Building Mental Health Friendly Communities

Together Against Stigma International Conference
February 18, 2015
Understanding the Issues

• To understand the cultural nuances of stigma and discrimination in the African-American community, and to determine the best approach to mental wellness, Hill & Company did extensive research:
  
  – Conducted informational interviews throughout the state with:
    
    • Mental health professionals
    • Community based organizations
    • Partners from the CalMHSA project team
    • Faith leaders
    • Individuals with lived experience of mental illness
  
  – Performed literature reviews of relevant materials
  
  – Brainstormed strategic approaches to address key issues
Key Findings

• Mental health stigma and discrimination experienced by African Americans create barriers to seeking treatment:
  – High incidence of unaddressed trauma in the African-American community can contribute to mental health challenges and a need for treatment
  – Open discussion of mental health challenges is often a cultural taboo
  – Historical distrust of healthcare institutions fuels distrust of mental health services and further ignites stigma
Key Findings

• Rather than relying on the mental health system to address their needs, many African Americans draw support from faith, family and communities.
  
  – 88% of African-American consumers and family members agree or strongly agree that “spirituality is important to me/my family member’s mental health.” (CA Mental Health & Spirituality Initiative Consumer and Family Survey, 2010)

• We heard repeatedly that “harnessing the power of the faith community” for delivering messages of support, education and hope is the most effective way to address stigma and discrimination for African Americans.
Initiative Objective

- To reduce stigma and discrimination related to mental health challenges among African Americans through an inclusive faith-based initiative that creates “Mental Health Friendly Communities” and identifies local resources to sustain them.
Initiative Strategy

• Bring together faith leaders, consumers and family members, mental health providers, and community organizations to create a shared wellness environment…A Mental Health Friendly Community.

• Create marketing communications strategies that support the initiative:
  – Programs and information materials
  – Church fans
  – Newspaper ads
  – Media interviews
Collateral Materials
Program Brochure

**Mental Health 101**
The training broadens the perspective of faith leaders, pastors and health ministry members as first responders to mental health crises, and inspires leaders to create welcoming communities for individuals and families living with mental health challenges. It corrects misinformation while educating faith leaders to recognize signs, symptoms and triggers of mental illness and provides culturally responsive wellness resources to those with mental health concerns.

**A Bridge Over Troubled Waters**
The training provides all stakeholders with a historical perspective of the development of faith within the African-American experience. It offers an understanding of the impact of how mental health services are currently being provided and bridges the divide between a western focused clinical approach, which was designed to serve all ethnicities, and the spiritual approach needed to support African Americans on a journey toward mental wellness.

**Keepers of the Flock: "Becoming a Caring Community of Faith"**
Designed for all stakeholders, workshop participants will learn through the parable of the “Lost Sheep,” the caring, compassion and commitment of a loving shepherd. This training creates a climate of understanding and acceptance of those with mental health challenges and an awareness of the path toward mental wellness. The lessons learned from this training are essential for becoming a Mental Health Friendly Community, which is the calling, responsibility and privilege of the entire community.

**Spirituality 101**
Intended for mental health providers, the training builds an understanding of the important role of faith in creating mental wellness for African-American consumers and families. It focuses on how to include spirituality as a resource for wellness, recovery and multicultural competency and facilitates the development of a provider network to partner with the faith community to address specific needs of African Americans. (Recommended for all county mental health services staff.)

**Contact Information**
For more information, please visit www.eacmindmatters.org, or contact Minister Monique Tarver at 510-532-2584, or moniquetarver@yahoo.com

**Mental Health Friendly Communities**
Building Mental Health Friendly Communities... one congregation at a time

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).
Why Mental Health Friendly Communities?
Many of us are impacted by mental health challenges and when experiencing these challenges, African Americans often turn to their faith-based roots for information and support. Unfortunately, because of the lack of access to physical and behavioral health care, as well as dealing with the stigma associated with mental health challenges, many African Americans are wary of the mental health system and often don’t seek services when they need them.

Mental Health Friendly Communities – a new program that’s being introduced in four regions across California – addresses these issues by providing culturally focused trainings and resources that directly speak to the mental health issues facing the African-American community. The program’s goal is to engage communities by helping them get on a path that will lead toward mental wellness.

