

7th International “Together Against Stigma” Conference

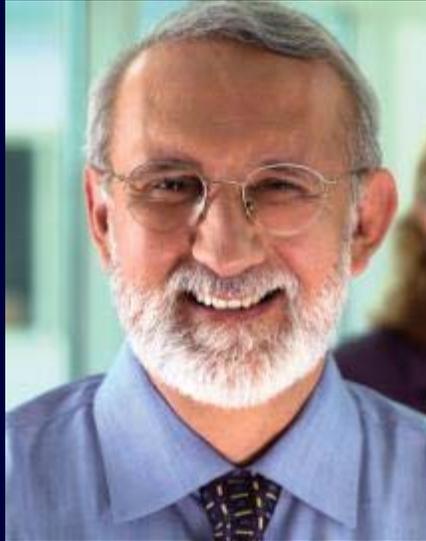
Stigma: Understanding Perspectives from Diverse Racial, Ethnic and Cultural Communities

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Disclosure



I have no relevant financial interest/arrangement
or affiliation with
any organizations related to
commercial products or services
to be discussed at this presentation

Overview of the Presentation

- Stigma defined, types, and impact
- Mental health treatment gap of diverse populations
- Perspectives from five California Reducing Disparities Project (CRDP) Population reports
- Examples of combating stigma from a social marketing angle

“Stigma is the most formidable obstacle to progress in the arena of mental illness and health.”

Surgeon General Report on Mental Health, 1999

Stigma

- Manifests through bias, distrust, stereotyping, fear, embarrassment, anger, and/or avoidance.
- Leads others to avoid living, socializing or working with, renting to, or employing people with mental disorders...
- Leads to low self-esteem, isolation, and hopelessness.
- It deters the public from seeking, and wanting to pay for, care.
- It results in outright discrimination and abuse.
- It deprives people of their dignity and interferes with their full participation in society.

What is Stigma?

- “A mark of shame,” “tainted and discounted”
- Link to unfavorable attitudes, beliefs, and stereotypes
- Result in being devalued, excluded, and discriminated against
- Plays a negative role at every stage of mental illness, shaping the onset, course, prognosis, treatment, and outcomes



The “Treatment Gap”

Between 50 to 90% of people with serious mental disorders have not had received appropriate mental health care in the previous year

Treatment Gap in the U.S.

- Levels of **unmet need** (not receiving specialist or generalist care in past 12 months, with identified diagnosis in the same period)
 - Hispanics – 70%
 - African Americans – 72%
 - Asian Americans – 78%
 - Non-Hispanic Whites – 61%

