness to practice ways to overcome stigma. A pilot running of the course was used to fine-tune and finalize the course content.

Heather Stuart, PhD, MA, Professor, Centre for Health Services and Policy Research, Abramsky Hall, Queen's University

● **The Effects of Mental Illness on Trust between Military Veterans**

This presentation will address the perception that seeking treatment for, and/or having a mental illness will cause a loss of trust between military service members. A quantitative study, previous research focused on the stigma of mental illness in a military population, and the importance continued research will be discussed.

Kristina M. Reihl, PhD, Nova Southeastern University

V. ORAL PANEL PRESENTATIONS

**Reducing Stigma in Australian Media:**

**Learning from Research and Advocacy** ..... Pacific LM

LEARN HOW FILM, ADVERTISING AND CELEBRITY STORIES CAN IMPACT STIGMA. THIS PRESENTATION WILL SHARE LESSONS LEARNED FROM THE PROGRAM.

● **The Impact of Celebrity Disclosure of Mental Health Problems on Stigma and Willingness to Disclose**

We investigated impact of celebrity disclosure on stigma as a function of feeling connected to the respective celebrity. Celebrity disclosure drew attention to the topic and had a subjective impact on "fans." However we did not find increased willingness to disclose own problems or more positive attitudes in this group.

Bettina Friedrich, PhD, Postdoctoral Researcher, Brain and Mind Research Institute, University of Sydney  
Andrea Bartl, University of Wurzburg

● **Learning About Schizophrenia Through Media Entertainment – Possibilities And Limitations**

Can feature films and entertainment media contribute to mental health knowledge? Our results show better knowledge about schizophrenia and dissociative identity disorder in participants who have watched many feature films on this topic. Relying mainly on entertainment media to get respective information however negatively correlates with accuracy in knowledge.

Bettina Friedrich, PhD, Postdoctoral Researcher, Brain and Mind Research Institute, University of Sydney

Sophia Purmann, University of Wurzburg

- RESEARCH
- ADVOCACY
- PRACTICE

2:00 PM – 3:30 PM

Breakouts: **SESSION ONE, continued**

**V. ORAL PANEL PRESENTATIONS** continued . . . . . Pacific LM

● **Stigma Watch - Working with the Australian Community to Reduce Stigma In Media Reporting**

Established in 1999, SANE Australia’s StigmaWatch program pioneered stigma-reduction through tackling media representation of mental illness and suicide. An important positive focus of StigmaWatch is to provide feedback to the media following accurate and responsible portrayals of mental illness and suicide. This presentation will share lessons learned from the program.

Jack Heath CEO, MR, SANE Australia

**VI. ORAL PANEL PRESENTATIONS**

**Practical Ways to Reduce Stigma within Christian Spiritual Communities** . . . . .Grand A

THIS TIMELY PRESENTATION OFFERS THREE PERSPECTIVES ON THE CRITICAL ROLE OF SPIRITUAL COMMUNITIES IN BUILDING MENTAL HEALTH AND EMOTIONAL RESILIENCE.

● **Discipling: A Peer-Support Model for Recovery and Stigma Elimination among Bible-Based Christian Communities**

Many people in Christian communities have great faith, but also struggle with their emotional and mental health or with other challenges that happen in life. Sometimes Christians can feel like it is “God’s will for me to suffer” and not realize it is “okay” to seek additional support for their mental health. Developing Bible-based “Discipling Relationships” are a great model for peers to support Christian community members in not only their spiritual wellness but also holistic wellness.

Dr. Lina Mendez, Manager, UC Davis, Center for Reducing Health Disparities

Nicole Plata, Youth Initiative Coordinator, Community Empowerment Specialist, Mental Health Association of San Francisco

● **“Jesus Came for the Sick” – Fighting Stigma with Church Committees**

There are 16 million California Christians, but churches are often underutilized as stigma reduction partners. In this presentation, anti-stigma advocates and religious leaders will discuss the nature of stigma in Christian communities and strategies to connect with church leaders on stigma and mental health awareness efforts.

Marc Dadigan, Community Education Specialist for Shasta County Health and Human Services Agency/Coordinator of the Stand Against Stigma campaign

Sara Fabila, Brave Faces Advocate, Stand Against Stigma.

Amanda Flowers Peterson, Bethel Church Connect Pastor/Brave Faces Advocate, Stand Against Stigma

2:00 PM – 3:30 PM

Breakouts: **SESSION ONE, continued**

**VI. ORAL PANEL PRESENTATIONS** continued . . . . .Grand A

● **Building Mental Health Friendly Communities - One Congregation at a Time: African-American Spirituality Initiative**

*Building Mental Health Friendly Communities* is a spirituality initiative intended to reduce mental health stigma and discrimination in the African-American community. Utilizing the faith community’s important role as first responders and critical carriers of accurate messaging, this initiative creates mental health friendly churches and engages local resources to sustain them.

Jim Hill, BS, President, Hill & Company Communications

Gigi R. Crowder, LE, Ethnic Services Manager; Cultural Responsiveness Coordinator, Alameda County Behavioral Health Care Services

**VII. ORAL PANEL PRESENTATIONS**

**Improving Attitudes towards Mental Health in Schools: Research, Practice and Advocacy Perspectives** . . . . .Grand B

THIS PRESENTATION OFFERS INSIGHTS ON “HOW TO” IMPACT SCHOOL BASED STIGMA THROUGH EDUCATION STRATEGIES, SOCIAL MEDIA PROJECTS AND SPEAKERS BUREAUS.

● **Improving Depression Knowledge and Stigma in Adolescents: The Impact of a Brief School-Based Intervention**

Through a school-based curriculum, the Adolescent Depression Awareness Program (ADAP) targets knowledge and stigma in adolescents. 2,817 high school students were surveyed before and after ADAP’s presentation. Analyses revealed significant improvements in depression knowledge and stigma-related intended behavior, particularly in students less willing to interact with individuals with mental illness pre-intervention.

Kathryn Heley, MPH, Program Manager, The Johns Hopkins Adolescent Depression Awareness Program (ADAP)

● **California Students “Direct Change” for Suicide Prevention and Mental Health**

The presentation will provide an overview of a statewide student prevention program centered around a film contest. The model, outcomes, partnerships, and tips to duplicate the effort will be provided. In addition, there will be a film screening and participants will be asked to apply safe messaging guidelines for suicide prevention and mental health through an interactive judging exercise.

Jana Sczersputowski, MPA, President, Your Social Marketer

Stan P. Collins, Suicide Prevention and Educational Program Manager, Your Social Marketer

Jessica Cruz, MPA/HS, Executive Director, National Alliance on Mental Illness (NAMI) California

● **Ending the Silence with Future Generations**

National Alliance on Mental Illness (NAMI) National/California will discuss the expanded and enhanced program offerings for youth and students in the past three years. This targeted focus on reducing stigma and educating young people has had a wide impact in ending the silence surrounding mental illness throughout the country.

Jessica Cruz, MPA/HS, Executive Director, National Alliance on Mental Illness (NAMI) California

Teri Brister, PhD, Director of Programs, National Alliance on Mental Illness (NAMI) National

- RESEARCH
- ADVOCACY
- PRACTICE

2:00 PM – 3:30 PM

Breakouts: **SESSION ONE**, continued

VIII. ORAL PANEL PRESENTATIONS

**Advocating for Mental Health in the Workplace** ..... Pacific HI

THIS PRESENTATION WILL DISCUSS STRATEGIES FOR ADDRESSING WORKPLACE MENTAL HEALTH THROUGH TRAINING AND EASY ACCESS TO SERVICES AND SUPPORTS.

● **“US” in the Training World of “Them”: Infusing our Voice in Workplace Mental Health Training**

The field of workplace mental health training is a new market for training companies in the private sector. How will we ensure that the voice of the lived experience is heard? Wellness Works ensures that as workplace mental health training is delivered, so is the voice of the lived experience.

Donna Hardaker, Director, Wellness Works, Mental Health America of California (MHAC)

● **Mental Health and Stigma in the Workplace: The Development and Evaluation of the R2MR and The Working Mind Programs**

Workplace stress is a significant contributor to mental health problems, and programs to help workers to recognize signs of mental health problems, to be able to de-stigmatize and discuss these problems and to rapidly and effectively seek help when needed have been developed. We will present work conducted by the Mental Health Commission of Canada (MHCC) to develop and evaluate The Working Mind program. The presentation will focus on the role of the MHCC in stigma reduction, the development of The Working Mind, and its evaluation. Steps for future program development, evaluation and dissemination will be discussed.

Michael Pietrus, Director, Opening Minds Program, Mental Health Commission of Canada (MHCC)

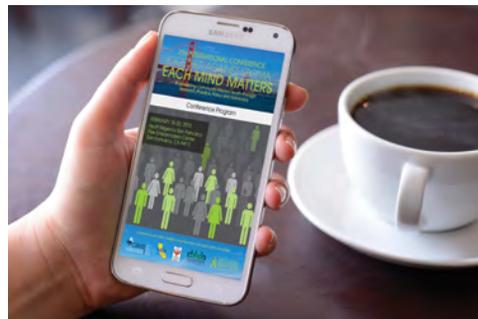
Andrew Szeto, PhD, Assistant Professor, University of Calgary and the Mental Health Commission of Canada (MHCC)

Robyn Sachs, Robyn Sachs Consulting

## New for the TAS 2015 International Conference... the CIBHS Yapp

The CIBHS Yapp gives you

- ▶ Program Documents
- ▶ News Feed
- ▶ Info on upcoming conferences  
...and much more!



*Find complete instructions and system requirements for downloading and installing the CIBHS Yapp on page 60.*

2:00 PM – 3:30 PM

Breakouts: SESSION ONE, continued

IX. ORAL PANEL PRESENTATIONS

**Creative Storytelling Strategies to Reduce Stigma and Achieve Wellness** .....

Pacific DE

INNOVATIVE STRATEGIES USING PHOTOGRAPHY AND WRITING TO VISUALLY REPRESENT INDIVIDUALS' EXPERIENCES OF MENTAL HEALTH TO RAISE AWARENESS AND PROMPT DISCUSSION.

**Storytelling and Art as an Anti-Stigma Strategy**

“Manifesting Healthy Futures: Voices and Visions of Wellness” is a project of visual art inspired by the true of stories of people living well with "lived experience." The project gives voice to experience that has often been hidden and oppressed. Writers craft their stories and visual artists interpret these, resulting in an exhibition that brings the truth about mental wellness and its universality to the community in an accessible, beautiful way, reducing stigma and promoting mental health for everyone.

Mary Ruth Coffey, MBA, JD, Executive Director, Mental Health America of Illinois

**South East London Photography Group: Recovering From Mental Illness**

With the aim of improving mental well-being in those recovering from mental illness, members use photography to talk about their everyday experiences in a group setting. Public exhibitions of group work reduce the stigma surrounding mental illness in the local community.

Billy Gazard, PhD, Student, King’s College London

X. ORAL PANEL PRESENTATIONS

**Improve Behavioral Health Integration for Healthcare Providers** .....

Pacific C

UNCOVER NEW RESOURCES ON HOW TO BETTER IDENTIFY STIGMA ON THE PRIMARY HEALTH CARE LEVEL AS WELL AS SUBMERGE YOURSELF IN NEW QUANTITATIVE RESEARCH ON HOW TO SUCCESSFULLY DELIVER ANTI-STIGMA PROGRAMS IN HEALTHCARE SETTINGS.

● **Reducing Stigma in Healthcare Providers: Key Ingredients and a Model for Successful Programming**

As part of its ongoing effort to combat stigma among healthcare providers, the Mental Health Commission of Canada (MHCC) partnered with various organizations across Canada conducting anti-stigma interventions. This workshop reports the results of a multi-phased mixed methods study identifying key ingredients and best practices for anti-stigma programming in healthcare.

Stephanie Knaak, PhD, Research Associate, Mental Health Commission of Canada

Scott Patten, MD, PhD, Principal Investigator, Opening Minds (Health Professionals), University of Calgary

3:30 PM – 4:00 PM

Break/Exhibits

- RESEARCH
- ADVOCACY
- PRACTICE

4:00 PM – 5:30 PM Break-outs: SESSION TWO

SESSION TYPE	SYMPOSIUM	WORKSHOP	ORAL PANEL PRESENTATION
DEFINITION	1.5 hours with presenters addressing a common theme	1.5 hours which includes at least two learning objectives and a minimum of 35% devoted to audience participation	1.5 hours of multiple, briefer oral presentations organized by a common theme
FOCUS	● RESEARCH	● ADVOCACY	● PRACTICE
DEFINITION	Primary focus is to share original research findings	Primary focus is to share advocacy strategies such as changing policies and procedures to impact system and institutional change	Primary focus is to share practice strategies at the community and individual level

● I. SYMPOSIUM

**Recent Results from an Evaluation of Stigma Reduction, Student Mental Health, and Suicide Prevention Initiatives in California** . . . . . Pacific FG

This symposium will provide an overview of the evaluation of California’s four-year statewide prevention and early intervention initiative that aims to prevent suicide, improve student mental health, reduce the stigma and resulting discrimination associated with mental illness, and promote help-seeking for mental health challenges. Recent results emerging from the first two years of evaluation activities will be shared.

**MODERATOR:** Wayne Clark, PhD, Incoming Executive Director, California Mental Health Services Authority (CalMHSA)

**EVALUATION OVERVIEW:** Audrey Burnam, PhD, Senior Behavioral Scientist, RAND

**MENTAL ILLNESS STIGMA IN CALIFORNIA:** Eunice Wong, PhD, Behavioral Scientist, RAND

**EVALUATION OF CALIFORNIA’S SUICIDE PREVENTION CAMPAIGN:** Rajeev Ramchand, PhD, Senior Behavioral Scientist, RAND

**REACH OF CALIFORNIA’S STIGMA REDUCTION CAMPAIGN:** Rebecca L. Collins, PhD, Senior Behavioral Scientist, RAND

**ESTIMATING RETURN ON INVESTMENT:** Scott Ashwood, Associate Policy Researcher, RAND

● II. SYMPOSIUM

**Unlikely Partners: Collaborating by Thinking Outside the Box** . . . . . Pacific HI

CREATING THE MOST IMPACT IN STIGMA REDUCTION BY ENGAGING WITH OTHER FIELDS AND PROMOTING CROSS-COLLABORATION.

**MODERATOR:** Roger Wolfson, JD, MA, Professional television and film writer

Nedra Kline Weinreich, Founder/President, Weinreich Communications

Laura Reich, Attorney, Disability Rights California

Andy Warner, Co-founder and Co-editor, Irene, Comic Journalist

4:00 PM – 5:30 PM

Break-outs: SESSION TWO, continued

III. ORAL PANEL PRESENTATIONS

**Putting “Lived Experience” in the Stigma Toolbox:**

**Leadership and Peer Support Perspectives** .....Pacific NO

THIS DYNAMIC PRESENTATION OFFERS INSIGHTS ON LIVED EXPERIENCE LEADERSHIP IN COMMUNITY ADVOCACY AND AS A STRATEGY TO INCREASE OPPORTUNITIES FOR PEER SUPPORT IN PUBLIC MENTAL HEALTH SYSTEMS.

**Lived Experience Leadership – At the Heart of Anti-Discrimination Work and Campaigns**

This presentation will explore the benefits and challenges of effective lived experience leadership. We will provide examples from the UK and USA, and offer the opportunity for participants to reflect on how they can further develop lived experience leadership in their own anti-stigma activity.

Brigid Morris, BSc, MSc, Head of Leadership and Engagement, Time to Change, UK

Steve Gilbert, Lived Experience Advisor, Time to Change UK

**From Volunteering to Employment – the Shasta County Mental Health Services Act (MHSA) Volunteer Program**

This presentation will review the following aspects of the Shasta County MHSA Volunteer Program from a small county perspective: working within the current county structure, pilot phase, growth, training and education, peer mentor, peer support specialist, staff resistance, and full circle back to the Wellness and Recovery model.

Jamie Hannigan, Program Manager, Shasta County Health and Human Services Agency (HHSA)



- RESEARCH
- ADVOCACY
- PRACTICE

4:00 PM – 5:30 PM

Break-outs: SESSION TWO, continued

● IV. WORKSHOP

**Coming Out Proud Program** ..... Grand C

This workshop introduces the three lessons that focus on identity, disclosure strategies, and story crafting to erase mental illness stigma. Attendees will receive a workbook and experience the interactive program.

