



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

**October 14, 2013**

## SDR Consortium Members

<b><u>Name</u></b>	<b><u>Organization</u></b>	<b><u>Region</u></b>
Adrian Bernard	Second Story Peer-Run Respite, NAMI Santa Cruz	Bay Area
Adrienne Shilton	California Institute for Mental Health	Statewide
Ana Aguayo-Bryant	California State University Office of the Chancellor	Los Angeles
Andrew Duch	Butte County Sheriff's Office	Superior
Azziza Goines	Sacramento Black Chamber of Commerce	Central
Betty Malks	California Elder Justice Coalition	Statewide
Diane Kubrin	Los Angeles Gay & Lesbian Center	Los Angeles
Estephani Alanis	Youth in Mind	Southern
Gigi Crowder	Alameda County BHCS	Bay Area
Holly Davison	National Alliance on Mental Illness (NAMI)	National
Jim Raphael	Law Foundation of Silicon Valley	Bay Area
Kathleen Casela	United Advocates for Children and Family	Statewide
Katheleen Derby	California State Independent Living Council	Statewide
Ken White	Ken White and Associates, Viet-Care, NAMI OC	Southern
Kirsten Barlow	California Mental Health Directors Association	Statewide
Lisa Smusz	Peers Envisioning and Engaging in Recovery Services	Bay Area
Maribel Chavez	For The Child/ Project ABC	Los Angeles
Myel Jenkins	Sierra Health Foundation	Central
Nga Le	Community Health for Asian Americans	Bay Area
Peter Schroeder	Mental Health Association in California	Bay Area
Ralph Nelson	MHSOAC, NAMI Tulare	Central/ Statewide
Reina Juarez	University of California, San Diego	Los Angeles
Rocco Cheng	Pacific Clinics	Los Angeles
Sandra Poole	GOALS for Women	Statewide
Scott Whyte	Stigma Elimination Task Force	Southern
Seng Yang	Hmong Cultural Center of Butte County	Superior
Stephen Salva	California Association of School Counselors	Los Angeles
Suamhirs Rivera	Mental Health Systems, Inc.	Southern
Tara Pir	Institute for Multicultural Counseling & Education Services	Los Angeles
Tracy Tripp	lone Band of Miwok Indians	Central
Vic Ojakian	Asian Americans for Community Involvement	Bay Area

## **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 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. Commitment 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 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**

**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 Work 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 Work 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.

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

**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 California to developing 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 2014 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 group 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 addition, seek to partner with underserved and underrepresented populations, including Eastern European, Middle Eastern, and groups not represented by the CRDP Report. 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 “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**