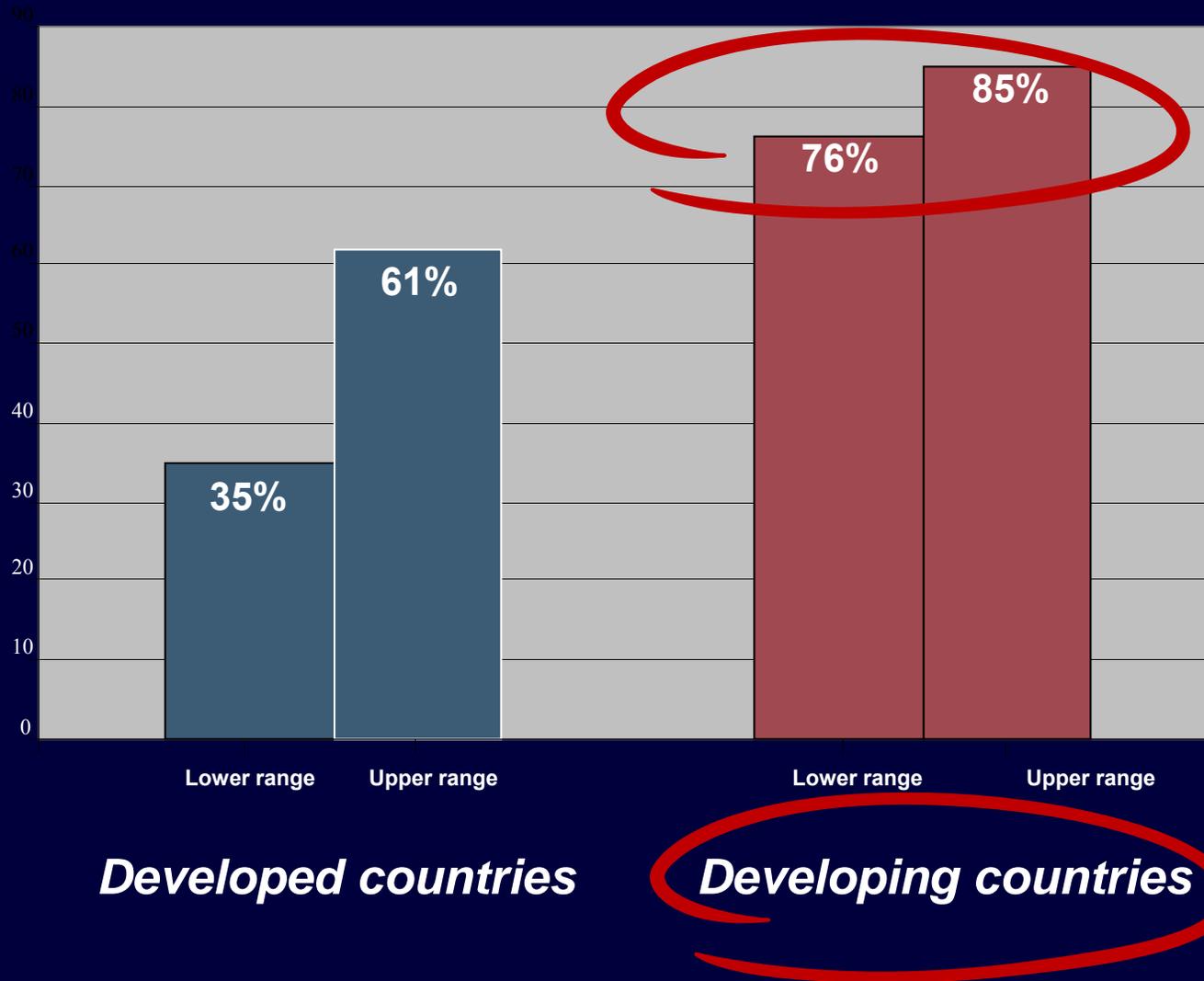
Mexican American Prevalence and Services Survey (MAPSS)

Who Utilized Services?

- 38% of U.S. born received care
- 15% of immigrants received care
- 9% of migrant agricultural workers received care

Treatment Gap: Is it Only in the U.S.

Serious cases NOT receiving treatment during the past 12 months



Stigma...

- An invisible mark of shame, disgrace or disapproval, of being shunned or rejected by others.
- Attitudes and beliefs that lead people to reject, avoid, or fear those they perceive as being different.