**Patrick W. Corrigan, PsyD**, Distinguished Professor of Psychology; Illinois Institute of Technology

**Jonathan Larson, EdD**, Consultant, National Consortium on Stigma and Empowerment, Assistant Professor of Psychology; Illinois Institute of Technology

**Patrick J. Michaels, MS**, Consultant, National Consortium on Stigma and Empowerment, Graduate Student, Illinois Institute of Technology

V. ORAL PANEL PRESENTATIONS

**Fighting Stigma from Paramedics to Psychiatrists** ..... Grand B

THIS PRACTICAL SESSION OFFERS A TOOLKIT AND A TRAINING PROGRAM TO FIGHT STIGMA AMONG PRACTITIONERS WHO HAVE BEEN TRAINED IN THE MEDICAL FIELD AND WORK WITH PEOPLE EXPERIENCING MENTAL HEALTH SYMPTOMS.

● **How to Fight Mental Health Stigma in the Education of Dutch Paramedics**

In The Netherlands, students are trained to become a paramedic at Utrecht University of Applied Sciences. There is a lack of knowledge on mental health among Dutch paramedics. This presentation will explain how to train junior-paramedics about acute mental healthcare by fighting stigmas that are present among them.

**Virginie van Boven, MANP**, Nurse practitioner & Lecturer Higher Education, Hogeschool Utrecht, University of Applied Science and Reinier van Arkel groep

● **A Danish Anti-Stigma Program Targeting Psychiatric Staff**

The Danish anti-stigma campaign ONE OF US has developed a tool kit aimed at psychiatric staff to increase reflection on culture and language. The tool kit will be presented along with the implementation plan and results of the evaluation.

**Johanne Bratbo, PhD**, Project Manager, ONE OF US - the national campaign for anti-stigma in Denmark

**Anja Kare Vedelsby, MA**, Project Coordinator, ONE OF US - the national campaign for anti-stigma in Denmark

● **What Is Actually Known About The Relationship Between Stigma And Medication Adherence - Myth Or Reality?**

This is the first study to investigate the association between stigma and objectively measured adherence to antipsychotics in schizophrenia. Most outpatients experienced stigma in social relationships and wanted to conceal their illness. Half felt discriminated by mental health staff. One third were non-adherent. Stigma copings skills were associated with adherence.

**Cecilia Brain, MD, PhD**, Senior Consultant in Psychiatry, Psychosis Clinic, Sahlgrenska University Hospital and Department of Psychiatry and Neurochemistry, University of Gothenburg, Sweden

4:00 PM – 5:30 PM

Break-outs: SESSION TWO, continued

● VI. ORAL PANEL PRESENTATIONS

**Getting to the Root of it All: Understanding the Causes of Stigma in the Media, the Mental Health Field and Day-to-Day Interactions** ..... Pacific LM

THESE PRESENTATIONS OFFER A CAREFUL LOOK AT THE CAUSES OF STIGMA THROUGH THE LENS OF EMPIRICAL RESEARCH.

**Stigma Within The Mental Health Field**

This presentation will summarize findings from the empirical literature on mental health professionals' attitudes toward mental illnesses, toward their own help-seeking for psychiatric disorders, and toward colleagues with psychiatric disorders. It will also look at what is presented in undergraduate textbooks about stigma.

Otto Wahl, PhD, Professor, University of Hartford

**Portrayal of Specific Psychiatric Disorders in Mass Media**

Most research on media depiction of mental illness has looked at mental illness in general. There may be differences in how different forms of mental illness are portrayed. This presentation will summarize findings from the empirical literature on the portrayal of specific psychiatric disorders, including schizophrenia, depression, and obsessive-compulsive disorder.

Otto Wahl, PhD, Professor, University of Hartford

**Measuring and Understanding the Importance of "Symbolic Interaction" Stigma**

Important components of the stigma process involve imagining what others might think of a stigmatized status, anticipating what might transpire in an interaction with others, and rehearsing what one might do if something untoward occurs. We call these imagined relations "symbolic interaction stigma" and point out they can be prominent and impactful even if an internalization of stigma fails to occur. Our objective is to introduce concepts and measures that capture symbolic interaction stigma and provide a preliminary assessment of their impact on stigma-related outcomes.

Bruce G. Link, MD, Professor and Co-Director of Center for the Study of Social Inequalities and Health, Columbia University Mailman School of Public Health

4:00 PM – 5:30 PM

Break-outs: SESSION TWO, continued

● VII. ORAL PANEL PRESENTATIONS

**Fighting Stigma in the Classroom: Effective Strategies to Reduce Stigma in the Classroom and Reaching Young People at Risk** .....Pacific JK

THIS RESEARCH PRESENTATION PROFILES THE COMPONENTS OF CONTACT-BASED INTERVENTIONS THAT ARE EFFECTIVE AT REDUCING STIGMA IN HIGH SCHOOLS AND HELP-SEEKING AMONG YOUNG PEOPLE AT RISK OF PSYCHOSIS.

**Contact in the Classroom: Understanding the Critical Ingredients in Youth Contact-Based Anti-Stigma Education**

This study, conducted under the auspices of Opening Minds, Mental Health Commission of Canada, evaluated eighteen youth anti-stigma programs across Canada to identify the critical ingredients of contact-based interventions effective at reducing stigma in high schools. An anti-stigma program Logic Model is developed to inform the design of best practices.

**Shu-Ping Chen, PhD**, Post-Doctoral Fellow, Department of Public Health Services, Queen's University

**Teresa Krupa, PhD**, Professor in the School of Rehabilitation Therapy, Queen's University

**Heather Stuart, PhD, MA**, Professor, Centre for Health Services and Policy Research, Abramsky Hall, Queen's University

**Attitudes Towards Help-Seeking and Stigma Among People at Risk of Psychosis: Results after One-Year Follow-Up**

This presentation will introduce how stigma affects attitudes towards help-seeking among young people at risk of psychosis. It calls for early intervention to promote non-stigmatizing services to facilitate help-seeking.

**Ziyan Xu, Post Doctoral**, Department of Psychiatry II, University of Ulm

VIII. ORAL PANEL PRESENTATIONS

**Combating Internalized Stigma in Men through Social Media: Practice and Advocacy Perspectives**.....Grand A

THIS TIMELY SESSION ADDRESSES THE USE OF DIGITAL PLATFORMS AND MULTI-MEDIA CAMPAIGNS AS STRATEGIES TO MAKE IT SAFE FOR MEN TO ADDRESS ANXIETY AND DEPRESSION.

●● **Man Therapy: An Innovative Approach Using Humor to Engage Men in Mental Health Literacy, Self-Screening, Help-Seeking and Stigma Reduction**

Men of working age often do not seek mental health services because of the internal and public stigma attached to having a mental illness. This presentation will describe an innovative multi-media mental health program called Man Therapy which uses humor to engage men to think differently about their mental health conditions.

**Sally Spencer-Thomas, PhD**, CEO and Co-Founder, Carson J Spencer Foundation

4:00 PM – 5:30 PM

Break-outs: SESSION TWO, continued

VIII. ORAL PANEL PRESENTATIONS continued .....Grand A

●● Stigma Reduction Interventions: Digital Environments, an Action Research Project by beyondblue

Stigma, and dominant cultures of masculinity, are significant barriers to Australian men taking action against anxiety and depression, and a significant risk factor for suicidality. Beyondblue is leading the way through world-first research and project development to reduce stigma's impact. Beyondblue will introduce a world-first project explicitly challenging stigma amongst men, through the use of digital platforms, and creating a national community of practice producing lasting change.

Andrew Thorp, BA/BEC (Hons), ANU, Men's Project Manager, beyondblue

● IX. ORAL PRESENTATIONS PANEL

Innovative Platforms and Tools to Raise Awareness ..... Pacific DE

UNIQUE STORYTELLING STRATEGIES, VIDEOS, AND SOCIAL MEDIA DIALOGUES TO SUPPORT WELLNESS, RAISE AWARENESS, AND REDUCE STIGMA AND DISCRIMINATION.

Positive OUTlets: Youth Driven Social Media Anti-Stigma Strategies

Inspired by Pat Corrigan's Coming Out Proud program, The Positive OUTlets campaign uses online forums and community presentations to engage youth in a "community of care" and socializes young people into a culture of positive messaging around what it means to "come out" with mental wellness, peer-support, recovery and resiliency.

Nicole Plata, Youth Initiative Coordinator, Community Empowerment Specialist, Mental Health Association of San Francisco

Andrew Gutierrez III, Youth Investigator, Mental Health Association of San Francisco

Aron Martinez, Youth Investigator, Mental Health Association of San Francisco

The College Toolbox Project: Introduction and Early Insights from Participants

Bring Change 2 Mind (BC2M) is a national organization, co-founded by Glenn Close, working to end the stigma and discrimination surrounding mental illness through widely distributed public education materials and programs based on the latest scientific insights and measured for effectiveness. BC2M also acts as a portal to a broad coalition of organizations that provide service, screening, information, support, and treatment of mental illness.

Pamela Harrington, Executive Director, Bring Change 2 Mind

Each Mind Matters: California's Statewide Resources

Tools and resources to increase education and reduce stigma for diverse audiences throughout the lifespan. Tools range from handouts and toolkits to personal stories of resilience and recovery related to student mental health, suicide prevention, and discrimination reduction.

Joseph Robinson, LCSW CADC II, Program Manager, Each Mind Matters Community Outreach Team

Aubrey Lara, Associate Program Manager, Each Mind Matters Community Outreach Team

Theresa Ly, MPH, Program Manager, California Mental Health Services Authority

- RESEARCH
- ADVOCACY
- PRACTICE

5:30 PM – 7:30 PM

Networking Reception and Poster Presentations . . . Grand Foyer  
Student Poster Awards at 7:00 PM



## POSTER PRESENTATIONS

5:30 PM – 7:30 PM  
Market Street Foyer

Student Poster Awards at 7:00 PM  
Descriptions see page 39

7TH INTERNATIONAL CONFERENCE  
TOGETHER AGAINST STIGMA:  
**EACH MIND MATTERS**

Empowering Community Mental Health through  
Research, Practice, Policy and Advocacy

**Thursday, February 19, 2015**

**DAY 2 - THEME: EMPOWERING THE NEXT GENERATION AS PARTNERS IN ERADICATING STIGMA, PREVENTING MENTAL ILLNESS AND SUPPORTING MENTAL HEALTH PROMOTION**

7:00 AM – 8:30 AM	Continental Breakfast .....		.....Grand Foyer
7:00 AM – 5:00 PM	Registrstion .....		.....Grand Foyer
8:00 AM – 5:00 PM	Exhibits .....		.....Grand Foyer
8:00 AM – 8:45 AM	Welcome and Opening Remarks .....		Grand Ballroom

**WELCOME**

Karen Baylor, PhD, Deputy Director, Mental Health and Disorder Services at the California Department of Health Care Services

**OPENING REMARKS**

INTRODUCTION: Patrick Corrigan, PsyhD, Distinguished Professor of Psychology at the Illinois Institute of Technology

Some of our greatest hope for the transformation of social views on mental health comes from the next generation. They are intelligent, compassionate and vocal – and tired of the stigma they have inherited from their parents’ generation. This session will illuminate the value of empowering young adults in stigma reduction activities through the story of the founding and evolution of the US’ leading student voice in mental health, Active Minds.

Alison K. Malmon, Executive Director and Founder, Active Minds

**8:45 AM – 10:15 AM Youth Speak – Innovations for Future Generations . . . . . Grand Ballroom**

Hear directly from youth with lived experience discussing their unique strategies, perspectives and mediums through which they advocate, cope or educate about the importance of mental health and reducing stigma and discrimination to create lasting social change.

**MODERATOR:** Nicola Survanshi, MPH, Director of Programs & Operations, Inspire, USA

**PANELISTS:**

**Patricia Titman**, Youth Advocate

Engaging with Native American communities through digital stories.

**Amanda Lipp**, Research Assistant, California Mental Health Services Authority

Explores social and medical perceptions of mental health across cultures and varying modalities of expression through a global documentary film project; unlayering people’s stories to translate thought into action.

**Mackenzie Ellsworth**, Peer Supporter, ReachOutHere

Sharing her story through writing and jewelry making.

**Daniel Caldera**, Peer Supporter, ReachOutHere

Supporting youth through the online platform ReachOutHere.com.

**Deandre Evans**, RAW Talent Performing Arts Instructor

Enhancing the dialogue for equity and justice through spoken-word and rap.

**10:15 AM – 10:30 AM Break/Exhibits . . . . . Grand Foyer**

**10:30 AM – 11:15 AM KEYNOTE . . . . . Grand Ballroom**

**Innovations in Stigma Research**

Time to Change is an anti-stigma campaign run by the leading mental health charities Mind and Rethink Mental Illness. The campaign was started in October 2007 and since that time has reached millions of people across England through the campaign. Recent research and lessons learned will be shared.

**Graham Thornicroft**, MB, BS, MA, MSc, PhD, Principal Investigator, the Time to Change Campaign, U.K., Professor of Community Psychiatry at Kings College, London

11:15 AM – 12:15 PM      **KEYNOTE** ..... Grand Ballroom

**Understanding Perspectives from Diverse Racial, Ethnic and Cultural Communities**

Stigma, a prominent obstacle to effectively accessing mental health services, plays a negative role in shaping the onset, course, prognosis, treatment, and mental illness outcomes. Panelists will discuss stigma's impact on the treatment gap in diverse underserved communities, and describe stigma measures that predict the longitudinal trajectory of treatment outcomes.

**Sergio Aguilar-Gaxiola, MD, PhD**, Professor of Clinical Internal Medicine, Director, Center for Reducing Health Disparities, University of California, Davis School of Medicine

**William A. Vega, PhD**, Provost Professor and Director, Roybal Institute on Aging, University of Southern California

12:15 PM – 12:30 PM      **Break**

12:30 PM – 1:45 PM      **Lunch** (*Included with registration*) ...  ... Atrium 5,4,3

An awards ceremony will honor Mental Health Champion Darrell Steinberg, JD, and recognize emerging and determined leaders in Stigma Change through their work in research, advocacy and community practice.

**INTRODUCTIONS:** Senator Mark Leno of San Francisco has been a strong leader in California's mental health movement and a champion for equal rights for all Californians.

**Honoree Darrell Steinberg**, former President pro Tempore of the California State Senate, is a transformational leader and author of California's groundbreaking mental health initiative, Prop. 63, the Mental Health Services Act (MHSA) that invests in the mental health of millions. Prop. 63 breaks down barriers to accessing mental health, including landmark investments in eliminating the stigma of mental illness. With Steinberg's leadership, we are creating a state where Each Mind Matters.

For more information about honoree(s) see pages 48-57.

1:45 PM – 2:00 PM      **Break**

2:00 PM – 3:30 PM Break-outs: SESSION THREE

SESSION TYPE	SYMPOSIUM	WORKSHOP	ORAL PANEL PRESENTATION
DEFINITION	1.5 hours with presenters addressing a common theme	1.5 hours which includes at least two learning objectives and a minimum of 35% devoted to audience participation	1.5 hours of multiple, briefer oral presentations organized by a common theme
FOCUS	● RESEARCH	● ADVOCACY	● PRACTICE
DEFINITION	Primary focus is to share original research findings	Primary focus is to share advocacy strategies such as changing policies and procedures to impact system and institutional change	Primary focus is to share practice strategies at the community and individual level

● I. SYMPOSIUM

**Population-Based Strategies, Stigma, and the Social Determinants of Behavioral Health**.....Grand A

EXPLORE WHY AND HOW UTILIZING MENTAL HEALTH SURVEILLANCE CAN HELP ORGANIZATIONS BETTER UNDERSTAND THE IMPORTANT ISSUES WITHIN THE MENTAL HEALTH COMMUNITY AND BETTER COMMUNICATE THOSE ISSUES TO POLICY MAKERS.

California’s historic effort to take a population health approach to mental health promotion has been informed by other public health efforts. This panel provides an opportunity to understand the paradigm shift to the prevention of mental health challenges.

