



Mental Illness Awareness Campaign

Reduce Stigma and Concerns
Associated with Receiving Services
Action Learning Team



NORTHWEST
COMMUNITY
HEALTH
INNOVATION
REGION

NORTHWEST MICHIGAN
**Behavioral
Health
Initiative**



This is the work of the **Reduce Stigma Action Team**, one of the 12 Northwest CHIR's Behavioral Health Initiative Action Teams. Action Teams consist of cross sector partners willing and able to take action collectively and supported by the CHIR BBO staff. Learn more about the [CHIR](#) and the [Behavioral Health Initiative](#), and stay connected by subscribing [here](#).

Our Team

Leaders

Donna Norkoli – District Health Department #10

Members

Angie Bruning – Great Start Collaborative Coordinator, Alpena Montmorency Alcona Educational Service District, Northern Early Childhood Services Network
Sarah May – Coordinator, Benzie Human Services Collaborative
David Mengebier – Grand Traverse Regional Community Foundation
Stephanie Williams – Munson Healthcare



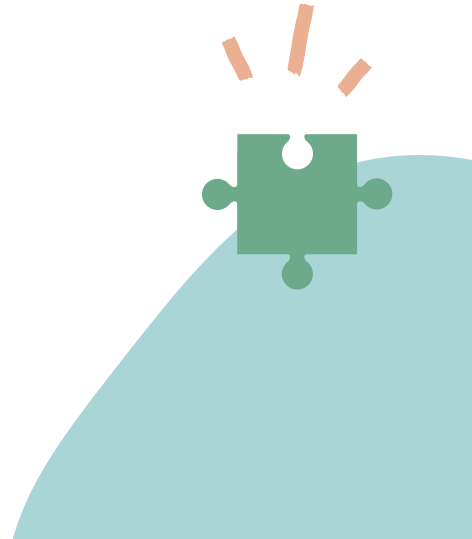
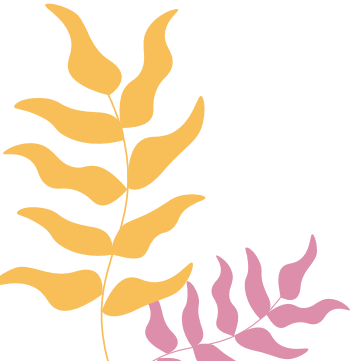
The Challenge

Behavioral health is not prioritized in our culture. People often wait until their mental illness or substance use disorder becomes a crisis to seek help. This is at least partially due to the lack of awareness of the warning signs and risks of mental illness and substance use disorders. Furthermore, people are wary of seeking help for mental illnesses as a result of the stigma around mental illness and substance use disorders.



Our Goal

Assess the public stigma regarding mental illness in the region.
Develop a campaign to address and reduce this stigma.





Preparation

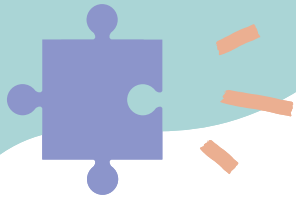
Prior to the development of the Stigma Assessment Survey, the Reduce Stigma Action Team researched stigma assessment surveys from various sources including:

- The Journal of Clinical Medicine Research
- Cleveland State University
- NAMI.org
- Rural Perceptions of Mental Health

The team also researched literature regarding best practices for stigma reduction:

- National Academy of Science: Evidence for Stigma Change
- The Recovery Language Guide: The Power of Perceptions and Understanding: Changing How We Deliver Treatment and Recovery Services: “Overcoming Stigma; Ending Discrimination”
- The Addictionary. The Recovery Research Institute developed a glossary of over 200 top addiction- related words defined, to help medical professionals and the general public modify their language about addiction.