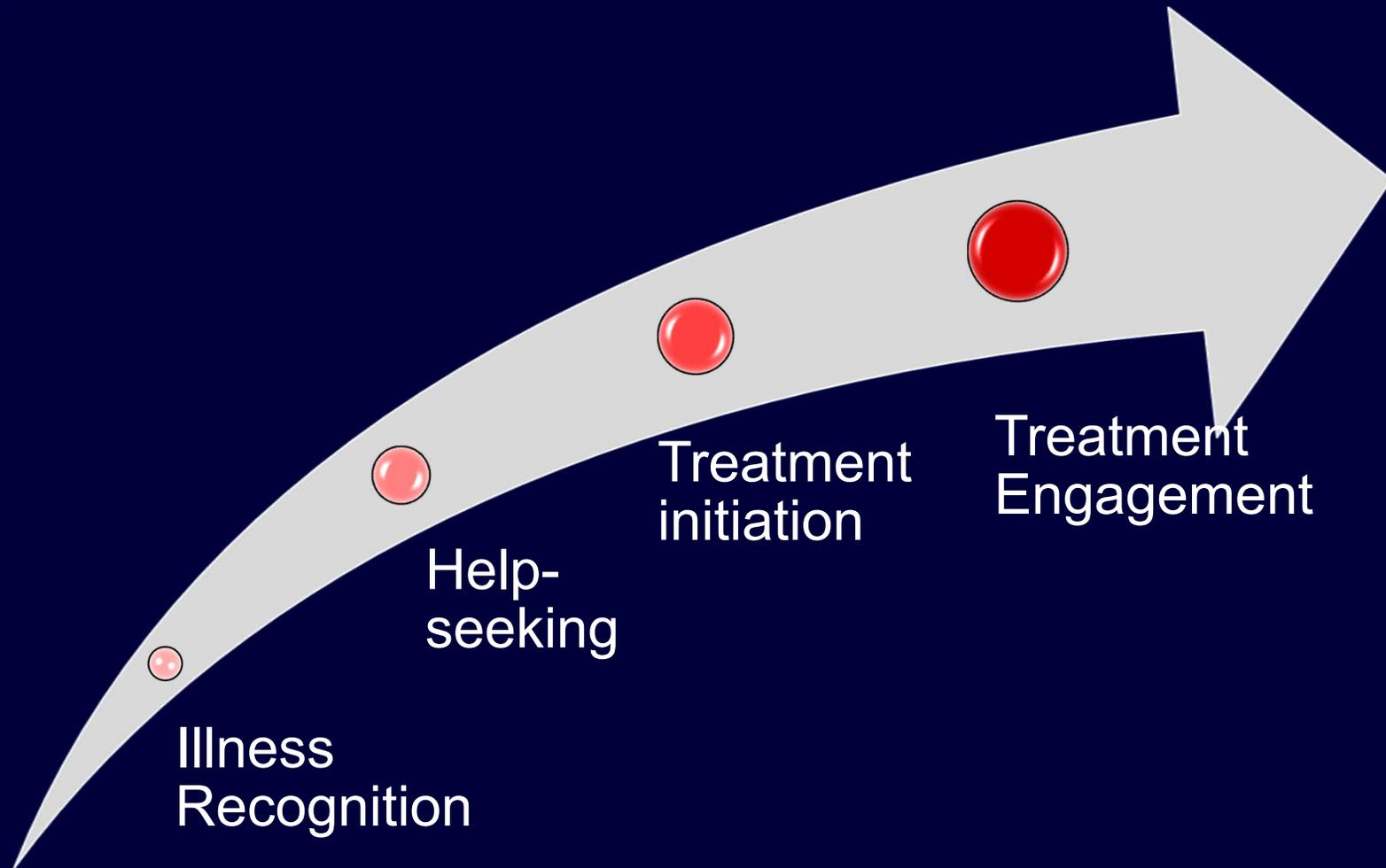
It happens when ...

People are embarrassed or unwilling to talk openly about their condition because they perceive it to be different or weird.

Types of Stigma

- Public Stigma
- Institutional Stigma
- Self Stigma
 - Exacerbates depression and low self-esteem
 - Avoid treatment