MODERATOR: Wayne Clark, PhD, Incoming Executive Director, the California Mental Health Services Authority

**Social Determinants of Behavioral Health**

The social determinants play a very significant role in trauma and subsequent mental health and substance use conditions. This presentation will describe the social determinants and these linkages, and also initiate discussion on population-based strategies for interventions that alter the determinants.

Ron Manderscheid, PhD, Executive Director National Association of County Behavioral Health and Developmental Disability Directors

**101 on Population-Based Strategies**

How do population-based health promotion approaches leverage other health resources to prevent the onset of mental health challenges? Examples from the private sector and other public health prevention and health promotion campaigns will be presented.

Raymond J. Fabius, MD, President and Chief Medical Officer HealthNEXT

**Using Population Mental Health Surveillance in Planning and Evaluating Stigma Reduction Efforts: California as an Example**

This presentation will demonstrate how ongoing population-level surveillance of key indicators related to stigma and mental health is an essential strategy for planning and evaluating the effectiveness of stigma reduction initiatives. RAND will illustrate how population-level monitoring can be utilized, using California as an example.

Nicole Eberhart, MA, PhD, Full Behavioral Scientist, RAND Corporation

M. Audrey Burnam, PhD, Senior Behavioral Scientist, RAND Corporation

2:00 PM – 3:30 PM

Break-outs: SESSION THREE, continued

●●● II. SYMPOSIUM

**Mental Health Stigma Research in the UK: Time to Change (TTC)** . . . . . Grand B

DELVE INTO THE UK'S LARGEST ANTI-STIGMA MENTAL HEALTH PROGRAM, TIME TO CHANGE (TTC), AND THE MOST UP-TO-DATE EVALUATION OF THEIR PROGRAMS AND RESEARCH.

**Evaluation of Time to Change**

This symposium will present the latest results of the evaluation of Time to Change (TTC). TTC, the largest ever program in England to reduce stigma and discrimination against people with mental health problems, has been running since its launch on January 21, 2009. The objectives of this symposium are to understand the components of TTC and their conceptual rationale, understand the rationale for the design of the evaluation, and appraise the evidence for the effectiveness of TTC so far.

Elizabeth Corker, MA, MSc, Research Worker

Health Service and Population Research Department, King's College London, Institute of Psychiatry Psychology and Neuroscience

Sara Evans-Lacko, PhD, Lecturer

Health Service and Population Research Department, King's College London, Institute of Psychiatry Psychology and Neuroscience

Claire Henderson, MRCPsych, PhD, Clinical Senior Lecturer in Psychiatry

Health Service and Population Research Department, King's College London, Institute of Psychiatry Psychology and Neuroscience

Vanessa Pinfold, PhD, Research Director, McPin Foundation



78 years of reaching  
anyone, anywhere, anytime



**Stamping  
Out Stigma**

Recovery International is a cognitive-behavioral, peer-to-peer, self-help training system that supports individuals as they gain skills to lead more peaceful and productive lives.

**Learn more about us at [www.RecoveryInternational.org](http://www.RecoveryInternational.org)**

- RESEARCH
- ADVOCACY
- PRACTICE

**Stigma Over the Lifespan**

Perceptions about people with mental illness and experiences of stigma and discrimination are shaped by life stage and circumstances, particularly around the development of mental illness which often emerges early in life. Epidemiological research suggests that stigmatising attitudes vary over the lifespan. Targeting anti-stigma initiatives according to age and life stage may be a more effective way to reach individuals with relevant messages. To do this effectively, we need a better understanding of the context and experiences of stigma across the lifespan. New research presented in this symposium attempts to close this gap.

SESSION CHAIR: Sara Evans-Lacko, PhD, MHS, Lecturer, King’s College London, Institute of Psychiatry

**Disclosure and Secrecy about Depression in the Employment Context: Individual and Sociocultural Factors in Relation to Disclosure across 16 Countries**

Sara Evans-Lacko, PhD, MHS, Lecturer  
Health Service and Population Research Department, King’s College London, Institute of Psychiatry Psychology and Neuroscience

**Self-Labeling and Stigma among Young People at Risk for Psychosis: Longitudinal Findings**

Nicolas Rüsçh, MD MSt, is Professor of Public Mental Health and Consultant Psychiatrist at the Department of Psychiatry and Psychotherapy II, University of Ulm, Germany

**New Stigma Measures for Youth Diagnosed as High Risk for Psychosis and Associations with Clinical Outcomes**

Lawrence H. Yang, PhD, Associate Professor, Department of Epidemiology, School of Public Health, Columbia University

●●● III. SYMPOSIUM

**New Ways to Discuss Suicide: From Peer to Peer to Culturally Specific Practices** ..... Pacific DE

PRESENTERS INTRODUCE THE MOST RECENT SUICIDE PREVENTION PROJECTS OR TACTICS, NEW APPROACHES TO BEST SHARE RECOVERY STORIES, AND CULTURAL SPECIFIC INFORMATION TO BETTER DISCUSS SUICIDE STIGMA WITHIN SPECIFIC ETHNIC CULTURES.

This symposium presents the latest research and practice innovations: from the Mental Health Association of San Francisco (MHASF) that address stigma of suicide through incorporating the lived experience of suicide. A portfolio of projects emphasizing mental health recovery and consumer engagement will be showcased including: speakers bureau; Peer-led support group; disclosure best practices, and community engagement of diverse ethnic groups.

**HOPE Peer Support Group for people with Suicidal Thoughts and Feelings**

Dequincy Lezine, PhD, Director, Suicide Prevention Innovations, Center for Dignity, Recovery and Empowerment, MHASF

Stephen Marks, PhD, Director of Training and Education, MHASF

2:00 PM – 3:30 PM

Break-outs: SESSION THREE, continued

●●● III. SYMPOSIUM continued ..... Pacific DE

**Messengers for Change: Central Debates in Stigma Reduction in Suicide Prevention Programs**

Eduardo Vega, MA, Executive Director, Center for Dignity, Recovery and Empowerment, MHASF  
Sally Spencer-Thomas, PhD, CEO and Co-Founder, Carson J Spencer Foundation

**Engaging Communities to Reduce Stigma of Suicide in Three Diverse Ethnic Groups in California**

Lawrence Yang, PhD, Associate Professor, Columbia University School of Public Health  
Luba Botcheva, PhD, Director, Research and Strategic Projects, MHASF  
Lindsay Sheehan, MS, Illinois Institute of Technology

**Sound Out for Life! Speaking Out to Defeat the Stigma of Suicide**

DeQuincy Lezine, P.D, Director, Suicide Prevention Innovations, Center for Dignity, recovery and Empowerment, MHASF  
Leah Harris, MA, Consultant, Center for Dignity, Recovery, and Empowerment  
Kelechi Ubozoh, BA, Social Inclusion Campaign & Communications Manager, PEERS  
Julie Mae Thies, Speakers' Bureau Member, MHASF  
Eduardo Vega, MA, Executive Director, Center for Dignity, Recovery and Empowerment, MHASF

● IV. WORKSHOP

**Culturally Responsive Strategies for Underserved Racially Ethnic and Cultural Community Practices** ..... Pacific HI

THIS WORKSHOP FOCUSES ON STIGMA REDUCTION STRATEGIES THAT HAVE ADAPTED THEIR METHODS BASED OFF OF THE TARGET GROUP POPULATION. COME LEARN ABOUT DIFFERENT CULTURALLY RESPONSIVE STRATEGIES.

**Effective Outreach and Use of Spirituality with Cambodians from Effective Outreach Education etc.**

Present on outreach, education, engagement and treatment strategies used by the Integrated Network for Cambodians (INC) Program in Long Beach, CA. The presentation will share strategies used to overcome stigma. It will provide an in-depth look at the use of traditional healing practices including spiritual ones such as the Buddhist Blessing Ceremony to address mental health issues.

Mariko Kahn, LMFT, Executive Director, Pacific Asian Counseling Services  
Pisey Sok, MDiv, MFT, Mental Health Clinician, Pacific Asian Counseling Services

- RESEARCH
- ADVOCACY
- PRACTICE

2:00 PM – 3:30 PM

Break-outs: SESSION THREE, continued

● IV. WORKSHOP continued .....Pacific HI

**Community Engagement for Cultural Inclusivity**

This workshop will discuss National Alliance on Mental Illness (NAMI) National's Sharing Hope and Compañero Esperanza program. NAMI California will share the statewide initiative to adapt the In Our Own Voice (IOOV) curriculum to better address the needs of the diverse population in five major socio-cultural groups in California.

Jessica Cruz, MPA, HS, Executive Director, National Alliance on Mental Illness (NAMI) California  
Valerie Denis, Program Manager, NAMI Multicultural Action Center

V. ORAL PANEL PRESENTATIONS

**New Perspectives in Mental Health on College Campuses** ..... Pacific FG

EXPOSE YOURSELF TO NEW IDEALS AND PROGRAMS THAT ARE BEING IMPLEMENTED ON COLLEGE CAMPUS TO HELP BRIDGE THE GAP BETWEEN STUDENTS AND COLLEGE MENTAL HEALTH RESOURCES.

●● **The College Toolbox Project: Introduction and Early Insights from Participants**

This presentation will describe the origins, principles, start-up, problems and initial data on the College Toolbox Project (CTP). The CTP is the first effort of its kind to develop a systematic program aimed at reducing the stigma of mental illness among college students.

Bernice A. Pescosolido, PhD, Distinguished Professor of Sociology, Indiana University and  
Director of the Indiana Consortium for Mental Health Services Research  
Jack K. Martin, PhD, Senior Scientist & Director of Research, School of Public Health,  
Indiana University

● **Use of Mental Health Services on Campus: The Role of Campus Climate and Perceived Supports**

Mental health in higher education represents a significant public health issue. In 2012 and 2013, RAND conducted online surveys of students and faculty/staff from over 50 California campuses. Findings showed that students on campuses with a more supportive campus climate were substantially more likely to use campus mental health services.

Lisa Sontag-Padilla, PhD, Associate Behavioral Social Scientist, RAND Corporation  
Joshua Mendelsohn, PhD, Associate Behavioral Social Scientist, RAND Corporation  
Michelle Woodbridge, PhD, Principal Scientist, SRI International

●● **Mental Health Unity: Supporting Students with Mental Illness on College Campuses**

Mental Health Unity (MHU) is a program aimed at promoting a supportive environment on college campuses for students with mental health concerns. MHU has been developed through a partnership with Active Minds, Inc. This presentation will review the MHU guide to being an ally to students with mental illness.

Kristin Kosyluk, PhD, Visiting Professor, University of Texas at El Paso  
Patrick Corrigan, PsyD, Distinguished Professor, Illinois Institute of Technology  
Anne Schmidt, Research Assistant, Illinois Institute of Technology

2:00 PM – 3:30 PM

Break-outs: SESSION THREE, continued

VI. ORAL PANEL PRESENTATIONS

**Anti-Stigma Programs for Elementary and Middle School Youth** . . . . . Pacific JK

PRESENTERS WILL DISCUSS TWO ANTI-STIGMA PROGRAMS TARGETING TODAY'S K-MIDDLE SCHOOL YOUTH.

● **Reducing Stigma for the Next Generation: California's Walk in Our Shoes Social Marketing Campaign**

Runyon, Saltzman and Einhorn (RSE), on behalf of CalMHSA, is working to reduce stigma associated with mental health challenges through a multifaceted program aimed at 9-13 year olds. The statewide English- and Spanish-language campaign uses positive, authentic and appropriate stories for youth and includes a school-based performance tour, website, teacher facilitation guide, advertising, webinar and other implementation strategies. Learn about the development, implementation and evaluation methods used for this campaign and emerging prevention and early intervention practices.

Nicole Jarred, Account Supervisor, Runyon, Saltzman and Einhorn (RSE)

Monica Nepomuceno, MSW, BSW, Education Programs Consultant, California Department of Education

● **Play it Street Smart: Formative Research to Devise a Street Play to Create Awareness about Schizophrenia in Bengaluru, India**

We assessed knowledge and attitudes about mental illness in a semi-rural population using the WPA questionnaire and focus group discussions. This was carefully analyzed to incorporate key findings for the script with the help of a pilot show and audience feedback. A Street Play was devised using the above information.

Santosh Loganathan, MD, Associate Professor of Psychiatry, National Institute of Mental Health and Neurosciences (NIMHANS)

● VII. ORAL PANEL PRESENTATIONS

**Strategies for Addressing Multiple Stigmas Among Lesbian, Gay, Bisexual, Transgender and Questioning (LGBTQ) Youth and Transition Aged Youth** . . Pacific NO

THIS SESSION WILL EXPLORE EFFECTIVE STIGMA AND DISCRIMINATION REDUCTION AND SUICIDE PREVENTION STRATEGIES SPECIFIC TO LESBIAN, GAY, BISEXUAL, TRANSGENDER AND QUESTIONING (LGBTQ) YOUTH AND TRANSITION AGED YOUTH POPULATIONS. THIS SESSION WILL FOCUS ON STRATEGIES EMPLOYED BY SAN FRANCISCO-BASED BEHAVIORAL HEALTH SERVICE PROVIDERS.

**San Francisco Suicide Prevention**

Mr. Paisley will present an overview of how San Francisco Suicide Prevention works with LGBTQ youth both in schools and on their hotline. He will present results from a recent national qualitative study conducted by the Planned Parenthood Federation of America and the Human Rights Campaign Foundation. In December 2014, Mr. Paisley was part of the focus group and interview team that engaged LGBTQ youth from across the United States to discuss what it is like to grow up LGBTQ today.

David Paisley, Program Coordinator, San Francisco Suicide Prevention

**Lavender Youth Recreation and Information Center (LYRIC)**

Andrew Gutierrez III, Program Coordinator, LYRIC

- RESEARCH
- ADVOCACY
- PRACTICE

2:00 PM – 3:30 PM

Break-outs: SESSION THREE, continued

●● VII. ORAL PANEL PRESENTATIONS continued ..... Pacific NO

**Inspire USA Foundation**

Ann Marie Dobosz, LMFT, Mental Health Specialist for the Inspire USA Foundation

Ms. Dobosz will discuss online content and tools designed to serve LGBTQ youth struggling with mental health issues. Supported by CalMHSA, Inspire and its youth volunteers collaborated with the Gay Straight Alliance Network (GSA) in 2014 to develop fact sheets and stories of lived experience for the ReachOut.com site and for distribution to GSA clubs across California. Ms. Dobosz will describe this process, the content and other remarkable online tools.

VIII. ORAL PANEL PRESENTATIONS

**Creating Programs That Best Fit Your Community's Needs – Reaching Underserved Populations.** .....

Pacific LM

DISCUSS THE INNOVATIVE WORK OF TWO DIFFERENT ORGANIZATIONS THAT HAVE TARGETED UNDERSERVED POPULATIONS.

●●● **Innovations in Providing Psychological First Aid: A Network of Compassionate Outreach Responders for Communities in Crisis**

This presentation will describe the work and impact of the Santa Barbara Response Network, developed as a collaborative effort across multiple agencies and sectors of the community, provides a means of responding to violence and suicide by rapidly deploying compassionate volunteers trained in Psychological First Aid. This non-stigmatizing approach has been effective in reaching underserved populations (e.g., Latinos and youth).

Gilbert Reyes, PhD, Executive Director of the Santa Barbara Response Network and President of the Santa Barbara County Psychological Association.

Jina Carvlho, BA, Public Information Officer, Santa Barbara Response Network

Refugio Rodriguez, M.Ed, MHSA Division Chief, Santa Barbara Department of Alcohol, Drug, and Mental Health Services

●●● **International Alliance: Culturally Responsive Practice**

BeyondBlue and "See Me" will co-present case studies on the development of culturally responsive stigma reduction campaigns, focusing on community engagement; communication components and campaign evaluation, assisting to inform the development of similar stigma reduction campaigns globally.

Andrew Thorp, BA/BEc (Hons), ANU, Men's Project Manager, beyondblue

Judith Robertson, Program Director, "See Me," Scottish Association of Mental Health

2:00 PM – 3:30 PM

Break-outs: SESSION THREE, continued

● IX. ORAL PANEL PRESENTATIONS

**Stigma and Discrimination Reduction and Suicide Prevention Strategies for Small/Rural and Large/Diverse Counties**..... Grand C

**Breaking the Silence: How a Small Rural County Got Talking**

Until recently, Amador County didn't talk about mental illness. However, just one year after a key community dialogue event, lime green (the color of mental health awareness) was everywhere. "Know the Signs" (California's Suicide Prevention Campaign) has been promoted throughout the county and the first ever suicide prevention advertisement appeared on local television. Learn how this small rural county made it happen.