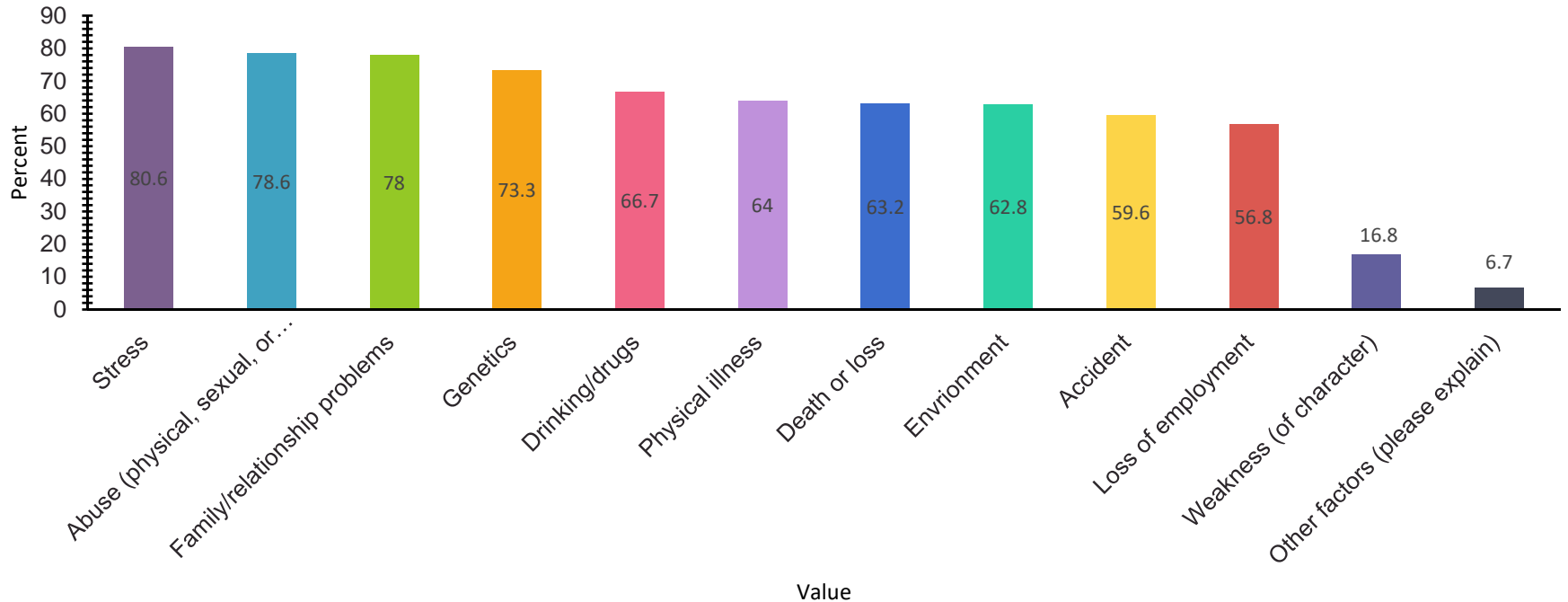
Achievements

Created and distributed a survey to measure public stigma against mental illness in the 10-county region. Upon completion of the survey, people were directed to informational resources and services for mental health.

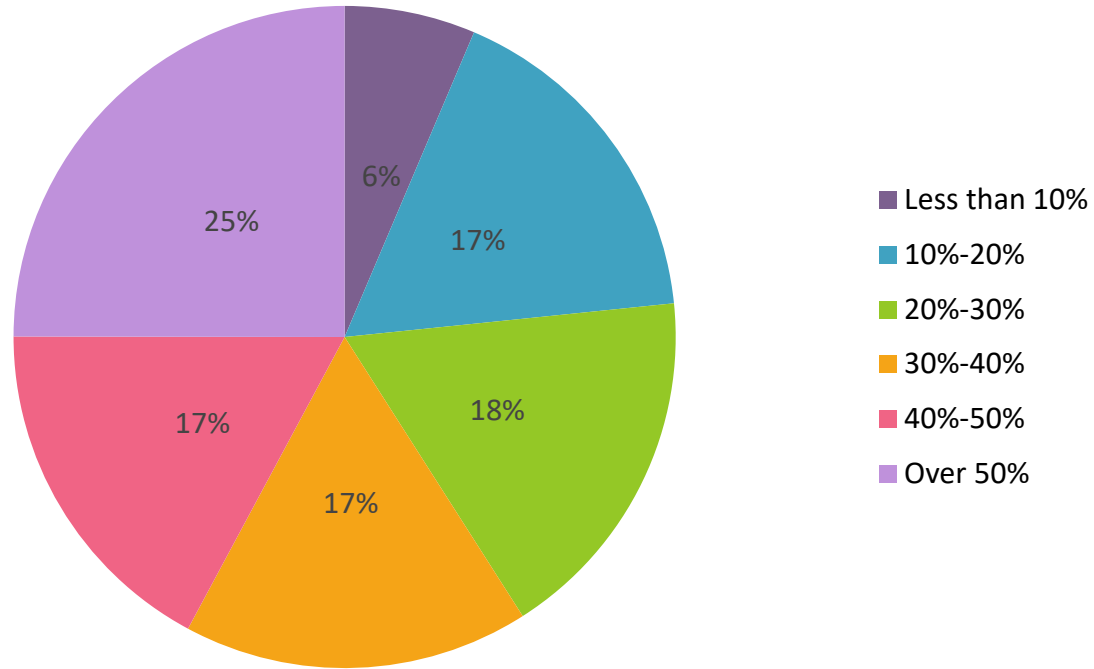
The survey results will inform a public awareness campaign to reduce stigma as well as anti-stigma trainings for various targeted populations.

