

YPSW 50th Annual Meeting
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STOP STIGMA *Together*

Presented by

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What Is a *Grand Challenge*?

A big, bold initiative to address an intractable social issue

AGU THRIVING EARTH
EXCHANGE

Projects ▾

About Us ▾

Join Us ▾



Thriving Earth Exchange



Healthy Nurse Healthy Nation

Inspire. Empower. Move.

IMPROVING THE NATION'S HEALTH - ONE NURSE AT A TIME



TALENT PIPELINE

Cultivating a quality workforce to ensure the profession can recruit and retain the talent it needs to grow.



DIVERSITY & INCLUSION

Fostering a more diverse financial planner workforce that reflects the changing demographics of wealth in the United States.



KNOWLEDGE FOR PRACTICE

Building an online body of knowledge for practitioners and elevating the rigor of financial planning as an academic discipline.

Grand Challenge: Maternal Health

At the heart of our global healthcare mission lies the Grand Challenge, an ambitious initiative by the Inteleos Foundation aimed at transforming patient care and equity in healthcare through training, certification, and standardization.

Our vision is clear: Have every user of medical ultrasound across the world proficient and certified by 2030, ensuring patient safety and increasing equity in healthcare.

[Give to the Grand Challenge](#)

[Join the Movement](#)

[Get Certified](#)



Physics for Every Patient

Medical Physics 3.0 is AAPM's initiative to create a thriving future for the medical physics profession. That means finding new ways to add value to patient care and preparing medical physicists to adapt to constant change. We believe physicists have enormous untapped potential to improve human health through their skills and commitment.

You can be part of this movement by sharing a story of how you implemented a new idea or formed a new collaboration

[Learn More](#)



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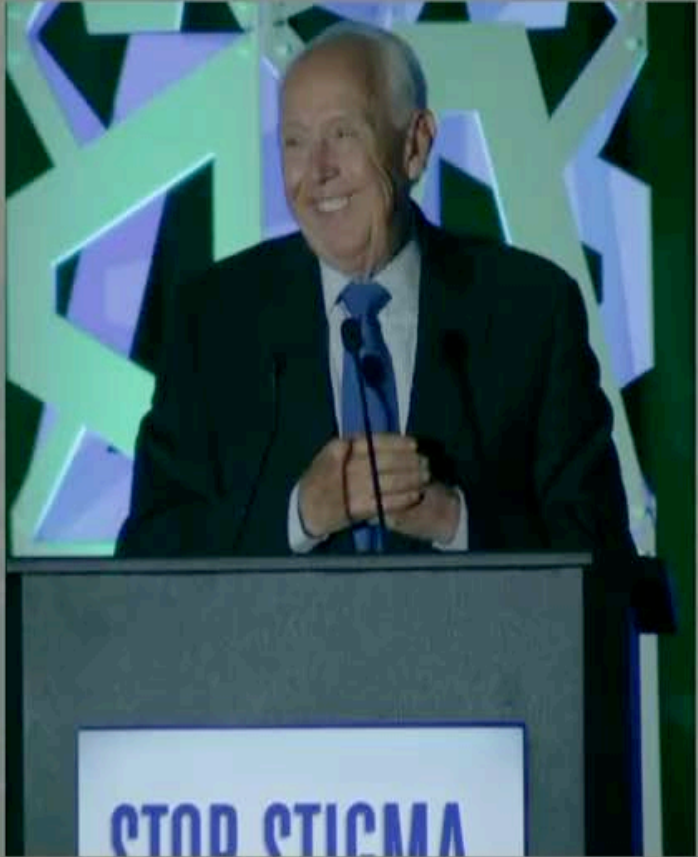
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THE CENTER FOR CONSTRUCTION
RESEARCH AND TRAINING

STOP STIGMA
Together



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Seth@VisionaryLeadership.com

* Based on the work of Christina Economos, PhD, et al: "What Lessons Have Been Learned from Other Attempts to Guide Social Change?" 2001

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What Is
Stigma &
Why Do We
Fight It?



Mental Health Stigma Prevents

- Companies from taking action on benefits and policies
- Families, friends, co-workers, leaders from talking about mental health problems and helping each other
- Policymakers from crafting laws free from discrimination
- Students from pursuing mental health careers
- People from seeking/getting/sticking with the treatment they need
- Proper funding of the mental health system

Why Stop Stigma NOW?

Opinion

The Washington Post

The New York Times

New 988 Mental Health Crisis Hotline
Sees Record Demand

... says

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How Is Mental Health Stigma Manifest?