Christa Thompson, ACSW, MHSA Program Manager, Community Services Program Manager, Amador County Behavioral Health Services

Janet Caton, NAMI Member, National Alliance on Mental Illness (NAMI) Amador

Nina Machado, Executive Director, First 5 Amador

Kaybee Alvarado, BS, MHA Client/ Family Advocate

**"It's Up to Us" Social Marketing Campaign: A Universal Approach to Reducing Stigma in Riverside County**

This presentation will report on "It's Up to Us," a multifaceted social marketing campaign developed for San Diego County and now used in Riverside County to increase mental health awareness, reduce stigma related to mental health challenges, encourage help seeking behaviors and convey positive messages about recovery from mental illness.

Janine Moore, LMFT, Prevention and Early Intervention Manager, Riverside County Department of Mental Health

**A Guide to Using Facebook to Promote Suicide Prevention and Mental Illness Stigma Reduction**

This guide serves as a resource for implementing the Facebook component of the "It's Up to Us" campaign, a suicide prevention and stigma reduction campaign developed through the County of San Diego Health and Human Services Agency. This campaign was developed to empower the local community to talk openly about mental illness, recognize signs and symptoms of suicide, and utilize local resources.

Adrienne Yancy, MPH, Project Manager, County of San Diego

● RESEARCH  
● ADVOCACY  
● PRACTICE

3:30 PM – 4:00 PM Break

4:00 PM - 5:30 PM Break-outs: SESSION FOUR

SESSION TYPE	SYMPOSIUM	WORKSHOP	ORAL PANEL PRESENTATION
DEFINITION	1.5 hours with presenters addressing a common theme	1.5 hours which includes at least two learning objectives and a minimum of 35% devoted to audience participation	1.5 hours of multiple, briefer oral presentations organized by a common theme
FOCUS	● RESEARCH	● ADVOCACY	● PRACTICE
DEFINITION	Primary focus is to share original research findings	Primary focus is to share advocacy strategies such as changing policies and procedures to impact system and institutional change	Primary focus is to share practice strategies at the community and individual level

● I. SYMPOSIUM

**Ending Self-Stigma: A Skill Building Approach to Reducing the Impact of Self-Stigma** ..... Pacific FG

Internalized stigma can be damaging to one’s self-concept, agency, engagement in life goals, and recovery pursuits. This symposium will present results from two studies aimed at examining the effectiveness of Ending Self-Stigma, an intervention designed to reduce internalized stigma, and the implementation of the intervention in clinical settings.

Alicia Lucksted, PhD, Associate Professor, Department of Psychiatry, University of Maryland Medical School

Amy Drapalski, PhD, Administrative Core Manager, VISN 5 Mental Illness Research Education and Clinical Center

Anjana Muralidharan, PhD, Postdoctoral Fellow, VISN 5 Mental Illness Research Education and Clinical Center

● II. SYMPOSIUM

**Fighting Against Stigma: Learning from Experience and Innovating for Effectiveness** .....Grand A

This symposium presents research on a stigma reduction programs and possible protective factors against the stigma of mental illness and HIV. Findings highlight the importance of interactive or experiential components, mindfulness and compassion, and personal narrative in stigma reduction and provide directions to maximize gains in the future.

**Meta-Analysis and Systematic Review on the Effectiveness of HIV Stigma Reduction Programs**

Winnie W. S. Mak, PhD, Department of Psychology, The Chinese University of Hong Kong

**“Photovoice” in Reducing Public Stigma towards People in Recovery**

Amanda C. M. Li, BSSc, Department of Psychology, The Chinese University of Hong Kong

**Game-Based Experiential Approach is as Effective as Contact-based Approach in Reducing HIV Stigma**

Floria H. N. Chio, MPhil, Department of Psychology, The Chinese University of Hong Kong

4:00 PM - 5:30 PM

Break-outs: SESSION FOUR, continued

● II. SYMPOSIUM continued .....Grand A

**How Self-Compassion and Mindfulness Differentially Affect Self-Stigmatizing Thought Content and Process**

Sherry X. Yang, PhD Candidate, Department of Psychology, The Chinese University of Hong Kong

**Exploring the Moderating Effect Of Personal Narratives On Stigma Endorsement and Life Satisfaction**

Winnie W. S. Mak, PhD, Department of Psychology, The Chinese University of Hong Kong

●●● III. SYMPOSIUM

**Each Mind Matters: California's Mental Health Movement** ..... Pacific LM

Each Mind Matters: California's Mental Health Movement (EMM) engages people of all ages to talk openly and honestly about mental health. Grounded in research, the EMM campaign utilizes targeted approaches to reach people across the lifespan and underserved populations as defined by the California Reducing Disparities Project. Formative research, process evaluation and survey methods have been employed to evaluate the effectiveness of each stage and segment of the campaign. Findings support effectiveness of key outcomes for this unique social marketing campaign.

Scott Rose, Principal, RSE

Nicole Jarred, Account Supervisor, RSE

Aubrey Lara, Associate Program Manager, SDR Consortium

Larry Bye, MA, BA, Senior Fellow, NORC at the University of Chicago

Jana Sczersputowski, MPA, President, Your Social Marketer

Sandy H. Berry, Senior Behavior Scientist, RAND



**We believe that  
Each Mind Matters**

RUNYON SALTZMAN EINHORN, INC.

2020 L Street, Suite 100, Sacramento, CA 95811 916.446.9900 [rs-e.com](http://rs-e.com)



ADVERTISING PUBLIC RELATIONS SOCIAL MARKETING

- RESEARCH
- ADVOCACY
- PRACTICE

4:00 PM - 5:30 PM

Break-outs: SESSION FOUR, continued

●● IV. SYMPOSIUM

**A Story of Successful Systems Change: How Local High Schools, Law Enforcement, Peer Providers and a California County Behavioral Health Division Work Together to Reduce Stigma, Prevent Suicide and Increase Mental Health Awareness** ..... Pacific DE

In one Northern California County, schools, law enforcement agencies, county and peer providers came together to develop two innovative new programs: The Crisis Assessment, Prevention and Education Team (CAPE) and the Mobile Support Team (MST) to increase outreach and engagement to youth and community members to connect them with much needed mental health services offered by the Sonoma County Behavioral Health Division. This collaboration would lead to fundamental systems change, building bridges from mental health promotion and gatekeeper training to service provision.

Michael Kennedy, MFT, Behavioral Health Division Director, Sonoma County Department of Health Services/ Behavioral Health Division

Karin Sellite, LCSW, Client Care Manager, Sonoma County Department of Health Services/ Behavioral Health Division

Lt. Mark Essick, Lieutenant, Personnel/Internal Affairs Manager, Sonoma County Sheriff’s Office

Lauren Petersen, National Alliance on Mental Illness (NAMI) Sonoma County

Jessie Panoski, Goodwill Industries of the Redwood Empire

Cruz Cavallo, Mental Health Program Manager, Sonoma County Behavioral Health Division

●● V. WORKSHOP

**Closing the Treatment Gap for Latinos through Addressing Stigma as a Barrier to Accessing and Utilizing Mental Health Services** ..... Pacific NO

Building upon the morning plenary, this workshop will discuss how stigma towards mental illness is one of the most important barriers to effectively access mental health services for Latino, underserved populations. We will present research on multiple barriers to accessing mental health care of a group of Mexican Americans with severe mental illness; discuss a clinical tool for anticipating stigma-based treatment resistance among Latino patients by primary care physicians; and report on research recommendations to apply Community-Defined Solutions to increase knowledge, experience, and confidence in access to care and build on community assets and strengths for Latinos.

Sergio Aguilar-Gaxiola, MD, PhD, Professor of Clinical Internal Medicine; Director, Center for Reducing Health Disparities; University of California, Davis School of Medicine

William A. Vega, PhD, Provost Professor and Director, Roybal Institute on Aging, University of Southern California

Gustavo Loera, EdD, Mental Health Research Consultant, UC Davis, Center for Reducing Health Disparities

4:00 PM - 5:30 PM

Break-outs: SESSION FOUR, continued

●● VI. WORKSHOP

**Opening Minds in Canada: Targets for Change** ..... Pacific HI

This workshop will review the approach used by the Opening Minds anti-stigma initiative of the Mental Health Commission of Canada to target attitudinal and behavioral change in four target groups: youth, health care providers, journalists and workers. We will present the background and rationale for the choice of the groups as well as selected evaluation findings.

Heather Stuart, PhD, MA, Professor, Centre for Health Services and Policy Research, Abramsky Hall, Queen's University

Mike Pietrus, Director, Opening Minds Program

VII. ORAL PANEL PRESENTATIONS

**Improve Behavioral Health Integration for Healthcare Providers** ..... Grand B

UNCOVER NEW RESOURCES TO BETTER IDENTIFY STIGMA ON THE PRIMARY HEALTH CARE LEVEL AS WELL AS SUBMERGE YOURSELF IN NEW QUANTITATIVE RESEARCH ON HOW TO SUCCESSFULLY DELIVER ANTI-STIGMA PROGRAMS IN HEALTHCARE SETTINGS.

●● **Reaching Primary Care Practices: Behavioral Health Integration and Suicide Prevention**

Nearly 70% of all medical visits involve psychosocial factors. Ensuring access to behavioral health services through primary care is essential. Clinicians also must know screening and appropriate responses for potentially suicidal patients. This presentation will offer resources to improve behavioral health integration, and identification and treatment of suicidal patients in primary care.

Karen Linkins, PhD, Director, CalMHSA Integrated Behavioral Health Project

Anara Guard, MLS, Senior Advisor, Know the Signs

Stan P. Collins, Suicide Prevention Specialist, Know the Signs

● **Speak Up for Your Health: Overcoming Stigma in Healthcare Settings**

Individuals, particularly from diverse communities, with mental health challenges often receive lower quality healthcare due to stigma from some providers. In this multimedia and advocacy workshop, we'll discuss these issues and provide tips consumers can use to make their next visit with a healthcare professional beneficial to their wellness.

Kelechi Ubozoh, BA, Social Inclusion Campaign/Communications Manager, Peers Envisioning and Engaging in Recovery Services

Jenee Darden, Communication Coordinator, Peers Envisioning and Engaging in Recovery Services

4:00 PM - 5:30 PM

Break-outs: SESSION FOUR, continued

● ● VIII. ORAL PANEL PRESENTATIONS

**Mental Health Strategies in Various Cultural Perspectives** .....Pacific JK

DISCOVER HOW ORGANIZATIONS ARE REACHING DIVERSE COMMUNITIES UTILIZING CULTURAL UNDERSTANDING TO TACKLE STIGMA AND DISCRIMINATION.

**Outcomes from Prevention and Early Intervention Programs Reducing Stigma Within Riverside County Communities**

Outcomes are presented from a selection of Prevention and Early Intervention (PEI) programs designed to reduce stigma and discrimination embedded within Riverside County's communities. Some of Riverside County's stakeholders' priorities included (1) outreach services to promote community capacity and (2) services specifically designed for culturally diverse populations. As such this presentation will provide insight into stigma and discrimination strategies for culturally diverse populations.

Ryan Quist, PhD, Mental Health Services Manager, Riverside County Department of Mental Health

Mariah Andrews, MS, LMFT, Staff Development Officer, Riverside County Department of Mental Health

Suzanna Juarez-Williamson, Supervising Research Specialist, Riverside County Department of Mental Health

Brandon Jacobs, MHA, Research Specialist, Riverside County Department of Mental Health

**Targeted Change through a Cultural Lens: Reaching Diverse Native Communities to Reduce Stigma**

This presentation will demonstrate practices for engaging Native communities in stigma and discrimination reduction campaigns, discuss collaborative partnerships with community based organizations and their efforts to add stigma and discrimination reduction messages into new or existing programs and identify successful tools and resources that are available to the diverse Native communities across California.

Jeanine Gaines, Account Manager, Runyon, Saltzman and Einhorn (RSE)

Janet King, MSW, Program Director, Native American Health Organization

4:00 PM - 5:30 PM

Break-outs: SESSION FOUR, continued

IX. ORAL PANEL PRESENTATIONS

**Improving Mental Health Knowledge in a Low and Middle Income Setting** . Grand C

TWO ORGANIZATIONS WILL DISCUSS STRATEGIES TO EFFECTIVELY EDUCATE LOW TO MIDDLE INCOME COMMUNITIES INCLUDING PROPER WORD CHOICE AND BEST PRACTICE STRATEGIES IN HEALTH COMMUNICATION WITH A LIMITED BUDGET.

● **Talanoa into Change: The Fiji Recovery Idioms Project as a Framework for Culturally Driven Stigma Change**

Begun through the Fiji cultural tradition of dialogue known as Talanoa, and based in community Participatory Action Research, the goal of Fiji Recovery Idioms Project is to discover positive terms for mental health, mental ill-health and recovery grounded in Fiji's diverse communities, as the basis for a national stigma-change campaign.

Eduardo Vega, MA, President/CEO, Director/Principal Investigator, International Center for Dignity Recovery and Empowerment, MHSF

Raina Shimona, MD, Supervising Physician, Mental Health Stress Wards, Fiji Ministry of Health

● **Identifying key stakeholders for mental health literacy interventions in India**

This presentation is for participants/mental health professionals from LAMIC countries. Participants will recognize strategies to identify important groups that need information and education in various settings where mental health care is being planned/ delivered. Participants will be introduced to the best practice strategies in health communication that is recommended for low resource settings and in situations with a limited budget.

Santosh Loganathan, MD, Associate Professor of Psychiatry, National Institute of Mental Health and Neurosciences (NIMHANS)

5:30 PM – 8:30 PM

CBHDA Governing Board Meeting (off site)

6:00 PM – 8:00 PM

Youth Friendly Meet-Up and Activities . . . . .Grand Foyer  
(For youth and young adult participants)

7TH INTERNATIONAL CONFERENCE  
TOGETHER AGAINST STIGMA:  
**EACH MIND MATTERS**

Empowering Community Mental Health through  
Research, Practice, Policy and Advocacy

## Friday, February 20, 2015

### DAY 3 - THEME: ACTING GLOBAL: INTERNATIONAL PERSPECTIVES ON STIGMA CHANGE PRACTICE

7:00 AM – 8:30 AM	Continental Breakfast .....	Grand Foyer
7:00 AM – 12:00 PM	Registration .....	Grand Foyer
8:00 AM – 12:00 PM	Exhibits .....	Grand Foyer
8:00 AM – 8:45 AM	Welcome and Opening Remarks .....	Grand Ballroom

#### WELCOME

Captain John Perez, PhD, Regional Manager, Substance Abuse and Mental Health Services Administration (SAMHSA)

#### OPENING REMARKS

Paulo del Vecchio, MSW, Director, Center for Mental Health Services, Substance Abuse and Mental Health Services Administration (SAMHSA)

#### LIFETIME ACHIEVEMENT AWARD

Carmen Lee, Stamp Out Stigma

8:45 AM – 10:00 AM	KEYNOTE PANEL .....	Grand Ballroom
--------------------	---------------------	----------------

#### **Breaking Through to Hope: Culture, Strategies and Challenges of Stigma Change in Developing and Post-Conflict Nations**

A presentation that highlights groundbreaking and innovative approaches in stigma reduction activities as well as mental health services in developing and post-conflict nations. Learn about the opportunities and challenges faced with communities, programs and advocates in Liberia and Fiji.

MODERATOR: Eduardo Vega, MA, Director, Center for Dignity, Recovery and Empowerment

#### PANELISTS:

Thomas H. Bornemann, EdD, Director, The Carter Center Mental Health Program

Janice Cooper, PhD, MPA, Country Representative, Liberia Mental Health Initiative,  
The Carter Center

Professor Ian Rouse, Dean, Fiji National University School of Medicine

Lionel Rogers, Youth Champs for Mental Health in Fiji

10:00 AM – 10:15 AM	Break/Exhibits
---------------------	----------------

10:15 AM – 11:45 AM      KEYNOTE PANEL ..... Grand Ballroom

**Activating Change through People, Programs and Policies that Work -  
An International Panel Discussion with Members of the International  
Alliance Against Stigma and the Substance Abuse and Mental Health Services  
Administration (SAMHSA) in the United States**

In this session leading participants in the International Alliance Against Stigma, and the Governmental Entity Overseeing Behavioral Services (SAMHSA) in the United States will discuss core questions related to programs, evaluation, discrimination and social change in support of mental health.

