



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

Presented by:

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California's Mental Health Movement

- Prop. 63/ The Mental Health Services Act (MHSA)
- 2004 Voter-Approved Initiative that provides an average of \$1 Billion in annual funds to support community-based mental health services
- Seeks transformation from a system driven by crisis to one that focuses on prevention, early intervention, wellness and recovery, and reducing disparities



CaIMHSA



CaIMHSA

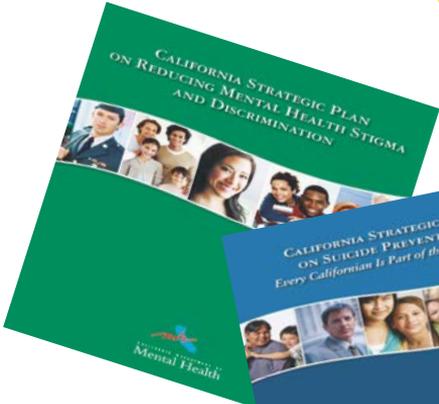
- The California Mental Health Services Authority developed a plan to implement statewide strategies for California's population



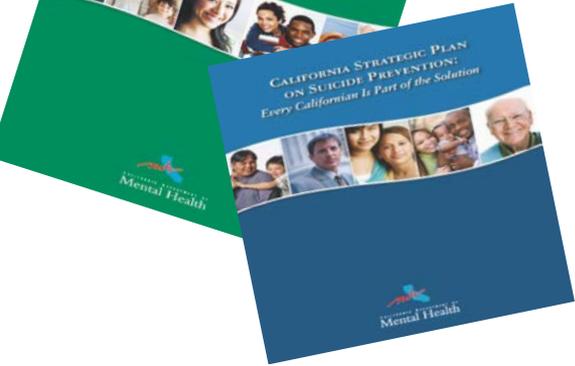
Suicide
Prevention

Stigma &
Discrimination
Reduction

Student
Mental Health



CALIFORNIA STRATEGIC PLAN
ON REDUCING MENTAL HEALTH STIGMA
AND DISCRIMINATION



CALIFORNIA STRATEGIC PLAN
ON SUICIDE PREVENTION:
Every Californian Is Part of the Solution

California Department of
Mental Health

California Department of
Mental Health

Social Marketing

- Marketing that affects positive social change and creates movements out of common interests
- Utilize formative research to better understand consumers
 - Uncover the unique approaches that will effectively motivate behavior change
- Continually evaluate campaign effectiveness
 - Quantitative research helps guide the evolution of messaging and campaign development over time

Each Mind Matters

- EMM is a platform for building a movement and provides a simple way to tell the story about increasing mental wellness in California



- Highlights the collective work to increase mental wellness



Lifespan Approach

Parent & Caregivers (Age 0-8)

- Educate parents and caregivers to provide stigma-free environment
- Outreach to local parent bloggers with customized SDR messaging in English and Spanish
- Latino family forums to encourage open dialogue



Tweens (Age 9-13)

- Early intervention with adolescents to prevent formation of stigma
- Fill key gaps in knowledge and debunk myths through website, school-based performances, take-home materials and advertising/education campaigns



Transition-Age Youth (Age 14-24)

- Mobilize age group to seek and provide online support within their peer group
- ReachOutHere.com (English-language) and BuscaApoyo.com (Spanish-language) to access online forums for peer support and to engage as peer-supporters



Adults/Influencers (Age 25+)

- Targeted messaging to adults with influence over people with mental health challenges
- Provide credible, local, targeted and continuous contact with people with mental health challenges
- Reinforce hope, recovery and resilience



Diverse Audiences

African American

- Faith-based initiative that creates Mental Health Friendly Communities through training and outreach



MENTAL HEALTH
friendly COMMUNITIES
Building Mental Health Friendly Communities
...one congregation at a time

Asian & Pacific Islander

- Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults



Latino

- Bring together key influencers to network, raise awareness and collaborate as change agents on the issue of SDR



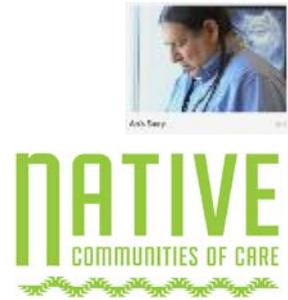
LGBTQ

- Partner with Gay-Straight Alliance (GSA) Network to introduce and extend SDR messages to LGBTQI youth and allies



Native American

- Develop a culturally relevant outreach campaign guided by input from Native American Advisory Committee and community leaders



What is Native Communities of Care?