Stigma Impacts the Entire Pathway of Care



Sources: Cabassa, 2014

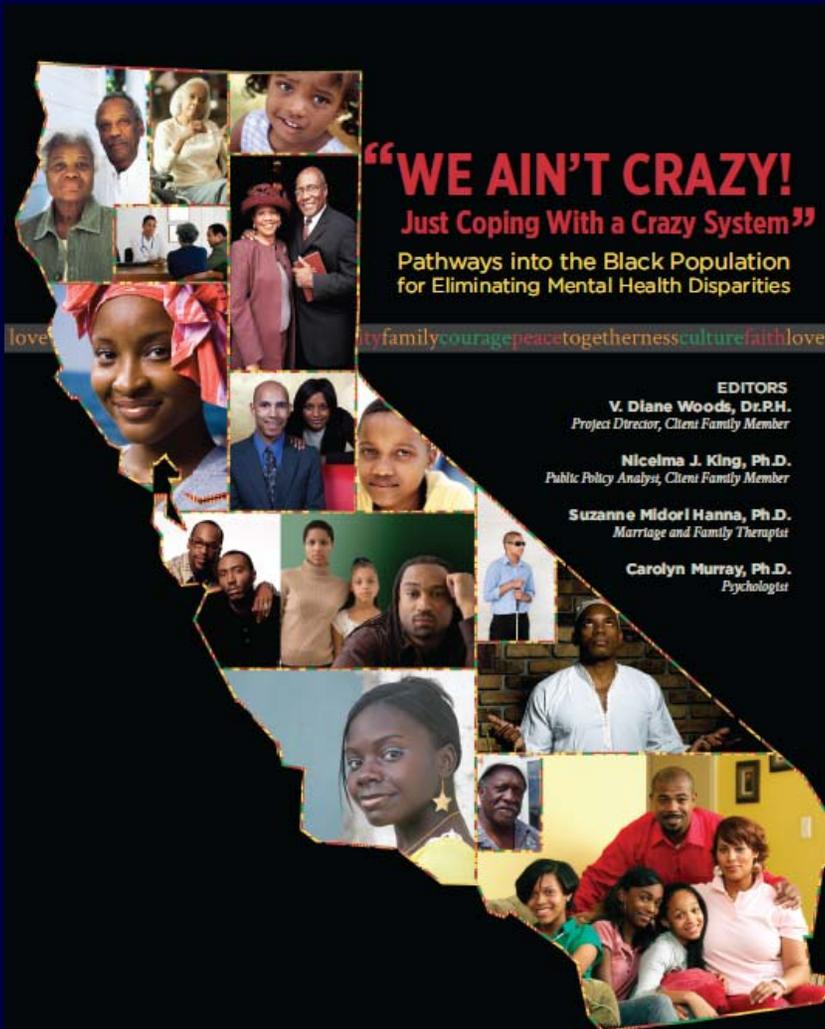
Untreated Mental Illness

- Intensify over time...can reduce life expectancy
- Causes intense and prolonged suffering to individuals and their families
- Limits individuals' ability to reach social and educational normative goals
- Leads to significant costs to individuals, families, and communities



CRDP: African Americans

- Mental illness is viewed as personally caused and difficult to resolve
- Fear that it will be perceived as weakness or laziness
- Delays seeking help
- Low use of outpatient mental health services



CRDP: African Americans

BLACK P

"We don't know

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- Culturally specific programs focused on education and engagement of African American

- Black Barbershop and Beauty Shop Outreach Programs

- Faith-based outreach programs (e.g., health fairs and breakfast meetings for pastors)

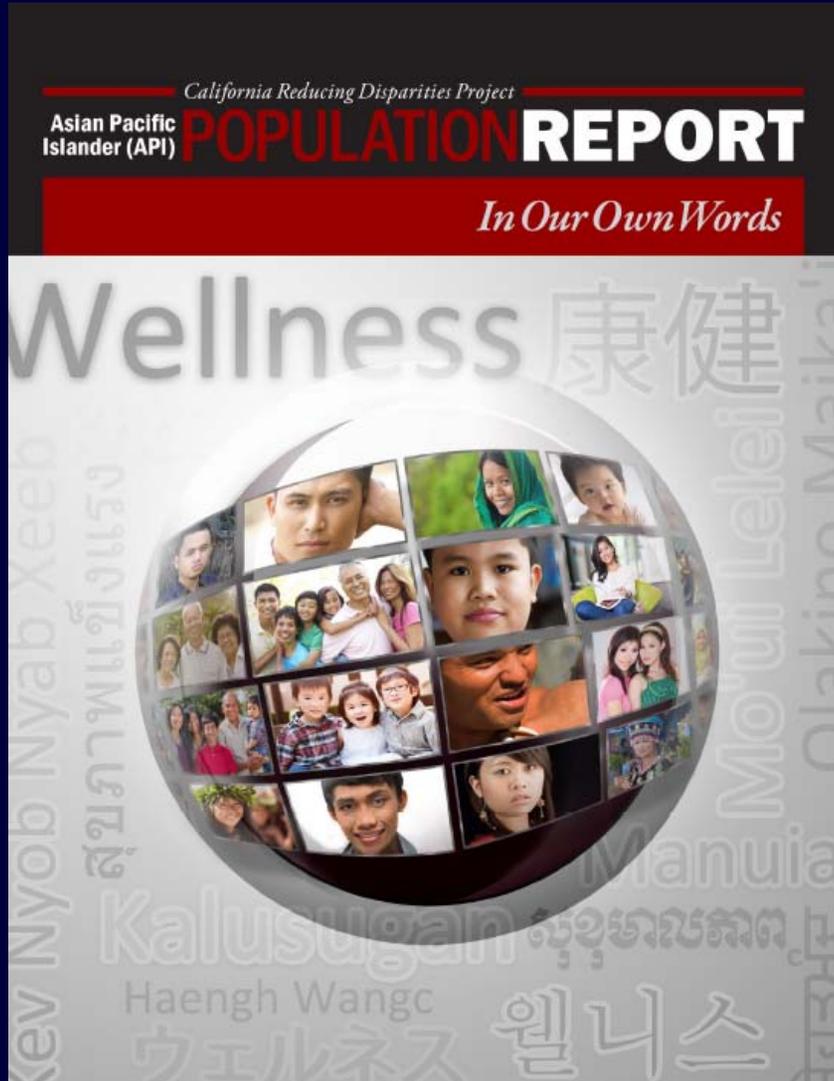
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CRDP: Asian and Pacific Islanders