Questions include:

Are we going to eradicate stigma together - globally?

How are we going to mobilize our communities?

What can various countries commit to doing differently and in the future?

FACILITATOR: Wayne Clark, PhD, Incoming Executive Director, California Mental Health Services Authority

PANELISTS:

Andrew Thorp, Men's Project Manager, Beyondblue Australia

Sue Baker, Director, Time to Change England Campaign

Michael Pietrus, Director, Opening Minds, Director, Mental Health Commission of Canada

Johanne Bratbo, Project Manager, ONE OF US - the national campaign for anti-stigma in Denmark

Paulo del Vecchio, MSW, Director, Center for Mental Health Services, (SAMHSA)

11:45 AM – 12:00 PM      Closing Remarks:  
WPA, CalMHSA, and CIBHS ..... Grand Ballroom

## Poster Exhibit

WEDNESDAY, FEBRUARY 18, 2015  
MARKET STREET FOYER

OPEN 5:30 PM - 7:30 PM

PRESENTATION AND STUDENT AWARDS AT 7:00 PM

**1. A Qualitative Analysis of the Costs and Benefits to Youth Disclosure of Mental Illness Experiences**

Blythe A. Buchholz, MS, Research Assistant, National Consortium on Stigma and Empowerment

Sue McKenzie, MA, Director, Rogers InHealth; Wisconsin Initiative for Stigma Elimination

Stephanie Aylward, BA, Illinois Institute of Technology

Patrick W. Corrigan, PhD, Director, National Consortium on Stigma and Empowerment

The purpose of this project was to examine youth, parent and teacher perspectives on the costs and benefits of disclosure by middle- and high school-aged youth. The benefits of disclosure appeared to far outweigh the costs across groups. Focus group participants shared strategies used to minimize risk. Implications are discussed.

**2. Applying a community participatory model to the creation of suicide prevention materials for seven API communities**

Jana Sczersputowski, MPH, President, Your Social Marketer, Inc.

Eunice Miranda, MA, Your Social Marketer, Inc.

The poster will describe the collaborative community-input process used in California for the development of statewide suicide prevention outreach materials in seven languages reaching different Asian and Pacific Islander communities: Chinese (Traditional), Korean, Cambodian (Khmer), Lao, Hmong, Vietnamese, Filipino (Tagalog).

**3. Caregiving-Specific Worry and Affiliate Stigma among Caregivers of Children with a Physical Disability**

Author: Gloria Y.K. MA, BSSc, the Chinese University of Hong Kong

Presenter: Hin Ngan CHIO, MPhil, the Chinese University of Hong Kong

The presented study tested an integrated model on the relationships between functional status of children with physical disability and psychological distress via caregiving-specific worry and affiliate stigma, as well as the roles of perceived social support, among the caregivers of children with physical disability. Practical implications will be shared.

**4. Challenging Culturally Based Stigma through International Research**

Tara Pir, PhD, President and CEO, Institute for Multicultural Counseling and Education Services, Inc. (IMCES)

The poster will address how stigma, as it relates to mental illness, is a barrier to identifying the illness and accessing solutions. The scope and depth of this challenge impacts access to education, employment, health and human rights. Two general solutions being utilized at IMCES will be reviewed.

*Continued*

**5. Clergy Perspectives on Stigma-Reducing Strategies to Address Mental Health Needs in Asian American Communities**

Tam Q. Dinh, PhD, Assistant Professor, Saint Martin's University

Min Ah Kim, PhD, Research Professor, Yonsei University

Karen Kyeunghae Lee, PhD, Assistant Professor, University of Kansas

Ann Marie Yamada, PhD, Associate Professor, University of Southern California

Stigma is the foremost construct identified as a barrier to engaging Asian Americans in formal mental health care. Consistent with SAMHSA's priority to promote resilience and recovery for individuals with, or at risk, for mental illness through community and faith-based approaches, this poster provides clergy perspectives on stigma-reducing strategies to address the mental health needs in Asian American communities.

**6. Conceptual and Practical Approaches to the Inclusion of Cultural Variables in Mental Illness Stigma Research**

Tahirah Abdullah, PhD, Assistant Professor, University of Massachusetts Boston

Samantha Duterville, University of Massachusetts Boston

Tamara L. Brown, PhD, Dean, College of Juvenile Justice and Psychology, Prairie View A&M University

Lasheka Allen, MA, Prairie View A&M University

This poster proposes a conceptual framework for the role culture plays in mental illness stigma among Blacks in the United States. We provide examples of practical ways in which cultural variables can be included in studies that aim to understand and reduce stigma and approaches that are generalizable to other groups.

**7. Contact-Based Anti-Stigma Program for the New Zealand Police**

Sarah Gordon, PhD, MBHL, LLB, BSc, Senior Clinical Lecturer/Research Fellow, University of Otago, Wellington

Marge Jackson, Dip. Occupational Therapy Post Grad Dip Social Sector Evaluation & Research Manager, Kites Trust

This poster will profile a service-user led and contact-based anti-stigma program that has been developed for the New Zealand Police: an eLearning package encompassing three half-hour modules designed to equip front-line officers to recognise, engage and respond to people experiencing mental distress in a manner that is understanding, communicative, compassionate and respectful in order to facilitate prompt access to appropriate support at a place of comfort and safety and in the least restrictive manner.

**8. Exploring Idioms of Mental Health: Stigma Reduction across Cultures in California**

Monica J. Martinez, BA, Research Coordinator, Mental Health Association of San Francisco

Sara Lewis, PhD, MSW, Co-Principal Investigator, Mental Health Association of San Francisco

This poster investigates cultural concepts of stigma and "idioms" of distress and wellness across four cultural communities in California. Strategies in relationship building, policy advocacy and tool development with each community partner will be highlighted. The poster will demonstrate the effectiveness of using idioms and cultural understandings of mental health to mitigate stigma and promote wellness.

**9. Face Concern and Stigma: Investigating the Process of Stigma Internalization Through a Cultural Lens**

Randolph Chun Ho CHAN, PhD Student, the Chinese University of Hong Kong

Winnie Wing Sze MAK, PhD, the Chinese University of Hong Kong

This study investigated the underlying mechanism of face concern on stigma internalization and mental health among people with drug dependence. It demonstrated the impact of mianzi concern and lian concern on the manifestation of moral emotions and rumination, which affects the endorsement of self-stigma and the maintenance of mental health.

**10. HIV-Related Stigma as Mediators in Predicting Willingness to Tend People with HIV/AIDS among Hong Kong Nurses in Training**

Rachael X. CHENG, Undergraduate Student, Department of Psychology, the Chinese University of Hong Kong

Given the extensive research on the impact of health care workers' pre-existing HIV/AIDS knowledge, stigmatizing attitudes against People Living with HIV (PLHIV) and fear of contagion on their willingness to treat PLHIV, this poster further investigate the roles of health care workers' predisposing egalitarian value and anticipated courtesy stigma.

**11. How Self-Stigma and Empowerment Mediate the Impact of Group Perception on Mental Health Recovery?**

Randolph Chun Ho CHAN, PhD Student, the Chinese University of Hong Kong  
Winnie Wing Sze MAK, PhD, the Chinese University of Hong Kong

Given the positive effect of group identification and sense of community on stigma resistance and empowerment found in previous literature, this study examined a mediational model in which group perception would affect recovery through the mechanism of self-stigma and empowerment among people in recovery of mental illness.

**12. Humor Style and Anti-Stigma Comedy**

Maya Al-Khouja, Undergraduate Student, Research Assistant, Illinois Institute of Technology

Lindsay Sheehan, MS, Project Manager, Illinois Institute of Technology

Konadu Fokuo, MS, Illinois Institute of Technology

Patrick Corrigan, PsyD, Distinguished Professor of Psychology, Illinois Institute of Technology

We present findings on a brief anti-stigma intervention involving a stand-up comedian disclosing his mental illness. Participants completed measures of stigma and affirming attitudes after watching the comedy clip. Participant humor styles were associated

with stigmatizing and affirming attitudes. Individual humor styles did not predict stigma change from pre to post.

**13. Impact of Stigma and Discrimination on Pathways to Care: Subjective Experiences of Young People at Risk of Developing Psychiatric Disorder**

FIRST AUTHOR AND PRESENTER:

Petra C Gronholm, NIHR BRC PhD Student, Institute of Psychiatry, Psychology and Neuroscience at King's College London, UK

CO-AUTHORS:

Kristin R Laurens, PhD, Institute of Psychiatry, Psychology and Neuroscience at King's College London, UK

Graham Thornicroft, MB, BS, MA, MSc, PhD, Institute of Psychiatry, Psychology and Neuroscience at King's College London, UK

Sara Evans-Lacko, PhD, Institute of Psychiatry, Psychology and Neuroscience at King's College London, UK

This study explores the impact of stigma and discrimination on how young people cope with early mental health difficulties. A better understanding of stigma-related concerns and processes at these initial stages of help-seeking could inform strategies for reducing barriers to care, thus facilitating critical service contacts amongst the younger generation.

**14. Knowledge, Attitudes and Beliefs about Mental Illness in a Semi-Rural setting in India**

Santosh Loganathan, MD, Associate Professor of Psychiatry, National Institute of Mental Health and Neurosciences, Bangalore, INDIA

We assessed knowledge and attitudes about mental illness in a semi-rural population using the WPA questionnaire on knowledge, attitudes and beliefs. Three villages were randomized and the questionnaire was applied (n=300). The mean knowledge and attitude scores suggested high stigma. Myths and cultural beliefs about mental illness were quite prevalent.

*Continued*

**15. More than Physical Benefits: An Analysis of the Unanticipated Social Benefits of Engagement in a Healthy Eating and Active Lifestyle Program for Individuals with Mental Health Challenges**

Amy L. Shearer, Graduate Student, Portland State University

Greg Townley, PhD, Assistant Professor, Portland State University

Residents and staff of a supportive housing program for individuals with mental health challenges participated in focus groups to uncover facilitators and barriers to engagement in a healthy eating and active lifestyle initiative. Findings suggest that residents value participation in health and wellness activities and experience both physical and social benefits.

**16. Motivational Care Management: Recovery Based, Strength Based and Client Centered**

Melissa Moore, PhD, Felton Institute, San Francisco, CA

Shobha Pais, PhD, Felton Institute, San Francisco, CA

Alya Reeve MD, MPH, University of New Mexico, Albuquerque, NM.

Carole McKindley-Alvarez, Psy D, Felton Institute, San Francisco, CA

Nicole Milan, BA, Felton Institute, San Francisco, CA

Motivational Care Management (MCM) is a recovery based, consumer centered, strength-based model of care that draws on Motivational Interviewing and Strength Based Case Management skills to support providers in engaging people receiving services in a more meaningful way. MCM is driven by consumer voice, advocacy, and outcomes.

**17. Moving Patient Outcomes toward Wellness and Recovery (mPOWR): Implementing Shared Decision Making in Community Mental Health Settings**

Shobha Pais, PhD, Director of Research, Felton Institute

Melissa Moore, PhD, Director, Felton Institute Research and Training, Felton Institute

Alya Reeve MD, MPH, Professor, University of New Mexico

Nicole Milan, BA, Felton Institute Research and Training Program Manager, Felton Institute

Shared Decision Making (SDM) can be supported by giving patients tools to help understand their options and the consequences of their decisions. This poster will describe the development and implementation of mPOWR, a toolkit designed to improve SDM with adults in community settings.

**18. Perceived Affiliate Stigma and Moral Emotions in Self-Stigmatization and Well-being of Concealable Minorities**

YANG Xue, Sherry, M.phil, PhD Student, the Chinese University of Hong Kong

The importance of the third-order stigma effect, perceived affiliate stigma and moral emotions that may further exacerbate the self-stigma experience and dampen the mental health of people with concealable stigma was investigated. Implications of understanding the collective effects of stigma on well-being within the ecological system were discussed.

**19. Pilot Project Findings: Using Community Lay Workers to Conduct Suicide Prevention Efforts to Spanish Speaking Communities**

Jana Sczersputowski, MPH, President, YourSocialMarketer

Rosio Pedrosa, MPP, Subcontractor, Project Management and Evaluation, Pedrosa Consulting

In 2014, the Know the Signs Campaign piloted a Spanish suicide prevention outreach effort to over 600 Spanish speaking community members at 50 presentations across three counties. The two hour presentation included a culturally appropriate flip chart and leave behind material. Input from key stakeholders was used to develop the materials.

**20. Political Attitudes as Predictors of Mental Health Stigma: An Exploration of Right-Wing Authoritarianism**

Joseph S. DeLuca, MA, PhD Student, the Graduate Center of the City University of New York (CUNY)

Philip T. Yanos, PhD, Professor of Psychology,  
John Jay College of Criminal Justice, CUNY

Research has linked political conservatism to mental health stigma. Taking a more nuanced approach to political attitudes, this study employed a measure of Right-Wing Authoritarianism (RWA). Results indicated that RWA captures a more specific group of stigmatizers than traditional measures of political attitudes, and is a robust predictor of stigma.

**21. Predictors of Mental Health Stigma and Help Seeking in Youth**

Michelle Carlson, Graduate Student, London School of Hygiene & Tropical Medicine (London)

Stigma has been indicated as one of the primary deterrents to seeking help for mental health problems in youth. The consequences of untreated mental illness in youth are severe and continue into adulthood. Although a widely recognized problem, there is limited literature regarding the factors that influence stigma and help seeking in youth, with studies presenting conflicting results.

**22. Primal Threat of Mental Illness Impedes Recovery: The Effects of Self-Stigma, Self-Empowerment and Identity Salience**

Ruirui ZHANG, PhD Student, the Chinese University of Hong Kong

This study investigated the influence of perceived primal threat on recovery as mediated through self-stigma and self-empowerment for people in recovery of mental illness. Primal threat may affect the process in which people steer their recovery based on the salience of their identity as a person with mental illness.

**23. Problems, Priorities and Prevention and Intervention Efforts Related to Students Mental Health: Findings from a Survey of California K-12 Principals**

Julia H. Kaufman, PhD, Associate Policy Researcher, RAND Corporation

Karen Osilla, PhD, Behavioral Scientist and Clinical Psychologist, RAND Corporation

Bradley D. Stein, MD, PhD, Senior Scientist and Adjunct Associate Professor, RAND Corporation

Rachana Seelam, MPH, Research Programmer, RAND Corporation

Monica Nepomuceno, MSW, Education Programs Consultant, California Department of Education

Results from a survey administered to California K-12 public school principals suggest that principals are looking beyond immediate school problems to prioritize and engage in prevention and early intervention activities related to student mental health and wellness, including activities aimed at reducing the stigma associated with students' mental health problems.

**24. Reducing Mental Health Stigma & Discrimination in Hmong, Lao & Cambodian Communities**

Anna Vue, Founder and Principal, Solsken Public Relations & Marketing

This poster provides an overview of working with the Lao, Hmong and Cambodian communities to discuss mental health and reduce stigma and discrimination in these communities. It will share cultural insights into providing culturally sensitive strategies to reduce mental health stigma and discrimination, best practices and resources available.

**25. Responding to Youth Disclosure of Mental Illness Experiences: A Qualitative Analysis of Student, Teacher and Parent Perspectives**

Blythe A. Buchholz, MS, Research Assistant, National Consortium on Stigma and Empowerment

Sue McKenzie, MA, Director, Rogers InHealth; Wisconsin Initiative for Stigma Elimination

Stephanie Aylward, BA, Illinois Institute of Technology

Patrick W. Corrigan, PhD, Director, National Consortium on Stigma and Empowerment

This study examined youth, parent and teacher responses to disclosure of mental illness by middle- and high school-aged youth. Focus group participants provided positive

*Continued*

and negative responses to youth disclosure. Positive responses outweighed negative responses. Recommendations to aid the effective support of youth who disclose their mental illness are provided.

