A Mental Health Anti-Stigma Program for the West Allis Health Department

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Capstone Project
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Overview

- Background
  - Mental Health in the United States
  - Mental Health Status West Allis-West Milwaukee Community
  - Stigma and Mental Health
- West Allis Mental Health Workgroup
  - Community Health Improvement Plan 2010
- Strategic Plan for the West Allis Health Department Anti-Stigma Program
  - Goals, Methods, Implementation, Evaluation
Mental Health in the United States

• Can affect anyone regardless of income, age, gender, race, education, or culture
• 1 in 4 Americans are suffering from a diagnosable mental health disorder
• Nearly half of all mental health patients are diagnosed with two or more disorders
• The leading cause of disability in America
• $79 Billion is spent annually on indirect mental health costs (lost productivity, cost of care, and mortality)
West Allis-West Milwaukee Mental Health Status

• In 2010 the West Allis Health Department conducted a community health assessment
  ▫ Included mental health status

• Data was compiled from the following West Allis-West Milwaukee documents:
  • 2002 Community Health Assessment
  • 2009 Community Health Survey
  • 2009 Youth Risk Behavior Survey
  • 2007 Older Adult Survey
<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Percent of Residents/Respondents Answering Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents who always or nearly always felt sad, blue, or depressed</td>
<td>8%</td>
</tr>
<tr>
<td>Residents who considered suicide in the past 30 days</td>
<td>4%</td>
</tr>
<tr>
<td>Residents who reported seldom or never finding meaning and purpose in their daily lives</td>
<td>8%</td>
</tr>
<tr>
<td>Students who reported a long-term emotional or mental health problem</td>
<td>22%</td>
</tr>
<tr>
<td>Survey question</td>
<td>Percent of Residents/Respondents Answering Yes</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Students who considered suicide</td>
<td>17%</td>
</tr>
<tr>
<td>Students who attempted suicide at least once in the past 12 months</td>
<td>8%</td>
</tr>
<tr>
<td>Of those who attempted suicide, percentage of students reported an injury due to the attempt</td>
<td>37%</td>
</tr>
<tr>
<td>Older Adults who reported not being hopeful about the future</td>
<td>40%</td>
</tr>
<tr>
<td>Older Adults who reported not enjoying life</td>
<td>32%</td>
</tr>
</tbody>
</table>
Stigma and Mental Health

- Stigma is defined as:
  “a cluster of attitudes and beliefs that motivate the general public to fear, reject, avoid, and discriminate against people with mental illness.”

  - President’s New Freedom Commission on Mental Health
Stigma and Mental Health cont.

- A significant barrier for patients and their families
- Stigma can result in:
  - Denial of symptoms
  - Delay or failure to seek or complete treatment
  - Can limit housing and employment opportunities
  - Isolation from social settings
West Allis-West Milwaukee Mental Health Workgroup

- Established 5 objectives for the 2010 Community Health Improvement Plan
  - Establish baseline data on access to mental health services
  - Increase mental health screenings
  - Establish baseline data on acceptance of mental illness as a treatable health condition
  - Reduce stigma
  - Increase access to mental health services
West Allis-West Milwaukee Mental Health Workgroup cont.

- In 2011 will implement a community wide mental health anti-stigma program
  - Education Partners
  - Chamber of Commerce
  - West Allis Health Department
West Allis Health Department
Mental Health Anti-Stigma Program

• Goals for the program:
  ▫ Change the attitudes and behaviors of the community leading towards the elimination of mental health stigma
  ▫ Increase awareness about mental health
  ▫ Educate the community
    • mental health and stigma
    • Available local mental health resources
West Allis Health Department
Mental Health Anti-Stigma Program

• Focus on the general population
• Will coordinate with school and business partners
• Will utilize the following methods:
  ▫ Education
  ▫ Social Marketing
  ▫ Contact
Education and Social Marketing

• **These methods:**
  ▫ Dispel myths and common misconceptions
  ▫ Provide accurate information quickly
  ▫ Effective for large populations
  ▫ May not have a long term effect

• **Important to:**
  ▫ Keep audience in mind
  ▫ Plan for the long term
  ▫ Utilize multiple projects
Education

• Materials for program include:
  ▫ Brochures, pamphlets, flyers
    • Available at city buildings, public library, and the health department
  ▫ Information included in the following:
    • City newsletter
    • City and health department website
    • Church bulletins
Social Marketing

• Materials include:
  ▫ Mayor Proclamation in May
  ▫ PSA on local cable television
  ▫ PSA on radio
  ▫ Posters and Display Boards
    • Located at the health department, library, and other city buildings
Program Materials

• Materials will be ordered, reviewed, and selected for use
• Several Organizations offer free kits, posters, and written materials:
  ◦ Substance Abuse and Mental Health Services
  ◦ National Alliance on Mental Illness
  ◦ “What A Difference A Friend Makes”
  ◦ WI United for Mental Health
  ◦ “Bring Change 2 Mind”
Contact

• Shown to have the greatest short and long term effect on community attitudes

• Effective due to:
  ▫ Interaction
  ▫ Ability to ask questions
  ▫ Viewed as being educated by those qualified to speak about mental disorders

• Contact must be voluntary and in a positive and active learning environment
Contact

• Methods for program include:
  ▫ Speakers at local community groups
    • West Allis Rotary club
    • Women’s Club of West Allis
    • West Allis Retires
    • Latina Women’s Group
    • Church and/or spiritual organizations
Contact

• Most organizations will present free of charge, however compensation may be required

• Speakers include:
  ▫ National Alliance on Mental Illness
  ▫ Wisconsin United for Mental Health
  ▫ “InHealth Wisconsin”
  ▫ Local community members
Implementation

- The health department will begin ground work in January 2011

- Implementation is set for May 2011 to coincide with “Mental Health Awareness Month”
Program Timeline

• January 2011
  • Develop list of service groups to contact
  • Contact service groups to gauge interest in speaker and availability
  • Contact and schedule speakers
  • Check with Mayor about proclamation
  • Connect with local hospitals about education materials and possible donations to the program
  • Order posters, brochures, and other materials from SAMHSA and WI United for Mental Health
Program Timeline cont.

- February-March 2011
  - Review and select print materials and possible PSAs to use
  - Submit information for the city newsletters and, if possible, information to go out with the water bills
  - Connect with radio and TV stations to submit PSAs if possible
  - Create display on stigma and mental health for the library and health department
Program Timeline cont.

• April 2011
  • Submit information for the city and health department website
  • Submit information for the new releases, radio, and church bulletins
Program Timeline cont.

- May 2011
  - Set up Displays in library, city buildings, and health department
  - Mayor issues proclamation
  - Speakers throughout the month
  - Information will go live on the city and health departments websites
Evaluation

- Pre and Post Interviews
- Surveys:
  - mailed to households
  - distributed in schools and businesses
  - located next to display boards
  - On the city and health department websites
References

- President’s New Freedom Commission on Mental Health. “Achieving the Promise: Transforming Mental Health Care in America: Executive Summary. 2003
References

• West Allis Health Department. “West Allis-West Milwaukee Community Health Improvement Plan 2010.”
• “2009 West Allis/West Milwaukee Community Health Survey Report.” 2009.
References

