

**the center for
Dignity, Recovery & Stigma Elimination**

mhaosf
MENTAL HEALTH ASSOCIATION OF SAN FRANCISCO

*Helping you eliminate
the stigma around
mental illness*

Daniel Esparza
Senior Program Manager/Promising
Practices Program

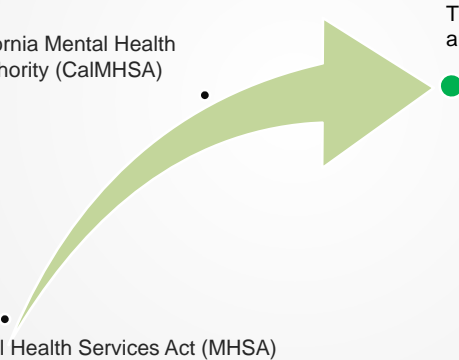
Luba Botcheva
Statewide Projects Manager

REMHDCO
Project Return Peer Support Network
Mental Health Association of California
Toolbox for Youth Program
PEERS
Family & Youth
Roundtable
CalMHSA

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Our Innovative Journey



2004, Mental Health Services Act (MHSA)

2010, California Mental Health Service Authority (CalMHSA)

The Center for Dignity, Recovery and Stigma Elimination created.

What we value...

Dignity

Hope

Recovery

Lived Expertise

Life Empowerment

Youth Leadership

Universal Inclusion

Interdisciplinary
Approaches

Effectiveness

Diversity

Compassion

Self-Determination

Our Programs

Resource Development



Promising Practices



Technical Assistance, Research and Training Center Model (TARTC)

3 Core Units

- Research/Evaluation
- Training/TA
- Outreach & Dissemination



Our Project Partners



- California Youth Empowerment Network (**CAYEN**) (Statewide)
- Family & Youth Roundtable (**FYRT**) (San Diego)
- Peers Envisioning and Engaging in Recovery Services (**PEERS**) (Oakland)
- Project Return Peer Support Network (**PRPSN**) (Los Angeles)
- Racial & Ethnic Mental Health Disparities Coalition (**REMHDCO**) (Statewide)

Our Research Partners



National Consortium on Stigma and Empowerment (NCSE), Patrick Corrigan Psy. D, NCSE Director.

Columbia University, Mailman School of Public Health, Lawrence Yang, Ph.D.



Engaging Programs

Stigma Change Continuum



Resource Development

Scope of Work

- Identifies and catalogues Stigma & Discrimination Reduction (SDR) programs
- Provides training & technical assistance for the promotion of the most effective strategies in stigma reduction
- Research led by SDR experts from the National Consortium on Stigma and Empowerment (NCSE), Patrick Corrigan Psy. D., Co-Principal Investigator, NCSE Director.

Focus

- Self-identified mental health SDR programs as reflected in program names and/or mission statements
- Consumer-run utilizing contact strategy
- Training and educational programs that can be enhanced with SDR strategies
- Engage in a co-learning dialogue with SDR programs to identify strengths and areas of development
- Utilize SDR Toolkit to align programs with Best Practices
- Provide ongoing follow-up as part of continuing relationships.

Fighting Stigma and Discrimination: Proven Methods

 **Contact** = Sustained Impact


Education = Limited Impact

TLC3 Approach

- Targeted
- Local
- Credible
- Continuous
- Contact


Best Practices: Strategic Stigma Change (SSC):
Five Principles for Social Marketing Campaigns to Reduce Stigma
Patrick W. Corrigan, Psy.D.





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Resource Development

How we are doing this...



-  Collaborate with Experts in Stigma Elimination
-  Partnering with Statewide Consumer Leaders
-  Providing Resources for Best Practices Statewide
-  Training & Empowerment Toolkits

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Promising Practices

Scope of Work	Focus
<ul style="list-style-type: none"> ○ Explores culturally specific attitudes towards mental illness; ○ Engages California communities examining cultural strengths & resources related to SDR; ○ Literature Review: Academic Partner: Dr. Larry Yang, Columbia University. 	<ul style="list-style-type: none"> ○ Ethnically/Racially/Culturally-based Community Programs; ○ Non-Traditional Stigma & Discrimination (SDR) Programs; ○ Increased Program Visibility and Ongoing Referrals (Database Clearinghouse).

PPP Introduction and Overview

- Statewide SDR efforts to begin new research to build the evidence for practices that are currently being used by ethnic/cultural/racial communities
- Advance the evidence for these practices to help expand the availability of culturally-relevant practices.
 - To capture the wealth of innovation, expertise and experience that may already exist

PPP starting point

...In some [ethnic and cultural] communities there may be *practices that have been found to be effective by the community* but have not been researched. *Advancing the evidence for these practices* could help expand the availability of culturally-relevant practices. Also, existing best practices might need adaptations to increase their effectiveness for California's ethnic and cultural communities.

Empowerment Process


Phase 1: Engagement

Phase 2: Co-Learning

Phase 3: Knowledge Transfer

The Center for Dignity, Recovery, & Stigma Elimination Registry

www.dignityandrecoverycenter.org


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The Registry

What
is
it

Searchable Database Clearinghouse consisting of:

- Culturally Responsive Practices
- Education and Training Program
- Anti-Stigma Programs

Searchable by:

- Program Focus (e.g. TAY, LGBT)
- Program Method (e.g. Speaker's Bureau, Creative Arts)
- Languages
- Counties

How
it's
categorized


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The Registry

Who
is this
designed
for

1. Community-based mental health organizations and programs
2. County BHS
3. Consumers, Family Members
4. Ethnic Services Managers
5. County Residence

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The Registry

**What does
the Registry
offer me**

- Tools to improve SDR activities
- Access to resources in each California County
 - Culturally Responsive SDR Practices
 - Anti-Stigma Programs
 - Education and Training Programs
- Opportunities to collaborate
- Updates on latest development in the field of SDR research and practice

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The Registry

FAQs

- Why is my county or program in my county not on the registry?
- How do I get a program on the registry?
- What if I have updated information for a program?
- How can I promote the registry locally?
- If I discover or know of a good program that could be a part of your programs, how can I do that?

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LB1 this is a repetition - leave just one
Luba Botcheva, 5/9/2013

Discussion/Questions?



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**NEED MORE
INFORMATION?
CONTACT US**

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