**26. School Based Mental Health Services: A Systemic Approach to Supporting Diverse Communities**

Janee Both Gragg, PhD, Associate Professor, University of Redlands

Madeline Irving, Student, University of Redlands

Rebecca Tekeian, Student, University of Redlands

Despite advances in understanding and preventing ethnic/racial disparities in health care, numerous obstacles remain. Factors that can affect the lives of recent immigrants include: poverty (Chow, Jaffee & Snowden, 2003), political context (Williams & Jackson, 2005), sociocultural dynamics, (Both Gragg & Wilson, 2011), educational inequities (Orfield & Lee, 2005) and environmental conditions (Gee & Payne-Sturges, 2004). Both individually and collectively, these factors affect the treatment services sought, quality of care received and effectiveness of treatments received. Schools play a central role in education as well as providing certain community resources. In fact, schools represent an important point of entry for immigrant students and their families who are in need of mental health services. Thus it becomes critical to better understand the factors that influence treatment access within the school setting (Burns et al., 1995).

**27. Stigma and Discrimination Associated with Schizophrenia in India – Experiences Of Family Caregivers**

Mirja Koschorke, PhD, Clinical Lecturer, Centre for Global Mental Health, Institute of Psychiatry, Psychology and Neuroscience, King's College, London

Nested in a RCT of community care for schizophrenia in India, this study employed mixed methods to evaluate the impact of community care on stigma experiences of people with schizophrenia and explore changes over a period of 12 months. We discuss implications for reducing stigma in care interventions and beyond.

**28. Stigma, Mental Health and Victims of the Colombia's Internal Armed Conflict**

Edwin Herazo, MD, MSc, PhDc, Director, Human Behavioral Research Institute, Bogota, Colombia

Adalberto Campo-Arias, MD, MSc, Human Behavioral Research Institute, Bogota, Colombia

The prolonged sociopolitical phenomenon of Colombian violence generated a high number of victims, many of whom died or suffered a continual process of internal displacement and stigma-discrimination complex. Authors postulate possible mechanisms by which victims of Colombia's internal armed conflict in forced displacement condition were stigmatized and discriminated.

**29. The Cross-Cultural Depression Stigma Scale**

Jennifer L. Prentice, PhD Student, University of Calgary

Keith S. Dobson, PhD, Professor, University of Calgary

The development of psychometrically sound, quantitative, and empirically-driven measures of stigma across cultures has been identified as a critical lacuna in the growing body of literature on mental illness related stigma. The present investigation addresses this gap by designing a multidimensional measure of stigma with four separate participant pools comprised of Asian-Canadian and European-Canadian undergraduate students.

**30. The Dilemma of Self-compassion among Lesbian, Gay, and Bisexual Individuals in Hong Kong**

Winnie Wing Sze MAK, PhD, the Chinese University of Hong Kong

This study investigated the moderating effects of self-compassion on relationships between dimensions of lesbian, gay, and bisexual (LGB) experience and well-being. Contrary to expectations, the negative impact of stigma on well-being was greatest for those with the most self-compassion. Findings inform the application of self-compassion for stigma management among LGB.

**31. The Public Stigma of Mental Illness Means a Difference between You and Me**

Andrea B. Bink, PhD Student, Clinical Psychology, Illinois Institute of Technology  
Annie Schmidt, Research Assistant, Illinois Institute of Technology

Patrick W. Corrigan, PsyD, Distinguished Professor of Psychology, Illinois Institute of Technology

Social desirability might inflate assessments of anti-stigma interventions since endorsing stigmatizing attitudes could threaten a positive self-view. Assessments of perceived difference were proposed as new and less troubling measures of stigma change. Results suggest difference as a more efficient and sensitive measures of stigma change over traditional measures of stigma.

**32. Unpacking the Impact of HIV/AIDS Stigma within Men Having Sex with Men (MSM) Community on Seropositive MSM's Mental Health in Hong Kong**

Winnie Wing Sze MAK, PhD, the Chinese University of Hong Kong

This study highlighted the unique experience of intersecting stigmatized identities. We focused on MSM as a stigmatized group, and examined seropositive MSM's perceived HIV/AIDS stigma within the MSM community and its impact on their mental health. The findings showed negative reactions toward such in-group HIV/AIDS stigma as the strongest intermediate factor.

**33. What is the Impact of Self-Stigma? Loss of Self Respect and the 'Why Try' Effect**

Andrea B. Bink, PhD Student, Clinical Psychology, Illinois Institute of Technology  
Annie Schmidt, Research Assistant, Illinois Institute of Technology

Patrick W. Corrigan, PsyD, Distinguished Professor of Psychology, Illinois Institute of Technology

The "why try" effect occurs when people believe they are unworthy or incapable of achieving personal goals because they apply stereotypes of mental illness to themselves. A validation of a four-stage regressive model of self-stigma, examining the why try effect within the model, demonstrates self-stigma's emotional and behavioral consequences.

## Fellowship Program

THE FELLOWSHIP PROGRAM IS THE CENTER FOR DIGNITY, RECOVERY AND EMPOWERMENT'S ONE-YEAR LEADERSHIP DEVELOPMENT PROGRAM THAT PREPARES EMERGING COMMUNITY LEADERS TO BECOME TRANSFORMATIONAL LEADERS, CREATING SIGNIFICANT AND INNOVATIVE IMPROVEMENTS WITHIN THEIR COMMUNITIES RELATED TO MENTAL HEALTH WELLNESS AND RECOVERY.

### Homa Ahmad

United States

Graduate Student in International Relations,  
San Francisco State University

Researches comparative theories in international relations arguing that cultural and domestic factors prevent health care workers from providing services to women with depression and schizophrenia in Southeast Asia.

### Sialei Anamani

New Zealand

Project Worker, Training Developer and Facilitator,  
O'Hagan & McCook Weir Consulting Ltd.

Develops a stigma-free workforce initiative promoting inclusion, by educating employers and coworkers about mental health and providing technical assistance in Wellington, New Zealand.

### Habtamu Bogale

Ethiopia

General Manager, Center for Health Promotion and  
Disease Prevention (CDPHP)

Develops and disseminates an anti-stigma  
campaign and mental health recovery campaign  
in Ethiopia.

### Dr. Oyunsuren Davaasuren M.D. M.B.s

Mongolia

Founder, Mongolian Society of Psychiatry

Leads research, national trainings, and creates  
national suicide prevention strategy to address  
high rates of suicidal behavior in Mongolia.

### Joseph DeLuca

United States

Clinical Psychology PhD student; Co-facilitator of  
NAMI Young Adult group, CUNY Graduate Center  
& John Jay College; NAMI-NYC Metro

Establishes a student organization linking  
communities and university campuses to launch  
media campaigns fighting stigma and increasing  
peer-support among college students.

### Leslie Giambone

United States

Director of Transition Age Youth, Mental Health  
America of Los Angeles

Builds a supportive learning program to increase  
exposure and opportunities for young people  
with lived-experience to gain skills and maintain  
meaningful employment.

### Steve Gilbert

United Kingdom

Lived-Experience Consultant, 300 Voices  
Engagement

Collaborates with law enforcement and community  
mental health programs to provide culturally  
competency trainings to address stigma and  
support men of African and Caribbean descent  
living with mental health challenges.

### Brian Hill

United States

Mental Health Advocate, Black Men Speak!

Black Men Speak, Inc. inspires hope for male  
consumers of color by sharing stories of recovery  
from men of diverse backgrounds seeking to  
eliminate barriers and bias associated with mental  
health distress.

### Alex Krantzler

United States

Speaker, LGBTQ Youth Space

Develops a youth-led speakers bureau training  
curriculum disseminating messaging to address  
mental health stigma, discrimination and cultural  
competency for LGBTQ youth.

### Sheryl Lee

United States

Project Manager, NAMI Santa Cruz County

Develops a community wide network integrating  
teams of family members, consumers, and mental  
health service providers to engage and retain  
clients within Santa Cruz County mental  
health services.

**Amanda Li**

Hong Kong  
Graduate Student, The Chinese University of  
Hong Kong

Implements Acceptance and Commitment Therapy (ACT) programs on The Chinese University of Hong Kong campus, and assessed program outcomes for increased student mental health and stigma change.

**Amanda Lipp**

United States  
Research Assistant, CalMHSA

Explores social and medical perceptions of mental health across cultures and varying modalities of expression through a global documentary film project; unlayering people's stories to translate thought into action.

**Holly McCormack**

Scotland  
Editor of Digital Mental Health Magazine,  
*Mental Matters*

Publishes first and nationally awarded magazine in Scotland addressing mental health called "Mental Matters," sharing people's experiences with mental health and stigma online.

**Linda Meyer**

United States  
Founder and Owner, Wellness Place

Develops a peer-support program specifically addressing hopelessness, stigma and supporting survivors of multiple suicide attempts.

**Lionel Philips Rogers**

Fiji  
President, Youth Champs for Mental Health

Creates a national culturally relevant digital and video media mental health campaign, incorporating community outreach and training targeting marginalized Fijian youth.

**Marcia Ramstrom**

United States  
Founder/Director, Lotus Educational Services

Develops an interdisciplinary program to provide mental health services and education in school-based settings, incorporating curriculum teaching youth emotional regulation and social skills.

**Julia Schleimer**

United States  
Junior Specialist, MARBLES Study, MIND  
Institute—University of California, Davis

Creates stigma and discrimination reduction program for high school students, exposing students to first-person accounts of mental health challenges and recovery.

**Solymer Sola Negrón**

United States  
RAICES Program Facilitator, Mission Girls  
Wellness Center Initiative

Develops culturally relevant wellness center initiative providing free and accessible therapy for high-risk girls and young women of color in San Francisco's Mission District.

**Jess Stohlmann-Rainey**

United States  
Senior Program Director, Carson J Spencer  
Foundation

Develops a youth social entrepreneurial program promoting addressing causes of youth suicide and giving students skills to build successful businesses.

**Stephanie Uribe**

United States  
Program Associate, The Carter Center Mental  
Health Program

Creates a stigma and discrimination reduction journalism fellowship program, publishing pieces addressing stigma of mental health conditions to stimulate awareness, policy and social change.

**Michelle Vance**

United States  
Youth MOVE Utah Coordinator, NAMI-Utah

Develops homeless and foster youth targeted stigma and discrimination reduction events, leadership trainings, service projects, and art shows in partnership with service systems.

**Emily Wu Truong**

United States  
Chair, Los Angeles Department of Mental Health  
(LADMH) Asian Coalition

Improves coalition culturally relevant stigma and discrimination reduction efforts, community collaborations, and mental health resources to the Asian Pacific Islander communities in Los Angeles.

**Gulshan Yusufzai**

United States  
Executive Director, Muslim American Society  
Social Services Foundation (MAS-SSF)

Develops programs targeting Afghan refugees through community defined practices and collaborating with mosques to reduce stigma and discrimination associated with mental health conditions.

# Speakers

## DAY 1 - THEME: OPPORTUNITIES AND FUTURE DIRECTIONS

Day 1 – 8:30 AM – 9:00 AM

### OPENING REMARKS



**Mark Smolowitz** is an Academy Award®-nominated producer, multi-award winning director, and executive producer with 20+ years of experience across all aspects of the entertainment and media business. His career focus has been powerful social issue filmmaking across all genres. His long list of credits includes films that have screened at top-tier festivals - Sundance, Berlinale, AFI Docs, IDFA, Tokyo, Melbourne, among others - and been released worldwide theatrically, across all forms of television, and on VOD/Digital. Select titles include: "Black Is Blue" (Producer, 2014), "Heaven Adores You" (Producer, 2014), "Havana Curveball" (Exec. Producer, 2014), "The Campaign" (Producer, 2013), "Keep The Promise: The Global Fight Against AIDS," narrated by Margaret Cho (Director/Producer, 2013), "The Power Of Two" (Director/Producer, 2011) "Still Around" (Exec. Producer/Collaborating Director, 2011), "The Weather Underground" (Producer, 2003), "Trembling Before G-d" (Producer, 2001). In recent years, he was the Producer at TellyTopia, a Silicon Valley start up specializing in interactive television, IP-TV and VOD products for cable & satellite companies. In the 1990s, he was widely known as the President & Founder of Turbulent Arts — a boutique, indie film distribution and sales company based in San Francisco that ranked as the 26th largest film company in North America, 14th among independents, at its peak in 1998. Today, he works full-time as an independent filmmaker, while maintaining a thriving consulting practice called 13th Gen that guides filmmakers through key stages of development, fundraising, production, post, completion, and distribution.

IMDB: <http://www.imdb.com/name/nm0810625/>

Day 1 – 9:00 AM – 10:00 AM



### WELCOME KEYNOTE | New Perspectives on Anti-Stigma Programming



**Norman Sartorius, MD, MA, DPM, PhD, FRC Psych.** was the first Director of the Division of Mental Health of the World Health Organization and subsequently the President of the World Psychiatric Association (WPA) and of the Association of European Psychiatrists (EAP). He is currently the President of the Association for the Improvement of Mental Health Programmes a not-for-profit organization in Geneva. He has been leading the global programme against stigma involving more than 20 countries. Dr Sartorius holds professorial appointments at several universities and has published more than 400 articles in peer reviewed journals and numerous books. He is an Honorary Fellow of numerous professional associations and has been honored by honorary doctorates and membership in medical academies in several countries.

*A World Psychiatric Association (WPA) Speaker*



**Heather Stuart, MA, PhD,** is a social epidemiologist who researches stigma from the inside out; understanding stigma experiences from the perspective of the individuals who experience it. She is a Professor and the Bell Canada Mental Health and Anti-stigma Research Chair at Queen's University and the Senior Consultant to the Opening Minds Anti-stigma Initiative of the Mental Health Commission in Canada. She is a leading international authority on stigma and stigma reduction and has over 100 peer reviewed publications.

*A World Psychiatric Association (WPA) Speaker*

For complete biographies on all our speakers,  
visit [togetheragainststigma.org/speakers](http://togetheragainststigma.org/speakers)

## Speakers DAY 1 continued

Day 1 – 9:00 AM – 10:00 AM



WELCOME KEYNOTE, continued



**Julio Abroleda-Florez, MD, PhD**, is a forensic psychiatrist epidemiologist and Professor Emeritus at Queen's University in Kingston Canada. He has a long list of distinctions including past president of the World Association of Social Psychiatry and the Canadian Academy of Psychiatric Epidemiology and has authored almost 250 peer reviewed publications including numerous books and book chapters. He is a leading international authority on legal psychiatry, stigma reduction, and the human rights of people with a mental illness.

*A World Psychiatric Association (WPA) Speaker*

Day 1 – 10:00 AM – 10:45 AM

KEYNOTE RESPONSE PANEL | A Critical Review of the State of Research and Practice



**Patrick Corrigan, PsyD**, is a Distinguished Professor of Psychology at the Illinois Institute of Technology. His research examines psychiatric disability and the impact of stigma on recovery and rehabilitation. Currently, he is principal investigator of the National Consortium for Stigma and Empowerment (NCSE); funded by NIMH, NCSE is a collaboration of investigators from more than a dozen research institutions. Corrigan has authored or edited more than a dozen books, most recently, *The Stigma of Disease and Disability* by the American Psychological Association. He is also PI of current grants from NIMHD and PCORI as well as supported on stigma research with the Department of Defense, VA, and Canadian Institutes of Health Research. He edits the *American Journal of Psychiatric Rehabilitation*.



**Bernice A. Pescosolido, PhD**, is a Distinguished Professor of Sociology at Indiana University and Director of the Indiana Consortium for Mental Health Services Research. She has focused her research and teaching on social issues in health, illness, and healing. More specifically, Pescosolido's research agenda encompasses three basic areas: health care services, stigma, and suicide research. In the area of stigma research, Pescosolido has led a team of researchers on a series of national and international stigma studies including the first US national study in 40 years, the first national study of children's mental health, and the first global study of 16 countries representing all six inhabited continents. As a result, she and her colleagues developed a model on the underlying roots of stigma, designed to provide a scientific foundation for new efforts to alter this basic barrier to care. Pescosolido has received numerous career, scientific, and community awards from the NIH, the ASA, the APHA, and Mental Health America, and in 2011 was the recipient of the prestigious Wilbur Lucius Cross Medal from Yale University. She works closely with mental health advocacy organizations such as Bring Change 2 Mind and the Carter Center to use research to foster public awareness and improve public policy and decision-making regarding these devastating illnesses.