Findings

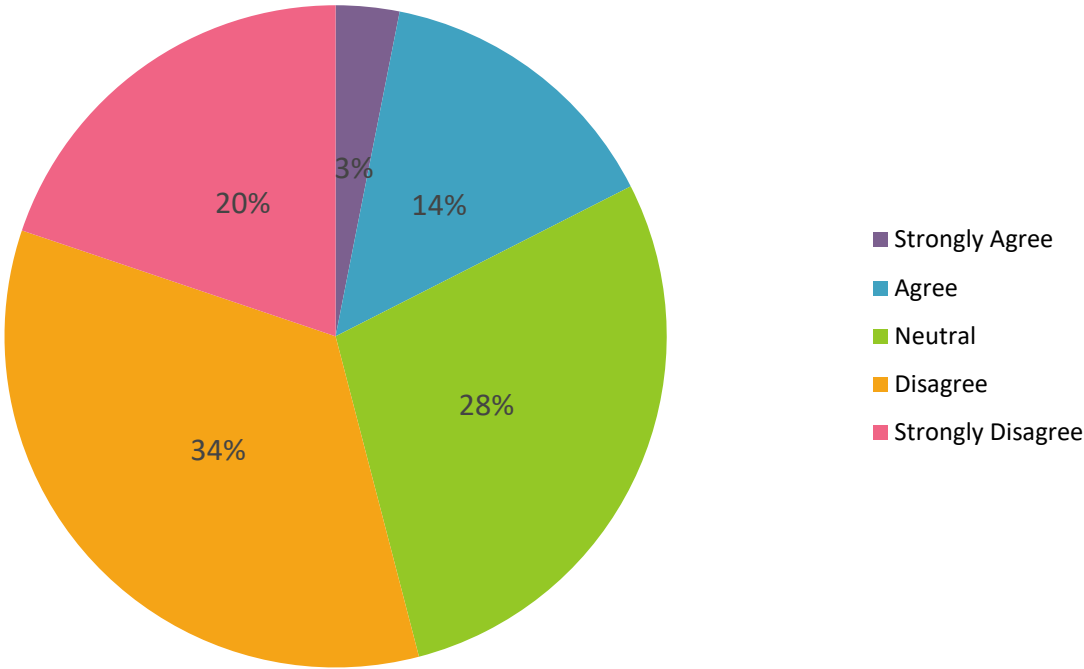
What do you believe causes mental illness?



What percent of the population do you believe experiences mental illness?