- No proper translation for “mental health” without some kind of negative connotation
- Delayed help-seeking
- Family, friends, community leaders, or spiritual leaders were among those APIs would typically reach out to
- Tendency to present mental health problems as physical symptoms

CRDP: Asian and Pacific Islanders

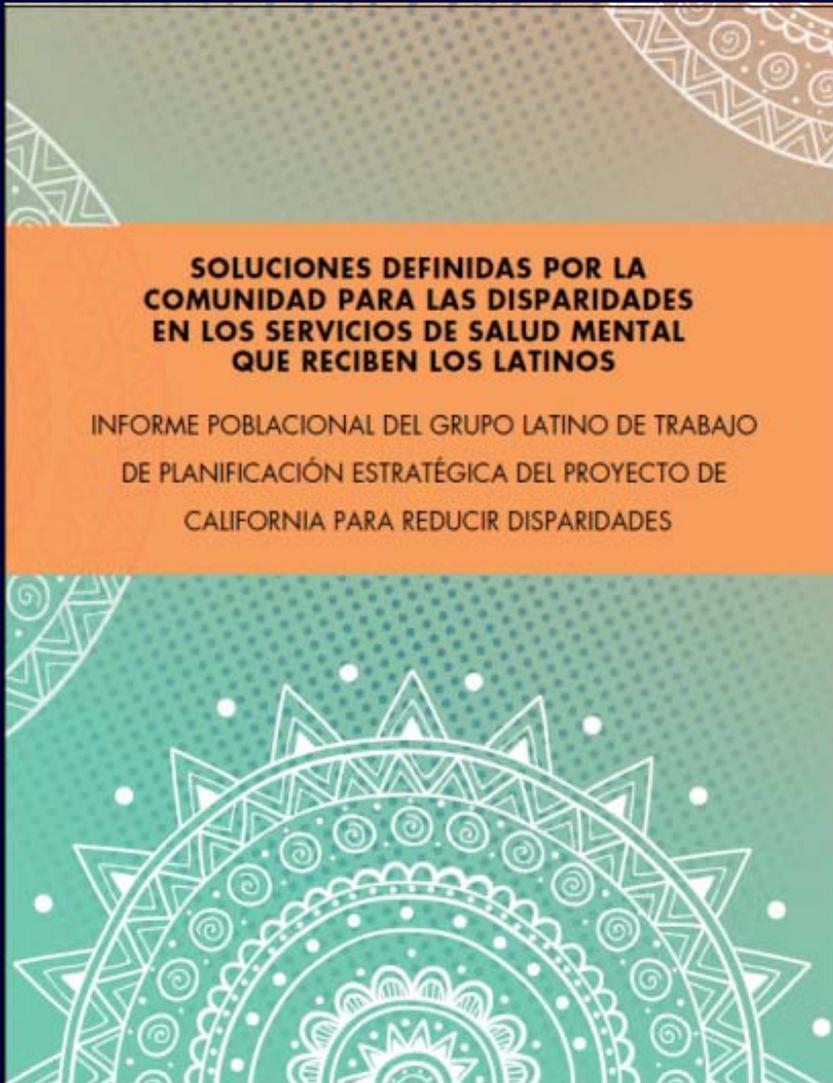
“There are no words for mental health in our language, so you have to describe it, but it comes out rude or harsh. It comes out as ‘slow’ or ‘crazy.’”