## Speakers DAY 1 continued

Day 1 – 11:00 AM – 12:15 PM  
MEDIA/JOURNALISM PANEL



**Roger Wolfson, JD, MA**, has risen to positions of prominence in the fields of entertainment, politics, news, and law. He is a professional television and film writer who is currently writing two original pilots – one for USA Network and one for BRAVO. He has previously written for “Century City,” “Law and Order: SVU,” “Saving Grace,” “Fairly Legal,” and “The Closer,” where one of his episodes earned Kyra Sedgwick an Emmy Nomination. He has served as staff for four United States Senators, written speeches for presidential candidates, been Vice President of one of the largest TV news organizations in the country, founded his own strategic consulting firm, and worked as an attorney. He has worked to help reauthorize the Individuals with Disabilities Education Act and draft the Wellstone Mental Health Parity Act. For the last eight years he has served as a judge of SAMHSA’s Voice Awards, and comes from a family - like so many of us - which has suffered from and survived bouts with serious mental health issues.



**Rita Fabi** is on Facebook’s SafetyOps team and develops safety solutions across a number of areas including suicide prevention. She has been at Facebook for 5 years and also has had roles on Facebook’s Policy and Communications team and Facebook’s Marketing team, developing policy programs and marketing campaigns. Previously she worked at American Express in New York City leading loyalty and partnership marketing campaigns. She has an MBA from Columbia University and graduated with a BA in Economics from UC San Diego.



**Katherine Kam** is an independent journalist in the San Francisco Bay Area. She specializes in reporting on health and medicine, and her work has appeared in national publications. She is a former Carter Mental Health Journalism Fellow who produced a series on depression and suicide in Asian American students.



**Aaron Glantz** is a print, radio and television journalist for The Center for Investigative Reporting, whose work has appeared in a wide array of major national media outlets including The New York Times, Chicago Tribune, National Public Radio, ABC News, and the PBS NewsHour. In more than 10 years covering the Iraq War and veterans, Glantz has reported without U.S. military protection and authored three books, most recently “The War Comes Home: Washington’s Battle Against America’s Veterans” (UC Press). His reporting has been honored with a George Foster Peabody Award, Sigma Delta Chi Award, and been nominated for a National News and Documentary Emmy Award. Other national awards include recognition from the Military Reporters and Editors association, the Online News Association, and Mental Health America. He has been a Rosalynn Carter Fellow for Mental Health Journalism at the Carter Center, a Dart Center Ochberg Fellow for Journalism and Trauma at the Columbia University Graduate School of Journalism, and a Hechinger Fellow on Education and the Media at Columbia University Teachers College.

## Speakers DAY 1 continued

Day 1 – 11:00 AM – 12:15 PM

MEDIA/JOURNALISM PANEL, continued



**Hayley Schore** served as the Director of Development and Writer on the ABC drama BLACK BOX created by Amy Holden Jones and starring Kelly Reilly. In 2011, one of her feature scripts was selected for the prestigious Plume & Pellicule international screenplay writing competition, winning entrée into their exclusive lab in Sierre, Switzerland. Another won the Willamette Writer's Conference screenplay competition, which included a professional staged reading. After moving to Los Angeles, she worked in television, feature film and new media development for numerous companies, including Steven Bochco

Productions, David Milch's Redboard Productions, Universal Pictures, King World Entertainment, 20th Television and Fox Broadcasting Company.



**Rebecca Palpant Shimkets, MS**, is associate director for The Rosalynn Carter Fellowships for Mental Health Journalism of the Carter Center Mental Health Program. Ms. Shimkets develops and oversees a journalism fellowship program that each year awards stipends to 10 professional journalists in the United States, Romania, and Colombia to produce a significant work on mental health or mental illnesses. The fellowship program has been sustained in New Zealand as the New Zealand Mental Health Media Grants Program through a partnership between Like Minds, Like Mine and the Mental Health Foundation

of New Zealand and within South Africa through the support of the South African Depression and Anxiety Group. Ms. Shimkets is also an active participant on advisory boards and within national work groups related to stigma and accurate portrayals of mental illnesses in the media. Ms. Shimkets received her master's degree in community counseling from Georgia State University and a bachelor's degree in psychology from Asbury College..

Day 1 – 12:30 PM – 1:45 PM

LUNCH/KEYNOTE



**Gordon H. Smith**, NAB President and CEO, joined the National Association of Broadcasters as president and CEO in November 2009. Prior to joining NAB, he served as a two-term U.S. Senator from Oregon and later as senior advisor in the Washington offices of Covington & Burling, LLP. During his tenure in the US Senate, Gordon's committee assignments included the Senate Commerce, Science and Transportation Committee, the panel that oversees all broadcast-related legislation. He also served on the Senate Energy and Natural Resources Committee, the Senate Finance Committee and the Senate Foreign Relations

Committee. Gordon's role on the Commerce Committee and as chairman of a Senate High Tech Task Force helped foster his interest in new media and new technology issues.

# Speakers

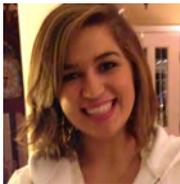
## DAY 2 - THEME: EMPOWERING THE NEXT GENERATION AS PARTNERS IN ERADICATING STIGMA, PREVENTING MENTAL ILLNESS AND SUPPORTING MENTAL HEALTH PROMOTION

Day 2 – 8:00 AM – 8:45 AM  
OPENING REMARKS



**Alison K. Malmom** Founder and Executive Director of Active Minds, Inc., the nation’s leading organization dedicated to empowering students to speak openly about mental health in order to educate others and encourage help seeking. Alison formed the organization in 2003 following the suicide of her only sibling, twenty-two year old brother Brian Malmom. As Executive Director Alison leads tens of thousands of student leaders nationwide and promotes a unified national voice for young adults in the mental health awareness movement.

Day 2 – 8:45 AM –10:15 AM  
Youth Speaks



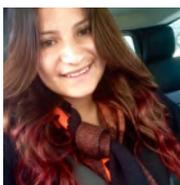
**Mackenzie Ellsworth** is a jewelry designer and student at University of San Francisco, studying Entrepreneurship and Innovation/Environmental Studies, and expresses her lived experience through writing and design. Her writing has been published in the Huffington Post, and she has volunteered with ReachOutHere as a Text Supporter, Peer Supporter and speaker at the Compassion and Empathy conference in 2014.



**Daniel R. Caldera**, 23, is a student studying Linguistic & Cognitive Science with a concentration in Psychology at Pitzer College, part of the Claremont Consortium. Beyond being a student, Daniel is also a research assistant/head programmer for the Memory and Aging Lab at Pitzer College. Creative outlets include, learning languages, hiking, meditation, yoga, swimming and journal writing. Post graduation plans include teaching English as a second language in Taiwan for the coming year and then returning to the states to pursue a graduate degree in Cognitive Psychology or Cognitive Neuroscience (still undecided).



**Amanda Lipp** is a youth advocate working as a mental health professional, public speaker, and videographer. She recently graduated from the University of California, Davis during which she was appointed as a board member for the CA National Alliance on Mental Illness, making her the youngest state board member in the nation. She currently works as a Research Assistant for the California Mental Health Services Authority, and has developed a global documentary film project that explores social and medical perceptions of mental health across cultures and varying modalities of creative expression.



**Patricia Titman** is a 16 year old junior at Cosumnes Oaks High School. She's a lone band of Miwok, Maidu, and Madacie Band of Pit River. Patricia is actively involved in her native heritage through beading, and ceremonial dances such as fun dances. Her aspirations in life are to be an example for the next native generations. Patricia wants to show them they can overcome stereotypes and should never give up on their dreams because possibilities are limitless.

## Speakers DAY 2 continued

Day 2 – 8:45 AM –10:15 AM  
Youth Speaks, continued



**Nicola Survanshi, MPH**, strongly believes that online resources and mobile technology can be powerful tools in reducing mental health stigma for youth. Her background in the Air Force, legal field and public health have culminated in an understanding of informed and effective program implementation. She has a master's in Public Health from Columbia University, where she collaborated on research under the Robert Wood Johnson Foundation Health and Society Scholar program, investigating the use of text messaging in community empowerment and health. Nicola has been a key player on the Inspire team for over two years and has championed the resources available on ReachOut.com in building resilience, encouraging help-seeking and developing coping skills.

Day 2 – 10:30 AM – 11:15 AM  
KEYNOTE | INNOVATIONS IN STIGMA RESEARCH



**Graham Thornicroft**



**Consultant Psychiatrist**  
South London and  
Maudsley NHS Foundation Trust

**Professor of Community Psychiatry**  
King's College London,  
Institute of Psychiatry

**Director King's Improvement Science**  
King's Health Partners

**Chair**  
Maudsley International

**Graham Thornicroft** is Professor of Community Psychiatry at the Institute of Psychiatry, King's College London (KCL) and is a member of the Health Service and Population Research Department at KCL, and the Centre for Global Mental Health. He also works as a Consultant Psychiatrist at South London and Maudsley NHS Foundation Trust in a local community mental health team in Lambeth. He is a Fellow of the Academy of Medical Sciences and is a National Institute of Health Research Senior Investigator.

Graham has made significant contributions to the development of mental health policy in the UK including Chairing the External Reference Group for the National Service Framework for Mental Health, the national mental health plan for England for 1999-2009.

He is also active in global mental health, chairing the World Health Organization Guideline Development Group for the Mental Health Gap Action Programme (mhGAP) Intervention Guide, a practical support for primary care staff to treat people with mental, neurological and substance use disorders in low and lower middle incomes. He currently leads the EU funded 5 year EMERALD research programme on mental health system strengthening in Ethiopia, India, Nepal, Nigeria, South Africa and Uganda, and co-ordinate the INDIGO network of colleagues undertaking research on stigma and discrimination in 41 countries worldwide.

*A World Psychiatric Association (WPA) Speaker*

## Speakers DAY 2 continued

Day 2 – 11:15 AM – 12:15 PM

### KEYNOTE | Understanding Perspectives from Diverse Racial, Ethnic Cultural Communities



**Sergio Aguilar-Gaxiola, MD, PhD**, is a Professor of Clinical Internal Medicine, School of Medicine, University of California, Davis. He is the Founding Director of the UC Davis Center for Reducing Health Disparities, the Director of the Community Engagement Program of the UCD Clinical Translational Science Center (CTSC), and the co-Director of the UC Davis Latino Aging Research and Resource Center (LARRC). He is currently a board member of the Steering Committee and Research Scientist member of the National Hispanic Science Network (NHSN), a member of the Scientific Advisory Committee of Autism

Speaks, a member of the International Advisory Committee of the Carlos Slim Health Institute, a Treasurer of the Board of the Latino Physicians of California, and First Vice President of NAMI California. He has held several World Health Organization (WHO) advisory board and consulting positions and is currently a member of the Executive Committee of the World Health Organization (WHO) World Mental Health Surveys Consortium (WMHSC) and its Coordinator for Latin America and the Caribbean.

Day 2 – 11:15 AM – 12:15 PM

### KEYNOTE | Diverse Communities



**William Vega, PhD**, is Provost Professor at the University of Southern California with appointments in social work, preventive medicine, psychiatry, family medicine, psychology and gerontology. He is also the Executive Director of the USC Edward R. Roybal Institute on Aging at USC and an Emeritus Professor in Public Health at the University of California, Berkeley. An elected member of the Institute of Medicine, Vega has conducted community and clinical research projects on health, mental health and substance abuse throughout

the United States and in Mexico. His specialty is multi-cultural research with adolescents and adults — work that has been funded by multiple public and private sources. He has published more than 190 articles and chapters, and several books. In 2006, the ISI Web of Science listed him in the top half of one percent of the most highly cited researchers worldwide in social science literature over the past 20 years, and Research Gate lists Vega at the 98th percentile in research impact. He is the recipient of many awards including the Community, Culture and Prevention Science Award from the Society for Prevention Research, the Award of Excellence in Research by a Senior Scientist from the National Hispanic Science Network, and the Rema Lapouse Award Lecture from the Mental Health, Epidemiology, and Statistics Sections of the American Public Health Association.

Day 2 – To take place during the lunch hour

### HONOREE | SPEAKER



**Darrell Steinberg, JD**, the former California Senate President pro Tempore, is the leader of the majority party in the California State Senate. Heralded within the mental health community as the “most transformative figure mental health has ever seen,” Steinberg authored Proposition 63, the Mental Health Services Act, creating a one billion-dollar system for dynamic mental healthcare in California and has been a relentless advocate for mental healthcare, calling it “the under-attended issue in our time and in our society.”

## Speakers

### DAY 3 - THEME: ACTING GLOBAL: INTERNATIONAL PERSPECTIVES ON STIGMA CHANGE PRACTICE

Day 3 - 8:00 AM – 8:45 PM  
WELCOME



**Captain Jon T. Perez, PhD**, is a clinical psychologist with over 20 years of federal service ranging from direct care to policy and program management in the United States and abroad. His previous federal positions include directing small to large direct service programs, as well as providing national program and policy leadership as the Director of Behavioral Health for the Indian Health Service. He now serves as the Region IX Administrator for the Substance Abuse and Mental Health Services Administration. Dr. Perez is also well known for developing programs for international health diplomacy efforts and creating disaster response networks. Past assignments include behavioral health commander during initial U.S. tsunami relief efforts aboard USNS Mercy in Banda Aceh, serving as the Senior Liaison Officer between coalition forces and the Afghanistan Ministry of Public Health, and leading multiple response teams for various events from the Presidential Inauguration to the Loma Prieta earthquake.

#### OPENING REMARKS



**Paolo del Vecchio, MSW**, is the Director of the Substance Abuse and Mental Health Services Administration (SAMHSA)'s Center for Mental Health Services (CMHS). SAMHSA is the lead Federal agency designed to reduce the impact of substance abuse and mental illness on America's communities. A self-identified mental health consumer, trauma survivor, and person in recovery from addictions, Paolo has been involved for over 40 years in behavioral health as a consumer, family member, provider, advocate and policy maker. He graduated summa cum laude with a master's degree in social work from Temple University, has published widely and is a highly sought after national and international speaker. Paolo has been a leader in many Federal efforts including the Mental Health Statistics Improvement Project Ad-Hoc Advisory Committee, the Federal Advisory Planning Board for the Surgeon General's Report on Mental Health, the HHS Multiple Chronic Conditions and Community Living Initiatives, and numerous others.

Day 3 – 8:45 AM – 10:00 AM

#### KEYNOTE PANEL | Breaking Through to Hope: Culture, Strategies and Challenges of Stigma Change in Developing and Post-Conflict Nations



**Eduardo Vega, MA**, 48, is Executive Director for the Mental Health Association of San Francisco (MHASF), a non-profit organization that works to improve the lives of many diverse populations through advocacy, service, stigma-eradication, education, and research, and to advance recovery-driven transformation of mental health services and supports. He is the Principal Investigator and Director of the Center for Dignity, Empowerment and Recovery, a technical assistance, research and training center focused on innovative practices driven by lived expertise in reduction of stigma and discrimination, the prevention of suicide, and culturally-responsive mental health programming. He is a founder and President of California Association of Mental Health Peer-Run Organizations (CAMPHRO), and served for six years on the California Mental Health Services Oversight and Accountability Commission. He also is appointed to the Executive Committee of the National Action Alliance on Suicide Prevention and the steering committee of the US National Suicide Prevention Lifeline.

## Speakers DAY 3 continued

Day 3 – 8:45 AM – 10:00 AM  
KEYNOTE PANEL, continued



**Dr. Thomas H. Bornemann, EdD**, became the Director of the Mental Health Program at The Carter Center under the leadership of former First Lady Rosalynn Carter on August 1, 2002. Prior to that he served as Senior Adviser for Mental Health in the Department of Mental Health and Substance Dependence of the World Health Organization. While at the World Health Organization, Dr. Bornemann worked on the development of the World Health Report which focused on Mental Health.



**Dr. Janice Cooper, PhD, MPA**, is currently the Country Representative for Health and Project Lead for the Carter Center Liberia Mental Health Program, where she oversees the Mental Health Services Implementation Program, works with the Ministry of Health and Social Welfare, organizes curriculum development, and manages evaluation efforts. She holds a Masters degree and a PhD from Harvard University, and a graduate and an undergraduate degree (Hons.) from Columbia University and Essex University respectively.