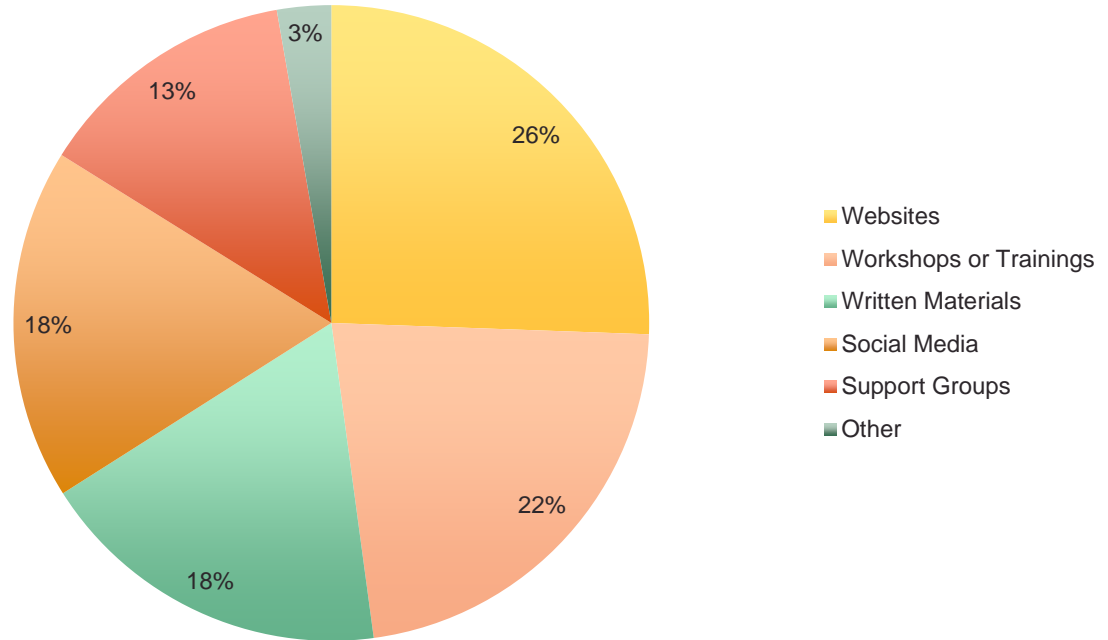


People experiencing mental illness are more aggressive or violent than other people.

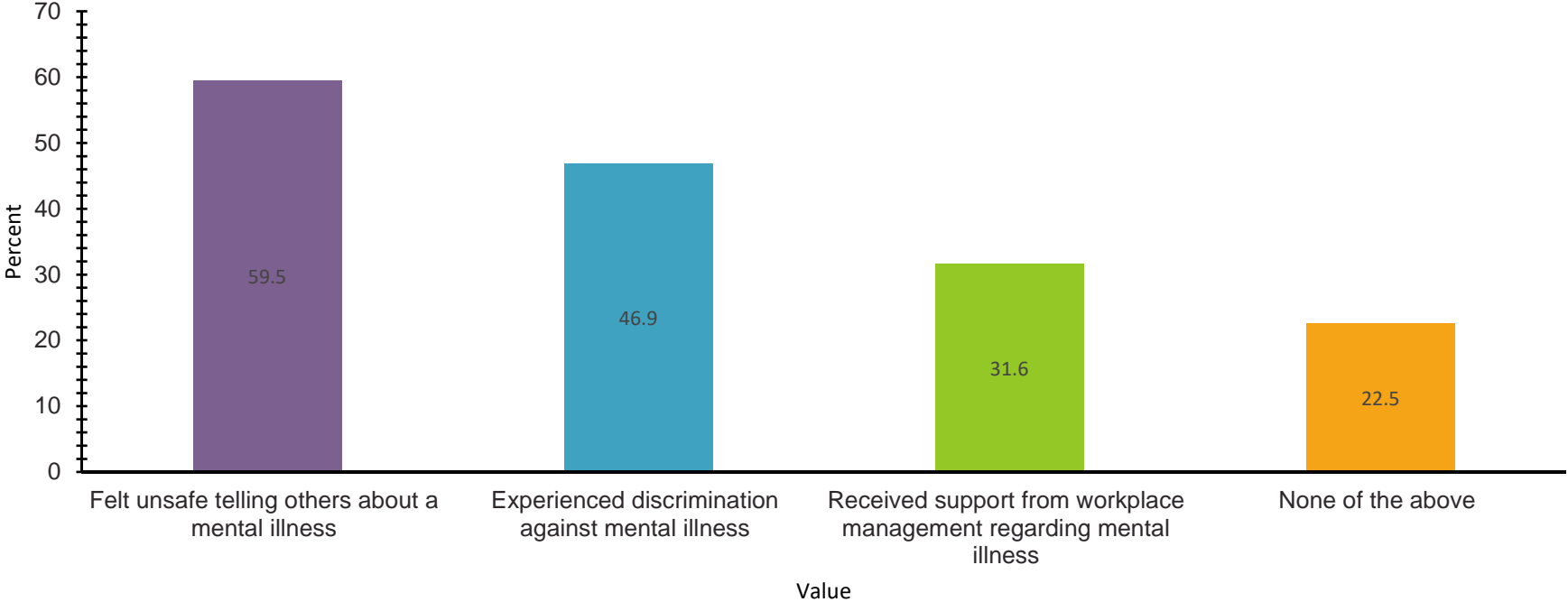


How would you like to get more information about mental illness?