- Mini-grant program
- Open to tribes, government agencies and CBOs that serve Native communities
- Required to utilize Native Communities of Care messaging in new or existing program or event
- Community-led programming



Community Leaders

Native Advisory Council

- Kurt Schweigman, MPH, Suicide Prevention Advisor
- Janet King, Native American Health Center
- Renda Dionne Madrigal, Ph.D., Native Child and Family Services
- Raymond J. Naylor-Hunter, American Indian Education Center
- Carrie L. Johnson, United American Indian Involvement
- Art Martinez, Ph.D., Clinical Psychologist
- Liz Lara O'Rourke, United Indian Health Services

Community Partners

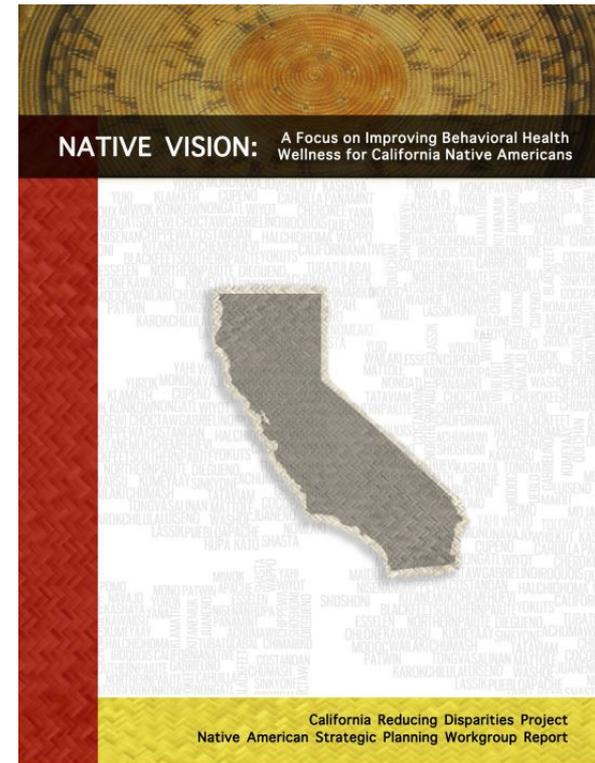
- Paul Tupaz
- Dean Hoaglin

Youth Involvement

- Center for Multicultural Cooperation

Background and Research

- The early formation of the SDR movement
- 56 member advisory team
- Many populations experience discrimination without a mental health diagnoses
- Need for different SDR messaging
 - Build on cultural strength



Native Communities of Care Messaging

Native Communities of Care brings together California's American Indian & Alaska Native Wellness Movement.

- We are Tribes and American Indian organizations working together to support behavioral health and wellness for mind, body, and spirit.
- We are Native Americans refusing to stay silent while untreated mental illness takes an unnecessary toll on our families and communities.
- Native Communities of Care is for everyone because mental wellness is for all of us.
- Together, we are creating Native Communities of Care across California.

Native Communities of Care Messaging

Our Community, Our People

- Native American tribes and organizations are communities that care.
- One in four American adults lives with a diagnosable mental illness in a given year. The National Indian Health Board recognizes behavioral health as a top 3 AI/AN healthy priority¹.
- Native Americans have come together in the past to overcome trauma and are uniting again to ensure each Native person is on a path to wellness.
- Fear of judgment, isolation and discrimination throw many Native Americans off their path to wellness, preventing them from getting the help they need and the support they deserve.
- All people deserve wellness and health.

¹Source: AI/AN Behavioral Health Issues and Efforts: A Briefing Book, Indian Health Service, pg.17

Native Communities of Care Messaging

Native Communities of Care is restoring the path to wellness.

- **We are taking unprecedented steps**, which are community-specific and culturally appropriate, to break through barriers of mental health stigma and discrimination for Native Americans.
- **These local programs and grassroots efforts** are conceived, designed and implemented at the local level to reach California tribes and American Indian communities with targeted solutions.
- **Native American communities are a priority**, because every person, family and community can benefit from improved mental wellness.