**Professor Ian Rouse**, Dean, Fiji School of Medicine. I now hold the position of Dean of the College of Medicine, Nursing and Health Sciences at the Fiji National University. The College comprises two iconic institutions from the Pacific Islands – the Fiji School of Medicine and the Fiji School of Nursing. I was formerly Executive Dean of the Faculty of Health, Engineering and Science at Victoria University, Melbourne. I have undergraduate qualifications in biological sciences, postgraduate experience in health sciences, doctoral research in epidemiology and postdoctoral research in nutritional epidemiology at Harvard University. My employment history spans the fields of medical research, public health, epidemiology and information management in Western Australia, South Australia, Victoria and in the United States. I also have a broad knowledge of health information planning and management, health policy and planning and health research and a particular interest in the practical application of these disciplines in developing countries. In addition I have a wide range of leadership, management and interpersonal skills accumulated over a period of 10 years of senior management of large information, analysis and research bureaux.

## Speakers DAY 3 continued

Day 3 – 10:15 AM – 11:45 AM

### KEYNOTE PANEL | Activating Change through People, Programs and Policies that Work



**Michael Pietrus**, Director of Opening Minds, contributed to the Mental Health Commission of Canada's launch of its 10-year anti-stigma / anti-discrimination initiative designed to change the attitudes and behaviours of Canadians towards people living with mental illness. Opening Minds is the largest systematic effort to reduce the stigma of mental illness in Canadian history. Opening Minds is an important priority for the Commission because many people living with mental health issues say that the stigma associated with mental illness is often worse than the illness itself. It is a significant barrier keeping individuals dealing with mental health illness from seeking help. Mr. Pietrus also organized and co-chaired *Together Against Stigma*. More than 700 delegates from 29 countries attended this international anti-stigma conference in Ottawa in 2012. Mr. Pietrus is the co-chair of the Global Anti-Stigma Alliance, which is composed of about 20 organizations from around the world working to reduce the stigma associated with mental illness. He is a member of the advisory committee for the Centre for Dignity, Recovery and Empowerment, San Francisco, CA and until recently sat on the Alberta Lieutenant Governor's Circle on Mental Health and Addictions. Mr. Pietrus was also a Director with the Alberta Mental Health Board (AMHB).



**Andrew Thorp** works as a program manager of beyondblue which is an independent, not-for-profit organisation working to increase awareness of anxiety and depression in Australia and to reduce stigma. beyondblue works to create an Australian community that understands depression and anxiety, empowers people to seek help and supports recovery, management and resilience. As a beyondblue Project Manager over the past three years, Andrew Thorp has responsibility for a range of projects funded through the Australian Government's Taking Action to Tackle Suicide initiative, including Australia's version of Man Therapy. In addition, Andrew is program manager of beyondblue's projects funded through donations from the Movember Foundation, including the world-first action research project, the STRIDE (Stigma Reduction Interventions: Digital Environments) Project. Andrew is heading towards 15 years' experience in population health planning, with a particular interest in men's health and priority populations.



**Johanne Bratbo** is a psychologist and has worked as the chief psychologist in a municipality, has been president of The Danish Psychologists' Association and Head of the Knowledge Center for Psychosocial Rehabilitation. Currently she is the Project Manager of ONE OF US – the national campaign for anti-stigma in Denmark.



**Sue Baker** leads Time to Change, England's biggest ever programme to end mental health stigma and discrimination. She is responsible for leading and delivering this exciting social movement in England. Time to Change is an ambitious £20 million programme (funded by the Department of Health and Comic Relief) being delivered by leading mental health charities Mind and Rethink Mental Illness. Sue previously worked for the leading mental health charity in New Zealand setting up marketing, campaigns and fundraising programmes and supporting the world's largest campaign to address the discrimination experienced by people with mental health problems, using human rights and mental health promotion models. She also worked for nine years as Head of Media at Mind, in particular carrying out the UK's first survey of the extent and impact of discrimination (in the mid 90s). She has also been a Director of a leading substance misuse charity where she was responsible for marketing treatment services, delivering business growth and developing marketing and fundraising

The 7TH INTERNATIONAL  
TOGETHER AGAINST STIGMA  
Conference Awards Subcommittee  
would like to Honor the following:

**Patrick Corrigan, PsyD**

Dignity Champion

*Excellence in challenging stigma/discrimination and promoting the dignity/strengths of people with mental health conditions through broad-level achievements.*

**Otto Wahl, PhD**

Thought Leader

*Achievement in contributions to the science, research, and practice of knowledge in stigma and discrimination.*

**Opening Minds**

Innovator

*Program which creates major impact through new approaches that inspire new possibilities and/or disrupt prevailing views.*

**Tara Pir, PhD**

Community Champion

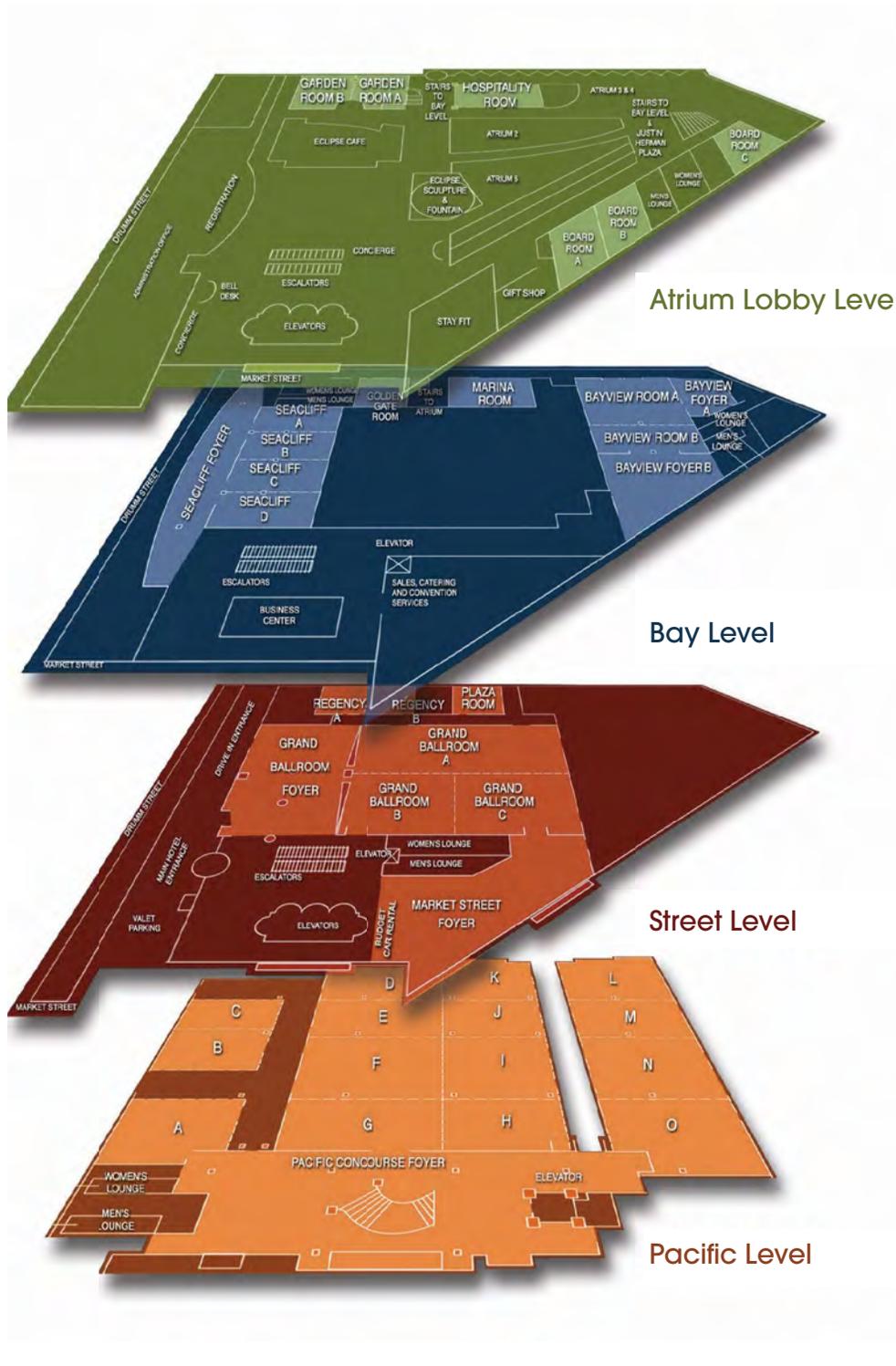
*Achievement in supporting/promoting underserved, unserved, oppressed or marginalized peoples.*

**Brian Dyak**

Change Agent

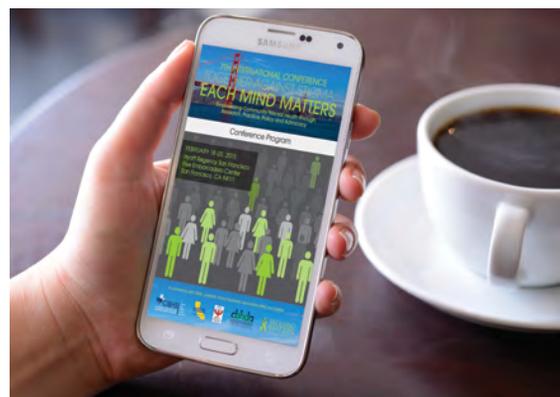
*Individual who provides leadership/innovation in the field by connecting disciplines, driving innovation, and advocacy.*

# Hotel Meeting Space



# New for the TAS 2015 International Conference... The CIBHS Yapp

<http://my.yapp.us/TAS2015>



## System Requirements:

**Apple Devices:** Yapp works on iOS devices running iOS 7.1.2 or later. This includes iPhones, iPads and iPod Touch devices, though the app is currently optimized for iPhone 5.

**Android Devices:** If you are on Android 4.3 or lower, you should upgrade to KitKat 4.4, if possible.

## Downloading the App

- Open the link located in your e-mail invitation
- You will receive a prompt to download the Yapp in the Google Play or Apple App Store
- Install and download the free "Yapp" to your phone or tablet

## Opening the App

Once installed, open the Yapp

If you have already installed the Yapp app, you will not see the next screens

- An instruction screen will open, swipe left until you see "Get Started" located at the bottom of the screen

Another screen will open, choose the option "I've Been Invited to a Yapp"

An input page may appear, on the first line, input your name, on the second line input the highlighted text into this link <http://my.yapp.us/TAS2015> otherwise,

A library will open, choose the TAS Yapp, and wait for the cover to open and turn.

## Viewing the Content

Your navigation is at the bottom of the screen (iPhone 5), Android and other devices may have the menu to left showing after you swipe the screen to the right

Enjoy! As we use the CIBHS Yapp at other events, your library will hold all content from these events until we delete it.

# Acknowledgements

Planning an international conference is a daunting task which could not have been accomplished without the tireless dedication of time and thought provided to us through our very active program and advisory committees. A tremendous thank you for all of your contributions which will make the 7<sup>th</sup> *International Together Against Stigma: Each Mind Matters Conference* such a success.

## Program Committee

### SPECIAL THANKS TO THE PROGRAM COMMITTEE CO-CHAIRS

**Graham Thornicroft, MB, BS, MA, MSc, PhD**, Principal Investigator, the Time to Change Campaign, U.K., Professor of Community Psychiatry at Kings College, London

**Stephanie Welch, MSW**, Senior Program Manager, California Mental Health Services Authority (CalMHSA)

### SPECIAL THANKS PROGRAM SUBCOMMITTEE CHAIRS

#### Research Subcommittee

**Sergio Aguilar-Gaxiola, MD, PhD**, Professor of Clinical Internal Medicine; Director, Center for Reducing Health Disparities, University of California, Davis School of Medicine

**Patrick Corrigan, PsyD**, Distinguished Professor of Psychology at the Illinois Institute of Technology

**Bernice A. Pescosolido, PhD**, Distinguished Professor of Sociology, Indiana University and Director of the Indiana Consortium for Mental Health Services Research

#### Policy/Advocacy/Practice Subcommittee Chairs

**Rebecca Palpant Shimkets, MS**, Associate Director, The Rosalynn Carter Fellowships for Mental Health Journalism

**Eduardo Vega, MA**, Executive Director, Mental Health Association of San Francisco Director/Principal Investigator, Center for Dignity, Recovery and Empowerment

## Members

**Alfredo Aguirre, LCSW**, Behavioral Health Director, County of San Diego

**William Arroyo, MD**, Medical Director, Los Angeles County Department of Mental Health

**Jessica Cruz, MPA, HS**, Executive Director, NAMI California

**Marie Dyak**, Executive VP Program & Government Relations, Executive Producer, PRISM Awards, Entertainment Industries Council, Inc.

**Donna Ewing Marto, CEO**, Family & Youth Roundtable

**Pamela Harrington**, Executive Director, Bring Change 2 Mind

**Joseph Robinson, LCSW CADC II**, Program Manager, Each Mind Matters Community Outreach Team

**Olivia Loewy, PhD**, Executive Director, California Division of the American Association of Marriage and Family Therapists

**Michael Pietrus**, Director, Opening Minds Program, Mental Health Commission of Canada

**Stephanie Uribe, MSc, MEd**, Program Associate, The Rosalynn Carter Fellowships for Mental Health Journalism

**Margaret Walkover, MPH**, Director of Wellness Recovery and Resiliency at Alameda County Behavioral Health Care Services, Quality Improvement Dept.; Program Chair, Mental Health Section, American Public Health Association

**Eunice Wong, PhD**, Behavioral Scientist, RAND

## Advisory Committee

### SPECIAL THANKS TO THE CO-CHAIRS

**Wayne Clark, PhD**, Incoming Executive Director, California Mental Health Services Authority

**Sandra Naylor Goodwin, PhD, MSW**, President and CEO, California Institute for Behavioral Health Solutions (CIBHS)

### Members

**Karen Baylor, PhD**, Deputy Director of Mental Health and Substance Use Disorder Services, California Department of Health Care Services

**Jessica Cruz, MPA, HS**, Executive Director, NAMI California

**Marie Dyak**, Executive VP Program & Government Relations, Executive Producer, *PRISM* Awards, Entertainment Industries Council, Inc.

**Pamela Harrington**, Executive Director, Bring Change 2 Mind

**Ron Manderscheid, PhD**, Executive Director, National Association of County Behavioral Health and Developmental Disability Directors

**Linda Rosenberg**, President and CEO, National Council for Behavioral Health

**Fran Silvestri**, President and CEO, International Initiative for MH Leadership

**Richard Van Horn**, Commission Chair, Mental Health Services Oversight & Accountability Commission

**Eduardo Vega, MA**, Executive Director, Mental Health Association of San Francisco  
Director/Principal Investigator, Center for Dignity, Recovery and Empowerment

## Conference Staff

The program and advisory committee chairs express deep gratitude to the staff of CIBHS and CalMHSA for their long hours and dedication to making this event a success.

### CalMHSA Staff

**John E. Chaquica, CPA, MBA, ARM**, Executive Director

**Wayne Clark, PhD**, Incoming Executive Director

**Ann M. Collentine, MPPA**, Program Manager

**Kim Santin, CPA**, Finance Director

**Stephanie Welch, MSW**, Senior Program Manager

**Theresa Ly, MPH**, Program Manager

**Laura Li, JPA** Administrative Manager

**Lee Anne Xiong**, Program Analyst

**Amanda Lipp**, Research Assistant

**Tami Cowgill**, Executive Assistant

**Armando Bastida**, Administrative Assistant

### CIBHS Staff

**Sandra Naylor Goodwin, PhD, MSW**, President and CEO

**Theresa Ferrini, CGMP**, Conference Planner  
Department Manager

**Stacey Siqueiros, MA**, Asst. Conference Planner

**Alice Washington, BA**, Associate







# Thank you to our sponsors

## OFFICIAL TITLE SPONSOR



## GOLD SPONSORS



## BRONZE SPONSORS



## THANK YOU EXHIBITORS

American Foundation for Suicide Prevention, Greater San Francisco Bay Area Chapter

California Mental Health Services Authority (CalMHSA)

Disability Rights Coalition

Felton Institute Research and Training

George Hills & Company

Integrated Behavioral Health Project

Know the Signs

Kognito

LivingWorks

University of San Francisco

Veterans Crisis Line

Wellness Works/Mental Health America of California

Johnson & Johnson

