Request for Project and/or Funding

I. Date: October 30, 2014 for event scheduled February 17 – 20, 2015

II. Project title: Together Against Stigma Each Mind Matters International Research, Policy and Practice Conference attendee costs

III. Counties involved: All 19 Central Region Partnership county mental health agencies

IV. Funding requested: Up to $38,000 ($2,000 per county mental health agency)

V. Match amount(s) – monetary or in-kind: N/A

VI. Timelines: Request reviewed and approved by November, 2014 as conference will be held from February 17 – 20, 2015

VII. Coordination/Management Plan: Central Region Partnership staff will contact each county in the region via email to assess interest in participating, and provide the information needed to be reimbursed up to $2000 per county for this conference.

VIII. Budget (Include costs for S & B, Direct and Indirect Expenses, e.g., Consultant Fees, Supplies, Printing, Food, Travel, Venue, Technology, Tools, or other):

Up to $38,000 maximum which includes $2,000 per county agency to cover food, mileage, lodging and registration expenses for the Together Against Stigma Each Mind Matters International Research, Policy and Practice Conference – February 17-20, Hyatt Regency, San Francisco.

IX. How will Outcomes be measured?: Participation from individual counties will be documented, sponsored participants will receive an data collection form and evaluation and demographic information will be included in a report for the Central Region Partnership. An electronic follow-up survey will be disseminated six months after the conference date that collects whether or how stigma reduction efforts were implemented as a direct result of participation in the international conference.

X. Goals of Project and how they relate to the Essential Elements of the MHSA and Regional Workforce Education and Training goals:

The 7th International Together Against Stigma Conference will be hosted by the California’s Mental Health Movement, “Each Mind Matters”, through a
collaboration between CalMHSA, CIBHS, CBHDA and the World Psychiatric Associations’ Scientific Research Subcommittee on Stigma and Mental Health. This conference will emphasize that stigma 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.

Effectively reducing the impact of stigma requires implementing policy and practice/program strategies in the workplace and community that are grounded in research. Emerging evidence shows that reducing the stigma associated with mental illness can result in the following short-term outcomes:

- Increased knowledge and skills for recognizing signs and facilitating help-seeking
- Decreased stigma against persons with mental health challenges
- Increased adoption/use of materials and protocols
- Increased early identification and intervention
- Increased access to peer-based support and education
- Increased access/use of Prevention and Early Intervention Strategies, treatment and support services
- Increased understanding of suicide risk factors

Participants targeted to attend in the conference flyer (www.togetheragainststigma.org) include Mental Health Professionals, Behavioral Health Administrators and Policymakers, Mental Health Care Planners, and Educators. Public mental health professionals attending this conference will strengthen and increase their skills and knowledge specific to how to prevent and/or decrease stigma in their workplace, and ensure that the mental health and substance abuse public mental health workforce in their counties provide more culturally competent, recovery/resiliency-oriented direct clinical services to the clients they serve, as well as peer-run wellness centers and peer to peer services.

An added benefit for participation in this conference is the knowledge gained about best practices (what works and what does not) specific to the provision of community-wide stigma prevention education services.

As the goal of the WET Central Region Partnership is “to promote building and improving local workforce, education and training resources that support the development of a resiliency, recovery, and wellness-oriented; culturally and linguistically competent; and consumer and family member-driven mental health workforce, support and approval of this project will ensure that all counties in the central region can afford to send at least one representative to participate in this valuable conference.