Program Elements

- Tools and Resources
- Summits
 - Introductory Summit
 - Sustainability Summit
- Mini-Grant Program
 - 14 Grantees
- Cultural Competency Trainings
- Evaluation



Program Elements

- Native Communities of Care Toolkit
- Technical assistance
 - Creative Services
 - Cultural Competency
- Summits
- Cultural Competency Trainings
 - Partner with County Behavioral Health Departments



NATIVE
COMMUNITIES OF CARE

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EACH MIND MATTERS
Cultural Mental Health Movement

AI/AN
American Indian and Alaska Native

CultUSA
Cultural Understanding Through the Arts

Grant Program

- Grant Requirements
 - Tribe, County, CBO
 - Incorporate Native Communities of Care messaging into new or existing program
- Grant Review Process
 - Multi-discipline reviewers
 - Diversity of projects



Grant Program



BROUGHT TO YOU BY

CalMHSA
California Mental Health Services Act



NATIVE
COMMUNITIES OF CARE

EACH
MIND
MATTERS
California Mental Health Services Act

Healing the Wounds of Time

October 4, 2014

Drumming & Record your Family History Day
10:00AM-4:30PM
NATIVE AMERICAN COMMUNITY MEMBERS
*Snacks and drinks will be provided

Community Dinner
5:00PM-8:00PM

Introductions

Discussion on the Effects of Boarding Schools in CA Tribes
BOB BURNS NOR-EI-MUK AND WINTU • JIM HAYWARD REDDING RANCHERIA

The California Indian Genocide & Modern Day Triggers
CALEEN SISK WINNEMEM WINTU • JILL WARD WINNEMEM WINTU

Flower Dance Demonstration
NATIVE WOMEN'S COLLECTIVE
Discussion on how bringing the ceremony back has affected them and their tribes

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

Wintu Cultural Museum
4755 Shasta Dam Boulevard
Shasta Lake, CA



21 Counties Served

- Los Angeles
- Lake
- Mendocino
- Sonoma
- Alameda
- Santa Barbara
- Fresno
- Santa Clara
- Sacramento
- San Francisco
- San Diego
- Contra Costa
- Shasta
- Riverside
- San Bernardino
- Orange
- Kern
- Calaveras
- Mariposa
- Trinity
- Tuolumne

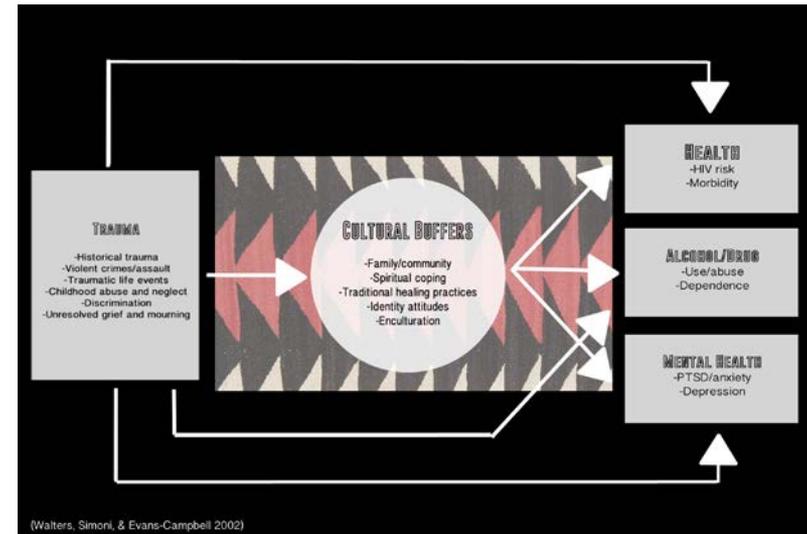
Grantee Spotlight



California Consortium for Urban Indian Health
CCUIH Strengthening The Organizations That Strengthen Our Communities

- Our member clinics have sites in Oakland, San Francisco, Richmond, San Diego, San Jose, Fresno, Sacramento, and San Diego, serving over 116,000 patients per year and serving a constituency of 31,548 American Indian individuals

Indigenist Coping Model (Walters, 2002)



Grantee Spotlight

- Community Talking Circle & Photo Shoot
- Digital and Print Posters
 - Website,
 - Social media
 - Clinic lobbies
 - Visit rooms
 - Tribal offices
 - County offices





Results

- **21 counties served**
- **More than 5,100 people reached**
- **\$70,000 invested back into the community**

The technical support piece of the grant was an invaluable component. We would be interested in continuing utilizing the Technical Support staff to provide training on those subjects throughout the year.

“A lot of youth were able to attend our event and see that they have a caring community around them that will not make them feel like an outcast for asking for help with mental health issues”



QUESTIONS?



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