How is that accomplished?
Mental Health Friendly Communities provides an innovative and exciting opportunity for mental health professionals, African-American faith leaders, community members, leaders from key community organizations, and consumers and family members who may be experiencing mental health challenges to come together to better understand and embrace the cultural connections between spirituality and mental wellness. Through a series of workshops, the program creates effective partnerships between faith-based organizations, mental health providers and the African-American community. These partnerships allow Mental Health Friendly Communities to take advantage of the historic and fruitful role of the faith-based community as a cultural and spiritual center of support for African-American individuals and families receiving mental health care services.

“...and the most important evidence-based practice is demonstrated love!”
Gigi R. Crowder

BECOMING A MENTAL HEALTH FRIENDLY COMMUNITY
Mental Health Friendly Communities are formed out of a solid commitment from each participating county’s Mental Health Authority working in partnership with the local African-American faith community to fully engage and support this effort. To be certified as a Mental Health Friendly Community, faith-based organizations must meet the following requirements:

1. Have Senior Pastors, faith leaders, Health Ministries and congregations commit to becoming a “Mental Health Friendly Congregation.”
2. Complete the required trainings outlined on the back of this brochure.
3. Be a welcoming community that honors the voices of those with lived experience of mental illness as key partners and creates the resources needed to make culturally responsive clinical referrals.
4. Develop a Mental Health Ministry to lead the MHFC initiative on an ongoing basis, which includes serving as a resource for those in need and continuing to work in partnership with the greater community. Host regular Mental Wellness Chaos for congregations and their communities. Long term sustainability is important to achieving Mental Health Friendly Communities.

Training and Technical Team
The Menal Health Friendly Communities training team has had great success developing a culturally responsive curriculum and providing training and technical assistance to congregations in Alameda County.

Team members include:
MINISTER MONGUE TAYVER
Co-Founder of Good Times Ahead Family Ministries/Chair of the CA Statewide Mental Health and Spirituality Initiative

PASTOR HORACIO S. JONES
Senior Pastor, Family Bible Fellowship, Newark, CA and President/CEO, Tri-Cities Community Development Center, Newark, CA

GIGI R. CROWDER, L.E.
Mental Wellness and Spiritually Specialist and facilitator of Alameda County’s African American Utilization Report

MENTAL HEALTH FRIENDLY COMMUNITIES
Church Fan
Church Fan

MENTAL HEALTH RESOURCES FOR SAN BERNARDINO COUNTY
San Bernardino County Mental Health Friendly Community Key
Congregations:

SAINT PAUL
A.M.E. CHURCH
1355 West 21st Street
San Bernardino, CA 92411
887.2526
909.877.1718

SAN BERNARDINO DEPARTMENT
OF BEHAVIORAL HEALTH

▶ Access Line For All New Services
909.381.2420 or 1.888.743.1478
▶ TTY/TDD
1.888.743.1481
▶ Urgent Care/24-Hour Access Line
909.387.2420
▶ 24-Hour Suicide Prevention Lifeline
1.800.273.TALK (8255)

Not sure where to go or who to call?
▶ Community Services Information
and Referral Line: 211
▶ In case of emergency,
ALWAYS CONTACT 911

AFRICAN AMERICAN MENTAL HEALTH
PROGRAMS, SERVICES & SUPPORT

▶ African American Mental Health Coalition
909.880.1343
www.aamhc.hotspotwebsites.net

FAMILY MEMBER AND
EDUCATION SUPPORT

NAMI-SAN BERNARDINO COUNTY
201 West Mill Street
San Bernardino, CA 92408
www.nami.org

▶ NAMI San Bernardino Information
& Resource Message “Warm” Lines
San Bernardino
909.252.4018
Chino
951.427.3417
Upland
909.985.7705
Newspaper Ads

Looking for a compassionate mental health resource in your community?

Contact one of these Mental Health Friendly congregations. If you have questions or concerns about mental health or need a referral, you are not alone. These churches and Sacramento County’s mental health professionals have worked together to create a safe space for individuals and families with mental health challenges. Reach out today to get the help you need.

Sacramento County Mental Health Friendly Congregations:

- **24th Street Baptist Church**
  7510 24th Street
  Sacramento, CA 95822
  916-427-6848

- **Center of Praise Ministries**
  1228 23rd Street
  Sacramento, CA 95816
  916-441-3305

- **New Hope Baptist Church**
  3700 32nd Street
  Sacramento, CA 95820
  916-452-1379

- **Saint Paul Missionary Baptist Church**
  3996 14th Avenue
  Sacramento, CA 95820
  916-737-7070

- **Unity of Sacramento**
  9429 Folsom Boulevard
  Sacramento, CA 95826
  916-368-3950

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Media Interviews
Faith-Based Organizations Lead the Way to Mental Wellness for African Americans in the San Bernardino Area

“Mental Health Friendly Communities” culminating event celebrates the power of the faith community to address stigma and discrimination and create better mental health outcomes for African Americans.