– Pacific Islander focus group participant

- “Mental illness is something unmentionable and often associated with shame and discrimination. Pacific Islanders, for example, believe that mental illness is a “curse” to the family, which leads to discrimination against not just the consumer but also their family” (p. 51)

The setting of the agency should convey welcoming messages by incorporating decorations and displays familiar to the consumers. Culturally important elements such as food, tradition, art, music, and dance can be used as effective tools for engagement given the issue of stigma.

CRDP: Latinos



- Reluctance to use specialty mental health services and to recognize problems as psychiatric and have treatment that focuses on psychiatric symptoms
- Less likely to acknowledge their condition and more likely to avoid treatment out of concern of being judged or victimized by discrimination.
- Stigma is associated with lower quality of care and fear of being labeled as mentally ill.

CRDP: Latinos

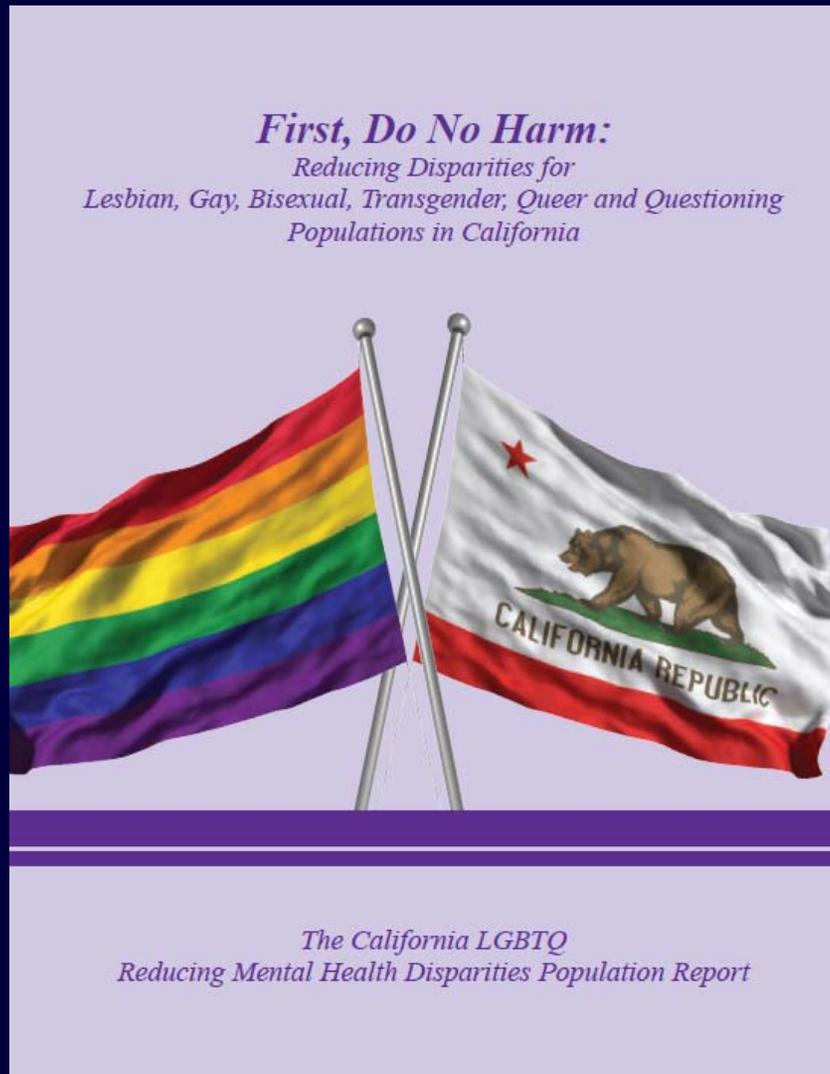
Psychology and therapists isn't the way we would go through.... It's always been like that.... It's like if you have it yourself you're gonna sit [Latino] you're gonna go you? Like

Change the terminology or soften the language when discussing mental illness in order to promote acceptance and reduce the stigma.... Mental illness should be perceived the same way as other illnesses are perceived, such as diabetes. [Providers] must know the education level of the people that they serve.... Often times this aspect is unknown when serving patients and their mental health, and they don't know how to provide literature that is at their level.

