CalMHSA Stigma Reduction Activities

- Policies, protocols, & procedures
- Informational resources
- Conduct of trainings/educational presentations
- Social marketing: Lifespan campaign with four prongs targeting different age groups
A California Public Television Documentary and A Website that Houses It
“A New State of Mind” Aired Multiple Times and Has Been Viewed on the Web 8,856 Times

A New State of Mind
Ending the Stigma
of Mental Illness

Narrated by Glenn Close

MAY 30
Online “ReachOut” Forums for Youth 14-24 to Obtain and Provide Peer Support
Supporting Materials, Radio, Web Banners, and Cable TV Push People to the Site and Include Key Campaign Messages

EVERYBODY’S GOT PROBLEMS. You’re not alone.

There’s someone out there you can talk to. Maybe somebody needs your help. Feeling better starts with reaching out.

Join the conversation at ReachOutHere.com

EACH MIND MATTERS
California’s Mental Health Movement

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
Materials Were Also Created in Spanish
SDR Intervention Should Cause Change on Those in Distress Both Directly and Indirectly

<table>
<thead>
<tr>
<th>Intervention Approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Empathy</td>
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<tr>
<td>Recategorization</td>
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Institutional Change
- Laws
- Practice
- Policies

Social Change
- Contact
- Education
- Empathy
- Recategorization

Individual Change
- Stigmatizer
  - Social Distance
  - Stereotypical Beliefs
  - Supportive Behavior
- Stigmatized
  - Internal Stigma
  - Experienced - Discrimination
  - Treatment / Adherence
  - Well-being

Community
- Discussion
- Media Portrayals
- Norms
The California Well-Being Survey Goals

• Provide essential bench-marking estimates of targeted CalMHSA outcomes among California adults experiencing emotional distress. For SDR these are:
  – Perceptions of Stigma and Discrimination
  – Internalized Stigma
  – Well-Being
  – Treatment Seeking

• Suggest important gaps and issues to inform PEI/SDR efforts going forward

• Provide estimates of direct exposure to CalMHSA SDR activities
Telephone survey of 1,066 adults participating in the 2013 California Health Interview Survey (CHIS)

Those scoring 8 or above on the Kessler 6 (mild to moderate distress or greater) at the time of CHIS survey were invited to participate

Interviews conducted in English and Spanish

Field period of May 12- August 3, 2014
<table>
<thead>
<tr>
<th>Characteristics</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Female</td>
<td>59</td>
</tr>
<tr>
<td>18-29 years</td>
<td>30</td>
</tr>
<tr>
<td>30-49 years</td>
<td>37</td>
</tr>
<tr>
<td>50+ years</td>
<td>34</td>
</tr>
<tr>
<td>Serious Distress at CHIS</td>
<td>47</td>
</tr>
<tr>
<td>White</td>
<td>46</td>
</tr>
<tr>
<td>Latino</td>
<td>31</td>
</tr>
<tr>
<td>Multiracial</td>
<td>8</td>
</tr>
<tr>
<td>Asian</td>
<td>7</td>
</tr>
<tr>
<td>African-American</td>
<td>6</td>
</tr>
<tr>
<td>American Indian/PI</td>
<td>1/1</td>
</tr>
</tbody>
</table>
Exposure to CalMHSA Social Marketing

- Watched documentary “A New State of Mind: Ending the Stigma of Mental Illness”
  - Percentage: 13

- Seen or heard the slogan or catch phrase "Each Mind Matters"
  - Percentage: 22

- Visited site "Each Mind Matters"
  - Percentage: 2

- Seen or heard an advertisement for "Reach Out dot com"
  - Percentage: 13

- Visited the website "Reach Out dot com"
  - Percentage: 2

- Any CalMHSA reach
  - Percentage: 35
Comparing CalMHSA Social Marketing Exposure Across the CWBS and CA Statewide Survey (CASS)

- **Watched documentary “A New State of Mind: Ending the Stigma of Mental Illness”**
  - CWBS: N/A
  - CASS: 13

- **Seen or heard the slogan or catch phrase "Each Mind Matters"**
  - CWBS: 2
  - CASS: 11***

- **Visited site "Each Mind Matters"**
  - CWBS: <1
  - CASS: 2

- **Seen or heard an advertisement for "Reach Out dot com"**
  - CWBS: 8*
  - CASS: 13

- **Visited the website "Reach Out dot com"**
  - CWBS: 2
  - CASS: 2

- **Any CalMHSA reach**
  - CWBS: 35
  - CASS: 35
Spanish Speakers Better Reached by SanaMente and BuscaApoyo

- Each Mind Matters: 21 (English), 1.5 (Spanish)
- SanaMente: 23 (English), 1.6 (Spanish)
- ReachOut.com: 7 (English), 3 (Spanish)
- BuscaApoyo: 43 (Spanish)
Other Potential CalMHSA SDR Exposure

- Watched a documentary on television about mental illness: 29%
- Seen ad for a television documentary about mental illness: 34%
- Watched some other movie or show portraying mental illness: 67%
- Seen or heard a news story about mental illness: 66%
- Visited another website to get information about mental illness: 28%
- Attended a presentation about mental illness: 14%
- As part of your profession, received advice about mental illness: 25%
- Received informational resources related to mental illness: 34%
- Any potential reach: 89%

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Comparing Other Potential CalMHSA SDR Exposure Across the CWBS and the CASS

- Watched a documentary on television about mental illness
  - CWBS: 29%
  - CASS: 33%

- Seen ad for a television documentary about mental illness
  - CWBS: 34%
  - CASS: 36%

- Watched some other movie or show portraying mental illness
  - CWBS: 67%
  - CASS: 68%

- Seen or heard a news story about mental illness
  - CWBS: 66%
  - CASS: 74**

- Visited another website to get information about mental illness
  - CWBS: 28%
  - CASS: 15***

- Attended a presentation about mental illness
  - CWBS: 14%
  - CASS: 16%

- As part of your profession, received advice about mental illness
  - CWBS: 25%
  - CASS: 23%

- Received informational resources related to mental illness
  - CWBS: 34%
  - CASS: 25**

- Any potential reach
  - CWBS: 89%
  - CASS: 88%
Conclusions and Future Directions

• SDR activities are reaching substantial percentages of Californians in distress

• Reach of the Spanish language version of the ReachOut campaign is particularly good

• Few people use the EMM and ReachOut websites but websites are places people in distress go to for information

• Forthcoming report will provide detailed information on stigma, discrimination, and well-being in the distressed population

• Continued tracking is critical to understand the ultimate impact of the initiative, particularly among the distressed