Health News

Pastor Larry Campbell of St. Paul MIFC Church, along with members of his congregation, were honored by the Mental Health Friendly Communities (MHFC) training team as he received a plaque commending their pledge to fulfill the Ten Commitments needed to become and sustain a Mental Health Friendly Congregation. Other churches celebrating their designation as “Mental Health Friendly Communities” include Temple Missionary Baptist Church, New Hope Missionary Baptist Church, and St. Paul A.M.E. Church in San Bernardino, as well as The Center at Highland in Highland, to provide training and technical assistance enabling them to be designated as a “Mental Health Friendly Congregation.” From left, Minister Monica Taylor, Mental Health and Spiritual Trainer Wellness Educator and Co-Chair of the CA Statewide Mental Health and Spiritual Initiative, Co-Founder of Good Time Ahead Family Ministries, Pastor Horacio S. Jones, Senior Pastor, Family Bible Fellowship, Newark, Ca. and President/CEO Thr Citiens Community Development Center; Gigi R. Crowder, Mental Wellness and Spiritual Specialist, and Ethnic Services Manager, Alameda County Behavioral Health Care Services.

The Mental Health Friendly Communities Training Team has worked with four local churches including Temple Missionary Baptist Church, New Hope Missionary Baptist Church, and Saint Paul A.M.E. Church in San Bernardino, as well as The Center at Highland in Highland, to provide training and technical assistance enabling them to be designated as a “Mental Health Friendly Congregation.” From left, Minister Monica Taylor, Mental Health and Spiritual Trainer Wellness Educator and Co-Chair of the CA Statewide Mental Health and Spiritual Initiative, Co-Founder of Good Time Ahead Family Ministries, Pastor Horacio S. Jones, Senior Pastor, Family Bible Fellowship, Newark, CA. and President/CEO Thr Citiens Community Development Center; Gigi R. Crowder, Mental Wellness and Spiritual Specialist, and Ethnic Services Manager, Alameda County Behavioral Health Care Services.

Raising Awareness of Inflammatory Breast Cancer

By Andrew J. Roth

The Mental Health Friendly Communities (MHFC) initiative has helped to inspire churches to create welcoming communities for women and the result is that serious needs for support and treatment may fail to be recognized and addressed. Additionally, a disproportionate number of African Americans inappropriately served in the most restrictive and involuntary settings with poor mental health outcomes. The MHFC initiative has helped to inspire churches to create welcoming communities for African American patients.

Continued: California Confirms Enterovirus D68

The best way to prevent transmission of enteroviruses is to:

- Wash hands often with soap and water for 20 seconds, especially after changing diapers.
- Avoid touching eyes, nose and mouth with unwashed hands.
- Avoid kissing, hugging, and sharing cups or eating utensils with people who are sick.
- Disinfect frequently touched surfaces, such as toys and doorknobs, especially if someone is sick.

Additional information about EV-D68 can be found on the CDC website at: http://www.cdc.gov/non-polio-enterovirus/about/ev-d68.htm www.cdph.ca.gov

Cure

What is inflammatory breast cancer? What makes this disease so deadly?

Inflammatory breast cancer (IBC) is quite different from any other type of breast cancer because instead of presenting followed by a medical oncologist for preoperative or neoadjuvant chemotherapy. There is no chance to do surgery upfront for this patient, and all patients will receive a mastectomy, with no opportunity for an immediate reconstruction or more conservative surgery. All patients also will receive radiation therapy that is more comprehensive and usually larger than typical radiation therapy for a more localized form of breast cancer.
Community Trainings
Target Audiences

– Faith leaders
– Mental health providers
– Consumers/clients
– Family members
– Members of African-American faith institutions
– Community leaders who are invested in the overall health and well-being of African Americans
Pilot Communities

- Four communities were selected to pilot the Spirituality initiative, including:
  - Bay Area/Solano County
  - Sacramento
  - Fresno
  - San Bernardino

- These communities are home to some of the largest populations of African Americans in the state, cover a broad geographical area and have faith and community leaders willing to develop strategic alliances for a sustainable stigma reduction initiative.
Becoming a Mental Health Friendly Community

To become a “Mental Health Friendly Community,” participating churches and mental health providers completed four distinct training modules and created a team of committed church and community members to oversee program implementation and ongoing practices.
Training Team

- **PASTOR HORACIO S. JONES** – Senior Pastor, Family Bible Fellowship, Newark, CA and President/CEO Tri Cities Community Development Center. Creator of concept of “Mental Health-Friendly Congregations.”