Three Levels

1. Structural

- Laws (e.g., housing, employment, restrictions, treatment)
- Policies in schools, workplaces, health care systems, criminal justice systems

2. Public

- Cultural and subcultural perceptions
- Stereotypes

3. Self

- How I view me
- Shame
- “Why try?”



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Eye on The Prize – Stigma

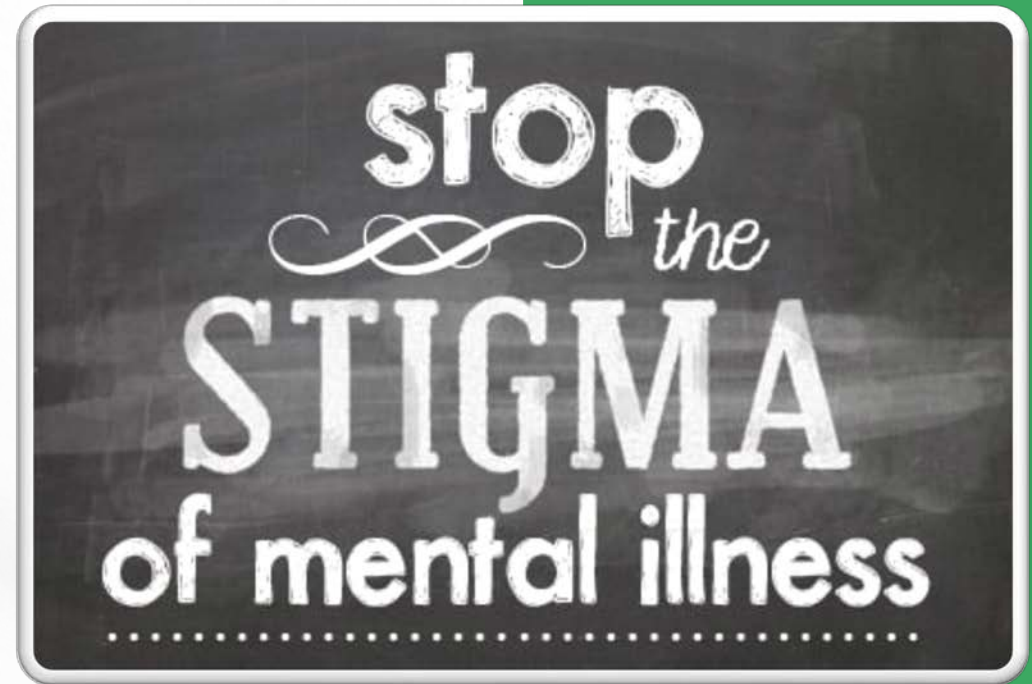
- NASEM 2016 Report:
 - “Need for a coordinated and sustained effort over two or more decades to reduce the stigma associated with mental and substance use disorders.”
- Mental health is a complicated, multisystem issue!
- We can’t solve all of the problems just yet
- Rather, our focus is on *eliminating the stigma*
- Why? Because stigma
 - Harms individuals, groups, and society
 - Is changeable