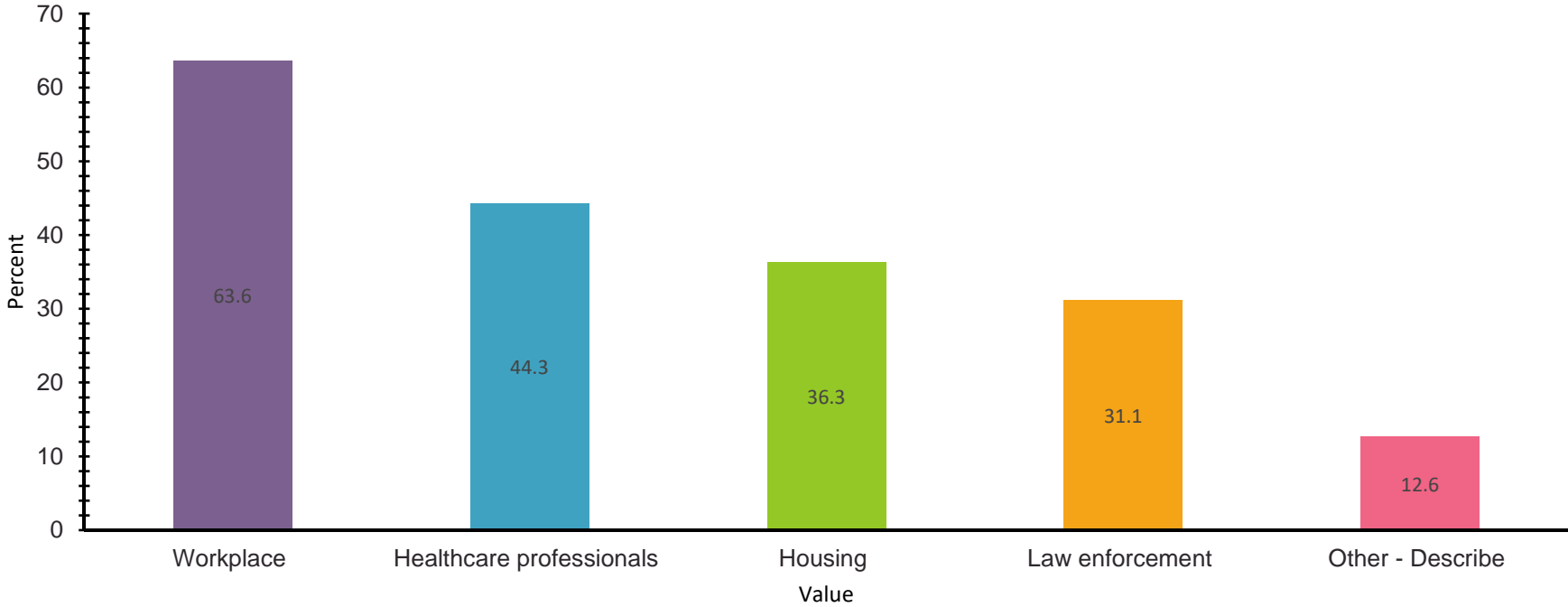
More than 70% of people indicated they would like to learn more about mental illness.