- **MINISTER MONIQUE TARVER** – Mental Health and Spirituality Trainer/Wellness Educator and Co-Chair of the CA Statewide Mental Health and Spirituality Initiative.

- **GIGI R. CROWDER, L.E.** – Ethnic Services Manager, Alameda County Behavioral Health Care Services and facilitator of Alameda County’s *African American Utilization Report.*
## Mental Health Friendly Curriculum

<table>
<thead>
<tr>
<th>Training</th>
<th>Audience</th>
<th>Description</th>
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<td>Pastors/ Ministers</td>
<td>Broadens the competency of spiritual/faith leaders as first responders to mental health crises, and inspires leaders to create welcoming communities for individuals and families living with mental health challenges. Corrects misinformation and educates faith leaders to recognize signs and symptoms and provide better support for those with mental health concerns.</td>
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<td>Mental Health Providers</td>
<td>Builds understanding among mental health and allied health professionals of the important role of faith in mental health care for African-American consumers and families. Focuses on how to include spirituality as a resource for wellness, recovery and multicultural competency. Also facilitates development of a provider network to partner with the faith community in addressing specific needs of African Americans.</td>
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<td>A Bridge Over Troubled Waters</td>
<td>CBOs/ Providers/ Churches</td>
<td>Bridges the divide between the clinical approach to mental illness and the spiritual approach that supports a journey toward wellness. Provides historical perspective for development of faith within the African-American experience.</td>
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Sustainable Resources

• MHFC participants were given tools and resources needed to ensure success and sustain this effort into the future.
Program Results

• Congregations in four counties took part in the Mental Health Friendly Communities program, which trained 775 people on caring for those with mental health challenges.

• 2,085 local resource guides were distributed at the closing events in each of four counties.

• 154 community leaders, mental health providers and consumers and families attended community dialogue events in Contra Costa County to address the need for mental wellness in the African-American community, especially African-American youth.
Program Results

• 15,000 individuals including mental health providers, mental health board members and other community leaders, faith leaders and their congregants, people with lived experience and their families have been impacted through African-American community forums, events and trainings.

• More than 12,000 lime green ribbons to promote mental health awareness were distributed by Bay Area, Sacramento and San Bernardino churches in observance of the Mental Health Day of Worship in May 2014.
Stigma & Discrimination Reduction Initiatives

EACH MIND MATTERS
California’s Mental Health Movement
Each Mind Matters serves as a unifying message for organizations, health systems and millions of Californians working to break down the barriers that stop people from getting the help they need and support they deserve.

Suicide Prevention
http://calmatters.org/programs/suicide-prevention/

Stigma & Discrimination Reduction
http://calmatters.org/programs/stigma-discrimination-reduction/

Student Mental Health
http://calmatters.org/programs/student-mental-health-initiatives/

California Reducing Disparities Project Audiences

African American
- Faith-based initiative that creates Mental Health-Friendly Congregations and identifies the local resources to sustain them
  - Community kickoff events and trainings
  - Mental Wellness Ministries
  - Clergy roundtables
  - Local resource guides
  - Culturally focused media campaign

Asian & Pacific Islander
- Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults, educating and breaking the cycle of myths about mental illness
  - Local community events
  - Mental Wellness Outreach Toolkit
  - In-language PSAs delivered through local radio and print outlets
  - Mental health storytelling campaign

Latino
- Bring together key influencers to network, raise awareness and collaborate as change agents on the issue of SDR
  - Latino family forums
  - Media partnership with Univision
  - Local media coverage of forums
  - Latino family wellness resource materials will be available

LGBTQI
- Partner with Gay-Straight Alliance (GSA) Network to introduce and extend SDR messages to LGBTQI youth and allies
  - SDR education and training curriculum will be available online
  - GSA Alumni Association
  - GSA Network/LGBTQI alignment with ReachOut.com

Native American
- Develop a culturally relevant outreach campaign guided by input from Native American Advisory Committee and community leaders
  - Outreach tactics will be based on strategy developed with Advisory Committee, community leaders, and from recommendations from the Native American California Reducing Disparities Report

MENTAL HEALTH friendly COMMUNITIES
Questions/Discussion