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CRDP: LGBTQ



- Stigma results in low self-esteem, suicidal ideation, self-harming behavior, depression, anxiety, insomnia and eating disturbances
- Social stigma against LGBTQ persons is amplified among LGBTQ persons of color, increasing the likelihood of disparities and negative health outcomes
- LGBTQ individuals experiencing external stigma, internalized homophobia, isolation and/or family rejection may use alcohol or drugs as a coping mechanism

Source: http://www.eqcai.org/atf/cf/%7B8cca0e2f-faec-46c1-8727-cb02a7d1b3cc%7D/FIRST_DO_NO_HARM-LGBTQ_REPORT.PDF

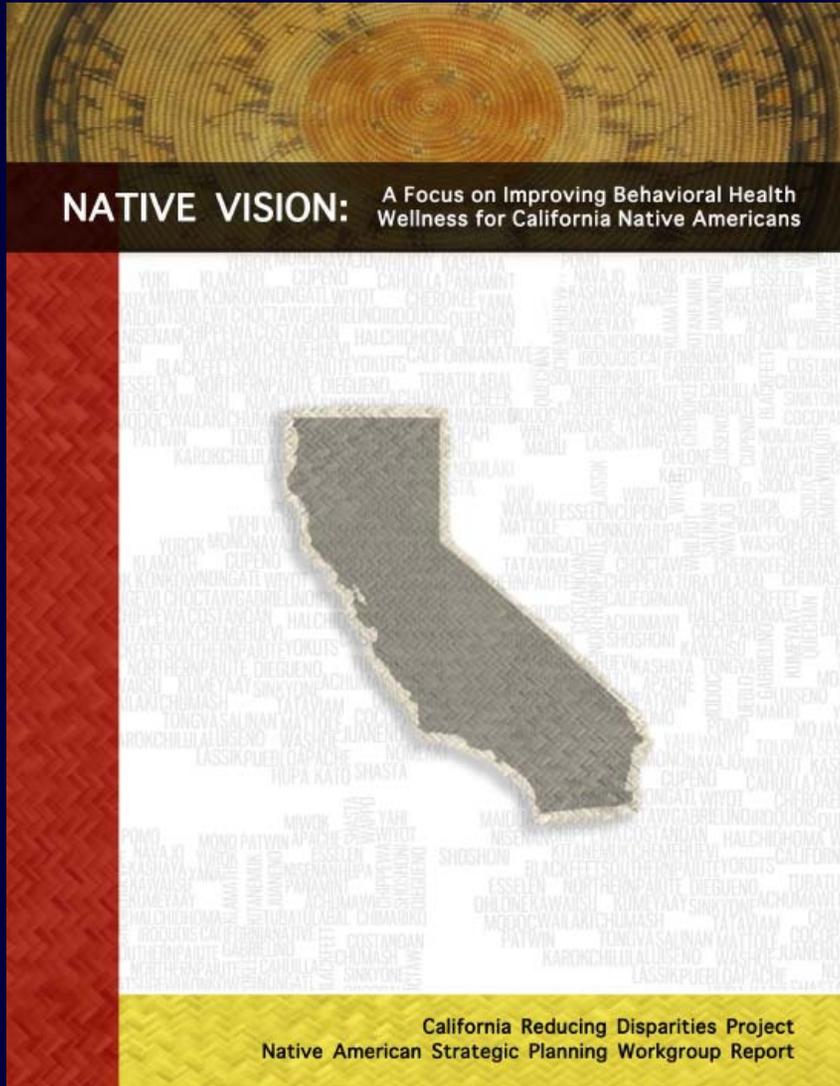
CRDP: LGBTQ

As you age you lose social support and access to services. There is little understanding of what it means to be a younger gay man by older gay men and vice versa. The gay male community needs more education around ageism. In addition, there is a lot of stigma around older men working with younger men which hinders adult-youth partnerships.

*West Hollywood/Los Angeles Community Dialogue
participant*

- “Stigma may lead individuals to avoid disclosing their sexual or gender identity to health care providers who, as a result, remain unaware of their LGBTQ patients’ specific physical or mental health concerns” (p. 46).
- “The double stigma of having a mental health disorder and being LGBTQ may increase fears of public rejection as well as fears of not finding mental health providers knowledgeable and sensitive to the needs of LGBTQ people” (p. 93).

