



# **STIGMA & DISCRIMINATION REDUCTION CONSORTIUM STRATEGIC PLAN**

## **FINAL 9/26/12**

## **STIGMA AND DISCRIMINATION REDUCTION (SDR) CONSORTIUM VISION STATEMENT**

Californians embrace evolutionary movement for wellness through social inclusion and social justice.

### **SDR CONSORTIUM VALUES**

Our overarching PRINCIPLE is:

To reduce mental health stigma and discrimination by promoting wellness, social justice and social inclusion and by framing and articulating our work around the following VALUES:

1. People first: recognize and utilize the strengths of individuals, families, friends and community allies to reduce stigma and discrimination and foster recovery, resiliency and wellness for all.
2. Respect and promote responsiveness to California's diversity of culture, ethnicity, age, sexual orientation and all people from un- and underserved populations in various geographic locations (urban, suburban, rural).
3. Support transparency and open dialogue to promote wellness, social justice and social inclusion.
4. Recognize and support collaboration between and among public and private sectors within and outside of the public mental health system to assure systemic and sustainable change.
5. Emphasize the importance of resiliency, recovery and wellness by supporting the development and research of creative and innovative consumer and family driven approaches to reduce mental health stigma and discrimination.
6. Commit to learning within a historical framework and working toward evolutionary progress.

### **SDR CONSORTIUM ROLE**

Our ultimate ROLE is:

To share our collective experience to inform and partner with CalMHSA and its Program Partners to reduce mental health stigma and discrimination by improving outcomes that promote wellness, social justice and social inclusion by being or doing the following:

1. Be an ambassador, liaison, and advocate for consumers, families, and communities through sharing our collective experiences to reduce mental health stigma and discrimination by promoting wellness, social justice and social inclusion.
2. Be a think tank, consultant, and advisor for CalMHSA board and staff regarding essential elements of stigma and discrimination reduction (SDR) in statewide programs and policies.

3. Promote wellness, social justice and social inclusion with the goal of reducing mental health stigma and discrimination through our own work product, partnership with CalMHSA statewide partners, and other possible statewide collaborations.
4. Identify and support the dissemination of consumer and family driven best practices aimed at reducing mental health stigma and discrimination through a clearinghouse and local contacts, particularly in partnership with the California Center for Dignity, Recovery & Stigma Elimination.
5. Encourage and help shape public policy that reduces mental health stigma and discrimination through promotion of wellness, social justice and social inclusion.

## **SDR CONSORTIUM OUTCOMES**

### **CALMHSA AND CALMHSA PROGRAM PARTNERS**

**Outcome 1:** Build strong relationships with CalMHSA Program Partners and CalMHSA to reduce mental health stigma and discrimination by promoting wellness, social justice and social inclusion as evidenced by:

- Meeting with all SDR Program Partners (Disability Rights California; Entertainment Industries Council, Inc.; Mental Health Association of San Francisco; NAMI California; Runyon, Saltzman & Einhorn; United Advocates for Children & Families; Community Clinics Initiative; Mental Health America of California) to learn about their work, share the Consortium's Strategic Plan and description of assistance offered by the Consortium;
- Meeting with key liaisons/Program Partners for the Student Mental Health & Suicide Prevention Initiatives in order to learn about their work, share the Consortium's Strategic Plan, description of assistance offered by the Consortium, encourage and strategize about programmatic recommendations for SDR via promotion of wellness, social justice and social inclusion;
- Strengthening the Consortium's understanding of Program Partners' work through review of quarterly Initiative Reports and presentations by Program Partners;
- Sharing SDR Consortium Recommendations Forms with Program Partners after presentations to the Consortium, and a summary of those recommendations to CalMHSA;
- Strategizing with Program Partners from all Initiatives, key CalMHSA staff, and CalMHSA Board members about opportunities to strengthen/leverage SDR efforts through integration/coordination of work both within and across Initiatives;
- Review future work products of CalMHSA Statewide PEI Program Partners to assure promotion of SDR.