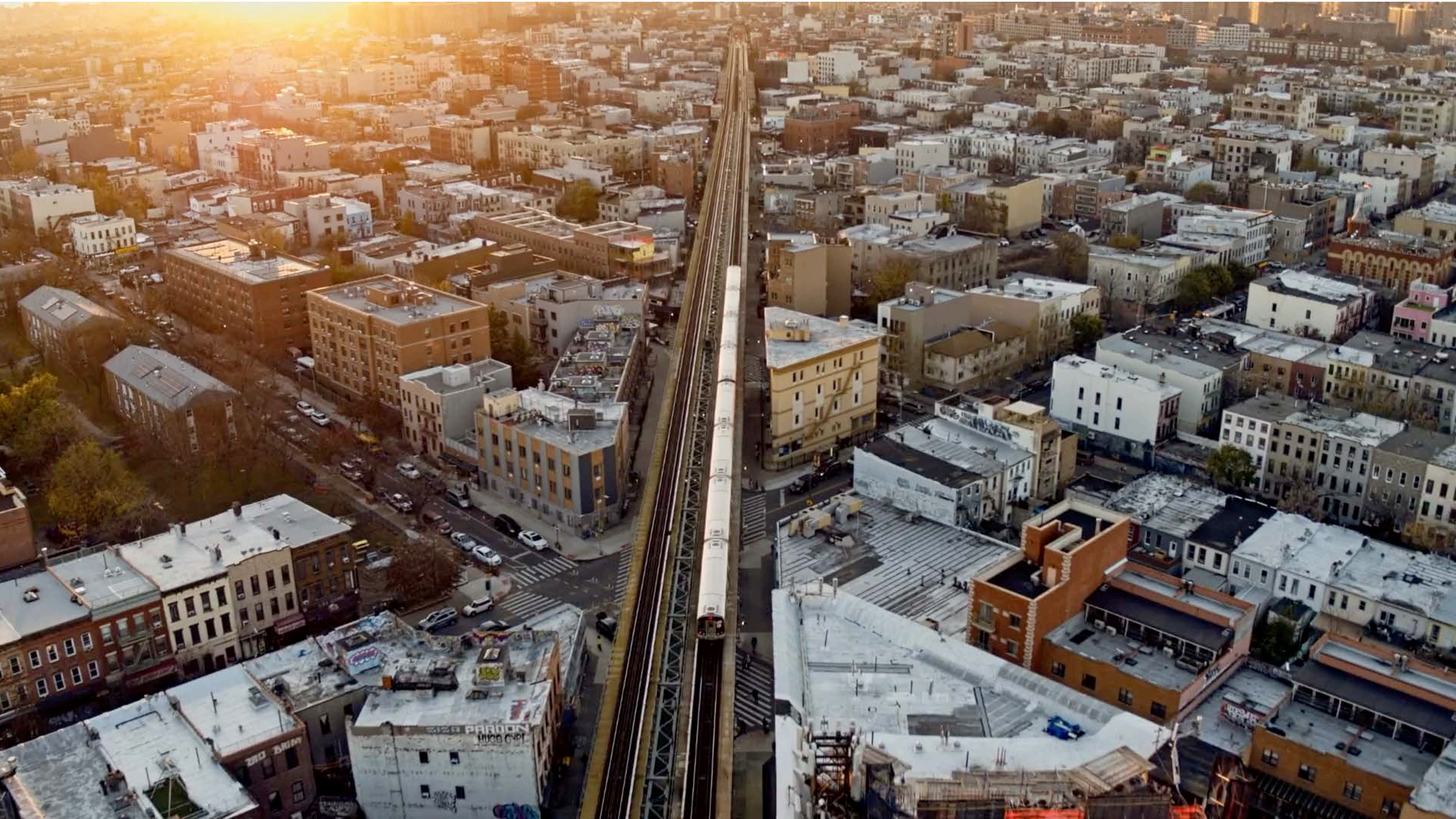
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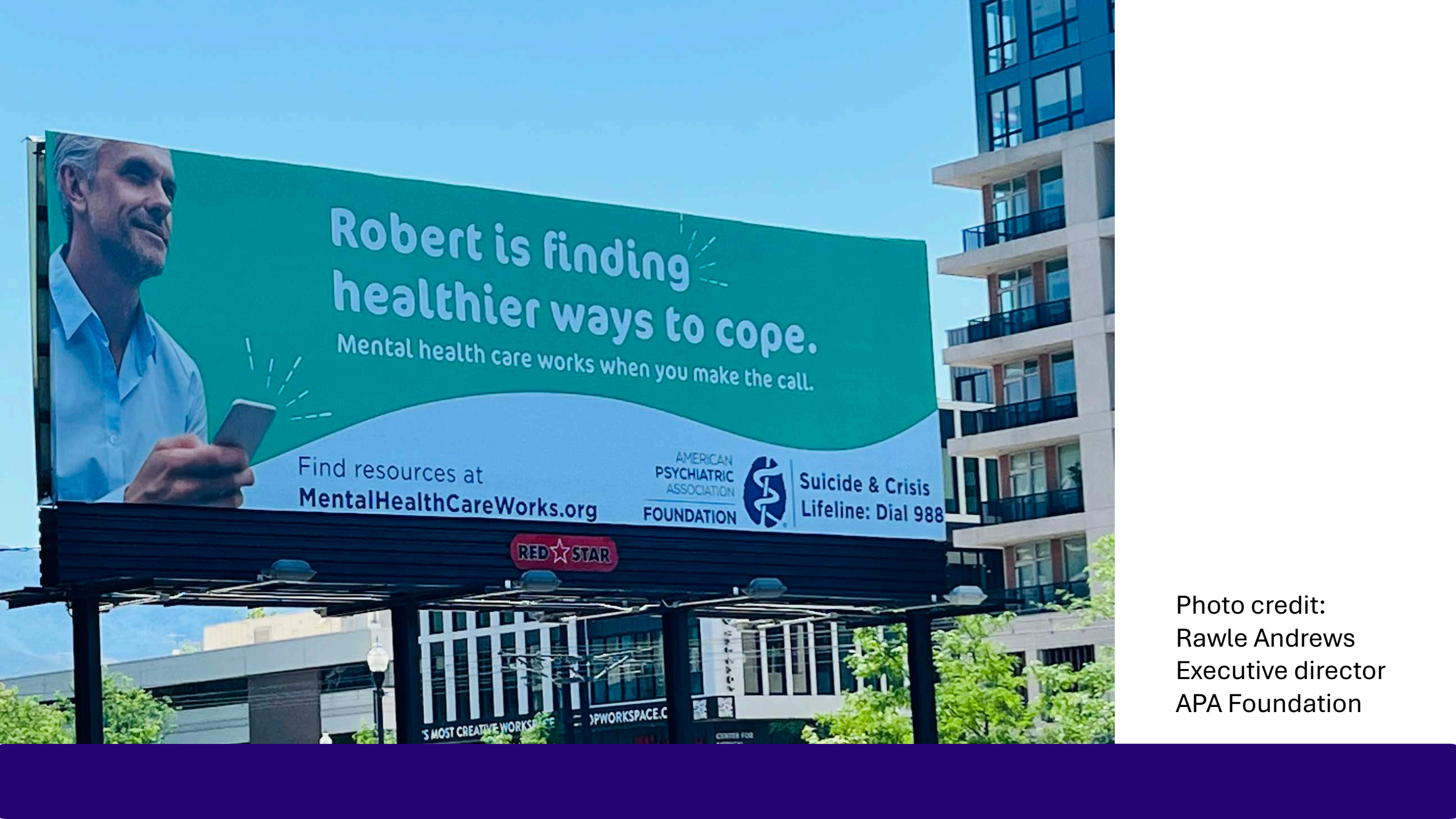
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Our
Campaigns