CRDP: Native Americans



- “Stigma is reduced when Native Americans are able to get services at agencies that understand the mental health conditions that are prevalent in our communities” (p. 8).
- Promising efforts to reduce stigma include community gatherings with speakers discussing wellness and the strengths of family and community.

CRDP: Native Americans

“None of us can do things completely alone, we need community, having safe places for people to go and to feel good about themselves... people need a place of wellness.”

**-Native American
Community
Member**

- Strengthening cultural identity is a key way to promote wellness. Communities should revive or sustain cultural traditions/ practices, languages, and ceremonies to address the loss of culture and improve wellness.

“The biggest answer is restoration of our culture. Our culture was a very, very healthy culture.”

**-Native American
Community
Member**

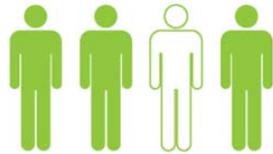
Stigma and Discrimination Reduction Social Marketing Campaign

EACH
MIND
MATTERS

California's Mental
Health Movement

1 in 4

American adults
live with a diagnosable
mental illness
in a given year



MENTAL HEALTH
MATTERS DAY

May 13, 2014

10:30am

South Lawn, Capitol Building, Sacramento CA



This is MY Lime Green Story...



<http://www.eachmindmatters.org>

Stigma and Discrimination Reduction Social Marketing Campaign

SanaMente
Movimiento de Salud Mental de California

Historias



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- Family Relationships
- Friendships & Peer Relationships
- Loss & Grief
- Maintaining Good Health
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- Self-Harm
- Struggles with Other Problems
- Suicide
- Violence & Sexual Assault
- [ALL TOPICS](#)

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Todo es tan difícil.
Nadie me entiende.

Yo pasé por eso.
T ayudaré a
superarlo :)

¿Quieres platicar?
T escucho.



**ÚNETE A LA CONVERSACIÓN
BUSCA APOYO**

[Haz clic aquí](#)

Es bueno poder hablar con alguien. O tal vez alguien necesite de tu ayuda. Empezá escogiendo un tema de la lista que sigue.

- Amistades y relaciones con tus compañeros
- Ansiedad
- Auto-dañarse
- Depresión
- Luchando con otros problemas
- Mantener una buena salud
- Pérdida y duelo
- Presiones en la escuela
- Problemas con cómo comemos
- Relaciones con tu familia
- Romance, sexualidad y embarazo
- Suicidio
- Tabaco, alcohol y drogas
- Violencia y agresión sexual
- Volverse independiente

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http://walkinourshoes.org/

Walk In Our Shoes

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WALKIN OUR SHOES

Hello! Are you curious about what it's like to be in someone else's shoes? Do you want to learn about other people's lives? Curiosity and learning are great, so lace up, strap on, or slip on your sneakers and let's learn about mental health. Learning about other people can help you understand that they're still a lot like you — they're just on a journey in different shoes.

MATT

WHAT IS MENTAL HEALTH?

Laura

SHOE GALLERY

VIDEOS

LUCY

MYTHS

LEARN

RYAN

GIVING HELP & GETTING HELP

José

YOUR SHOES

FACTS

REAL STORIES

Emma

MENTAL HEALTH CHALLENGES

Zoey

Award winning website of **four Addy Awards** (Judges Choice Gold ; Public Service Gold; Digital Advertising Gold; Public Service Digital Advertising Silver)



PONTEEN MISZAPATOS

Over 18,000 students in 4th – 8th grade attended the school-based performances.

*76% of youth reported that what they learned from the site will positively change their behavior towards people with mental illness.

Make Your Shoe!



<http://ponteenniszapatos.org> or <http://walkinourshoes.org>

Resources

- **Each Mind Matters:** <http://www.eachmindmatters.org>
- **SanaMente:** <http://www.sanamente.org>
- **Walk In Our Shoes:** www.walkinourshoes.org
- **Ponte en Mi Zapatos:** www.ponteenmizapatos.org
- **Reach Out Here:** www.ReachOutHere.Com
- **Busca Apoyo:** www.buscaapoyo.com



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