## **SUSTAINABILITY OF STATEWIDE NETWORK FOR MENTAL HEALTH SDR**

**Outcome 2:** Promote sustainability of wellness, social justice and social inclusion efforts to reduce mental health stigma and discrimination by cultivating opportunities for development of an integrated network of local and state level partners and coalitions, both within and outside of the mental health system as evidenced by:

- Sharing Consortium vision and aligning with local and state level partners and coalitions;
- Maintaining ongoing dialogues with local and state level partners and coalitions both within and outside of the mental health system;
- Developing a self-sustaining network of local and state level subject matter experts, as well as CalMHSA Program Partners, as an organizing body in order to coordinate, leverage and advocate for SDR work throughout California;
- Collaborating with Disability Rights Advocates to develop one informational “white paper” for distribution to private sector organizations (including but not limited to business, employers, private foundations, insurance industry, law enforcement, faith/spiritual groups, K-12 and higher education, health and mental health, social services, consumer and client organizations, family organizations, military partners, County Behavioral Health) addressing the commonality of mental health challenges, with recommendations or action steps that can be taken to promote SDR, wellness, social justice and social inclusion in each sector. Developing a statewide plan for media release including a minimum of 3 public relations efforts, dissemination of a minimum of 1,000 print copies of the “white paper”, and make an electronic printable version available for wide distribution throughout the state to private sector organizations.
- As a component of Mental Health Association of San Francisco’s March 21-22, 2013 Resource Dissemination Conference, host an SDR policy/advocacy working meeting track, designed in collaboration with local and state level partners and coalitions, both within and outside of the mental health system, in order to develop and implement a coordinated statewide SDR Plan.

## **ROLES OF CONSUMERS & FAMILY MEMBERS**

**Outcome 3:** Support meaningful roles for consumers and family members in mental health SDR advocacy, education and collaboration aimed at promoting wellness, social justice and social inclusion by being a champion of causes as evidenced by:

- Strengthening the Consortium’s understanding of Program Partners’ work with consumers and family members by reviewing quarterly summaries of Partner Reports on the role of these stakeholders in PEI projects;
- Evaluating the impact/benefit of working with consumers and family members in CalMHSA contracts;

- Collaborating with Mental Health America California, and building on previous efforts including the Working Well Together Report, research, identify and synthesize a report on benefits of working with people with lived experience to promote transformation of stigma and discrimination to wellness, social justice and social inclusion. Developing a statewide plan for media release including a minimum of 3 public relations efforts, and dissemination of a minimum of 1,000 print reports, as well as statewide availability of an electronic printable version of the report;
- Educating legislators, making recommendations and advocating for increased roles and positions for consumers and family members in the formulation of mental health SDR policy, program design, implementation, and service provision.

### **POLICY & ADVOCACY**

**Outcome 4:** Increase advocacy to promote mental health stigma and discrimination reduction policies as evidenced by:

- Collaborating with Disability Rights California on development of report on strategies for changing organizational practices in order to reduce mental health stigma and discrimination, as well as a statewide dissemination plan for the report, distributing a minimum of 1,000 copies of the report and making electronic printable version of the report available statewide;
- Establishing collaborative relationships with 10 groups representing diverse sectors and disciplines from across the state, both within and outside of the mental health system, including SDR Program Partners, to develop a strategy for implementation of 2 statewide mental health stigma and discrimination reduction policies/strategies;
- Working with groups such as Mental Health Association of San Francisco, NAMI, and UACF, as well as groups that can appropriately represent diverse ethnic and cultural communities, to educate 20 elected officials and their staff about the impact of mental health stigma and discrimination, its unintended consequences on their constituents, and best practices for its reduction.

### **ENGAGING DIVERSE COMMUNITIES**

**Outcome 5:** Educate and engage diverse community sectors in the SDR conversation about wellness, social justice and inclusion as evidenced by:

- Seeking ways to partner with California Reducing Disparities Project (CRDP), and identifying resources to support this collaboration in order to build on CRDP's statewide PEI disparity reports for African American, Asian & Pacific Islander, Latino, LGBTQIAS, and Native American communities. In collaboration with CRDP, identifying how the reports can serve as guides in developing "toolkits" to engage these diverse communities in culturally relevant ways in conversations about SDR, wellness, social justice and social inclusion. Developing a statewide dissemination plan for the "toolkits," distribute a minimum of 1,000 toolkits

statewide, and making electronic printable version of the “toolkits” available to diverse community sectors statewide.

**SDR CONSORTIUM ORGANIZATIONAL CHART**