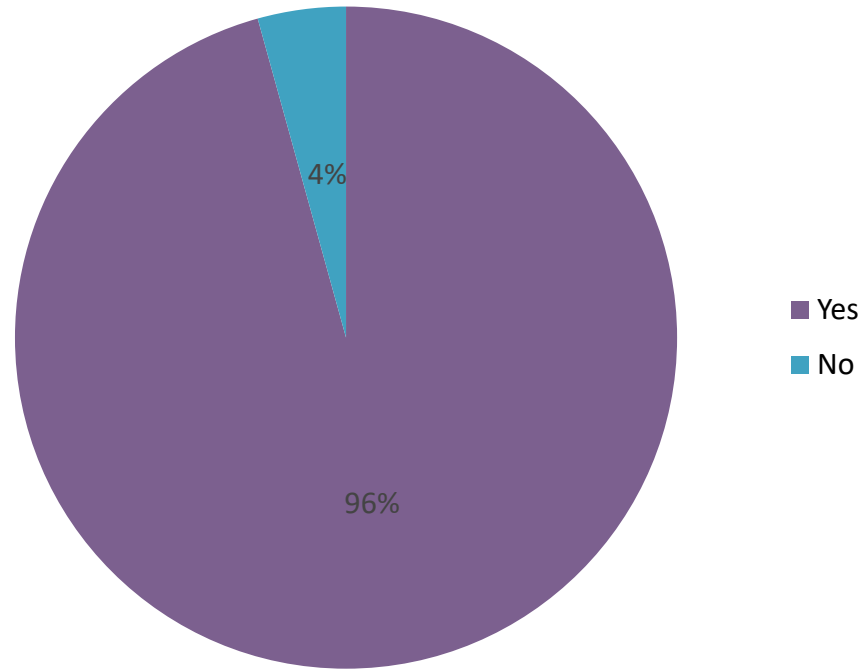
Do you have personal experience with mental illness or know someone who does? If so, check all that apply. I have or I know someone who has...



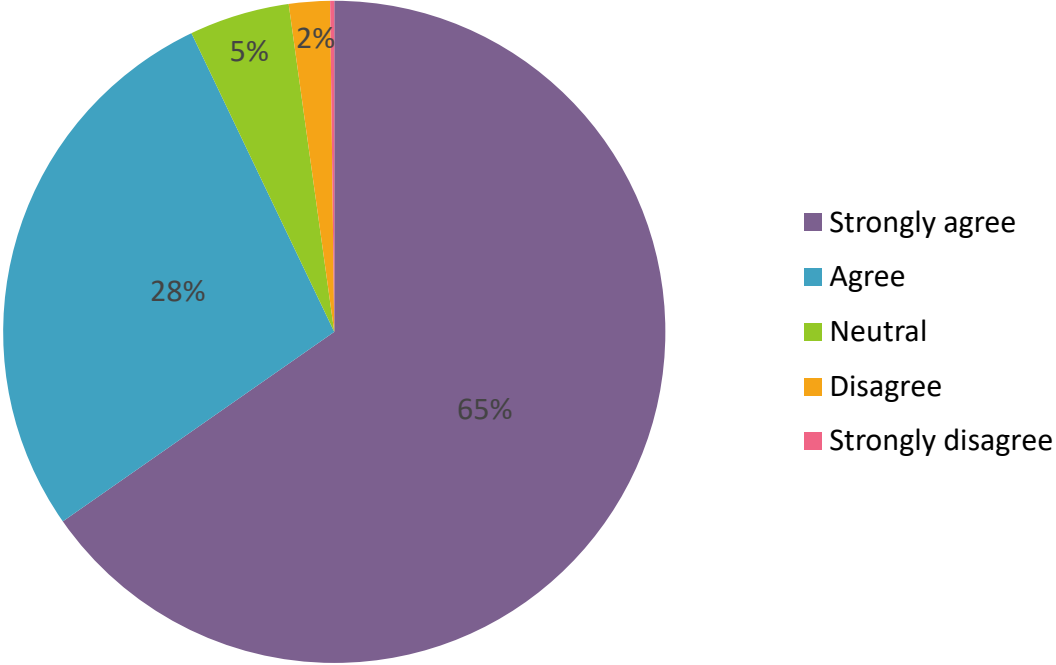
In what settings have you experienced discrimination against mental illness? Check all that apply.



I admire a person's ability to cope with and/or manage a mental illness.



Stigma in an obstacle to seeking treatment for mental illness.



Next Steps



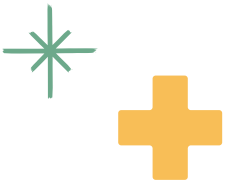
Continue Analyzing the Survey

Continue analyzing the survey. Sort for sector and county to gain insights about specific populations.



Create a Public Awareness Campaign

Utilize the results of the survey to develop a public awareness campaign rebranding mental illness.



What Can You Do?



Share Our Survey

Share our survey with people you know! Contact us if you are interested in distributing this survey in your region!



Educate Yourself

If you know someone experiencing mental illness, visit these resources and share them with those you know for support.