of mental illness



A billboard advertisement for mental health resources. On the left, a man with grey hair and a light blue shirt is shown from the chest up, looking slightly to the right while holding a smartphone. The background of the billboard is a gradient of teal and light blue. The main text is in white, bold, sans-serif font. Below the main text, there is a white curved banner containing the website URL, the American Psychiatric Association logo, and the Suicide & Crisis Lifeline information. The billboard is mounted on a dark structure with a 'RED STAR' logo. In the background, there is a modern multi-story building with balconies and a clear blue sky.

**Robert is finding
healthier ways to cope.**

Mental health care works when you make the call.

Find resources at
MentalHealthCareWorks.org

AMERICAN
PSYCHIATRIC
ASSOCIATION
FOUNDATION



**Suicide & Crisis
Lifeline: Dial 988**

RED STAR

Photo credit:
Rawle Andrews
Executive director
APA Foundation





AMERICAN
PSYCHIATRIC
ASSOCIATION



NEDA
Feeding hope.
National Eating Disorders Association



THE **KENNEDY FORUM**

Shatterproof
Stronger than addiction

HUNTSMAN
MENTAL HEALTH INSTITUTE
UNIVERSITY OF UTAH



American Foundation for Suicide Prevention

David Eccles School of Business
THE UNIVERSITY OF UTAH

NAMI
National Alliance on Mental Illness



ONE MIND



THE CARTER CENTER



astho[™]

RBHI
RURAL BEHAVIORAL HEALTH INSTITUTE
IMPROVING MENTAL HEALTH CARE FOR RURAL YOUTH

The Jed Foundation

Substance Abuse and Mental Health Services Administration

National Institute on Drug Abuse

Workplace



The Jed Foundation



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Rural



The Jed Foundation

National Association of County Behavioral Health & Developmental Disability Directors



American Foundation for Suicide Prevention



Journalism



Reporting on Addiction

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Entertainment Media



Children Youth & Family



The Jed Foundation



Policy Task Force



HEALTHY MINDS
STRONG COMMUNITIES



SST.Community

- Our online community platform
- Not just for the summit!
- Developing a true community of those interested in destigmatizing mental illness
- Resources, Q&A, membership, communities of practice



Google



sst.community

About

Store

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Measuring Mental Health Stigma



GSS - General Social Survey (Social and Self Stigma)

- Key partners:
 - Indiana University
 - Irsay Institute



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Legal Mapping Project (Structural Stigma)

- Key partner:
 - The Kennedy Forum



Lived Experiences Project (Social and Self Stigma)

- Key partner:
 - David Eccles School of Business
 - More needed!



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Ad Council Data Collection (Public and Self Stigma)

