

**Health Priority: Mental Health and Mental Disorders
Objective 2: Discrimination/Anti-Stigma (Logic Model)**

Long-term (2010) Subcommittee Outcome Objective:

2a: By 2010, an additional 15 percent of the general public will demonstrate an understanding that individuals with mental health disorders can recover through treatment to lead productive, healthy, and happy lives.

2b: By 2010, an additional 15 percent of the general public will demonstrate the belief that individuals with mental health disorders are capable of sustaining long-term productive employment.

Long-term outcome objective updated as of: Sept 2004

Inputs	Outputs		Outcomes		
	Activities	Participation/ Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<p><u>Persons with mental illness:</u> Wisconsin United for Mental Health, a coalition of stakeholders directing a sustained, multi-faceted anti-stigma initiative. Directed efforts of consumers will become trained advocates and leaders.</p> <p><u>Families:</u> Families, with members who have mental illness will continue to advocate through training and support to change and decrease stigma toward their family members.</p> <p><u>Faith Communities:</u> Leaders of faith communities participate to increase</p>	<p><i>Acknowledgement of the Issue of Discrimination</i></p> <p>The first step in solving a problem is acknowledging that it exists. While discrimination is an all too real problem for persons with mental illness, unfortunately it is not necessarily perceived with any urgency by the general population. The first short-term outcome is to identify an existing survey, or to conduct a Wisconsin survey, or opinion poll to establish base-line data to indicate the public's perception of the issues of discrimination and stigma (including self-stigma reinforced by negative stereotypes of mental illness). The survey will address the public's understanding that the messages transmitted by the media don't indicate the "whole truth" about the wide range of persons with mental illness and the public's understanding that mentally ill persons do make positive contributions to society.</p>	<p>Refer to "Inputs" section for a description of partners.</p>	<p>By the year 2002: The "Anti-Discrimination/Anti-Stigma" Campaign (materials and 3 Modules Training curricula with a Strategic Plan) is initiated; key consumer/family spokespersons are identified.</p> <p>The Steering Committee adopts the name "Wisconsin United for Mental Health" and announces Web Site: www.wi.mentalhealth.org.</p> <p>An existing survey is identified or a Wisconsin survey or opinion poll is conducted to establish base-line data.</p>	<p>By the year 2005: Increase the number of state residents who are knowledgeable regarding their right to mental health services through their insurance companies.</p> <p>Increase the number of state residents who have an understanding that persons with mental illness are fully capable of making meaningful positive contributions to society, do recover, and experience stigma and discrimination.</p> <p>Increase the number of factual, accurate reporting and media portrayal of persons with mental illness as</p>	<p>By the year 2008: Eighty percent of identified audiences will have received or been "reached" with "anti-stigma" materials and will have been provided the opportunity to participate in a variety of training opportunities.</p> <p>Implement legislation to provide resources and policies to increase employment opportunities for persons with mental illness, define employment guidelines for workplace accommodation, and strengthen anti-discrimination legislation.</p>

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<p>communication and awareness of mental health illness, promote congregational interactions, write articles, sermons, promote counseling, and model mentor positive caring behavior toward persons with mental illness and their families.</p> <p><u>Schools/Educators:</u> Schools will become a clearinghouse to expose students to a caring, fact-based explanation of mental illness, innovative treatment, and successful recovery by persons with mental illness.</p> <p><u>Law Enforcement:</u> More comprehensive information, a more positive approach, and better training will enable law enforcement professionals in a variety of settings to ensure the well-being of individuals with mental illness, approach them</p>	<p><i>Create and Launch an Initial Anti-Stigma/Anti-Discrimination Campaign with Stakeholders/Key Leaders</i> Another short-term goal is ensuring that key leaders and opinion-shapers utilize key anti-stigma communication strategies and materials. The goal is to increase the role of community leaders in communicating positive and accurate messages about persons with mental illness, which emphasize their recovery, success and positive contributions.</p> <p>Target audiences for Wisconsin United for Mental Health include, but are not limited to: news and entertainment media, especially high profile local media figures; political leaders; and community leaders (educational, faith-based and cultural).</p> <p>Many Wisconsin communities will be targeted for airing anti-stigma media campaigns or will be selected to participate in an anti-stigma campaign with follow-up town meetings or round table groups to facilitate discussion around understanding mental illness and reducing discrimination and stigma in their communities.</p> <p><i>Develop a “Three Module” Anti-Stigma/Anti-Discrimination Campaign</i> The Steering Committee may develop and implement a “three module” strategic planning process to identify and address</p>		<p>Parity legislation passed in Wisconsin.</p> <p>Identify key leaders, high profile media figures, political and community leaders who understand the issues are identified and participate as spokespersons for Wisconsin United for Mental Health Initiative.</p> <p>By the year 2003: Initiative begins in selected Wisconsin communities, media markets, other audiences, and business.</p> <p>By the year 2004: Increase, as measured by standard polling, in the percentage of the population that understands the existence of discrimination and stigma (including self-stigma).</p> <p>Identify outcome measurements for improvement of stigma and discrimination reduction for persons with mental illness and for all other targeted groups.</p>	<p>measured through public reporting, through survey.</p> <p>Increase the number of insured individuals receiving medically necessary mental healthcare.</p> <p>By the year 2006: A measured decrease in stigma is attained, based upon standard polling through survey tools created for each targeted group of providers and other system partners including consumer report.</p> <p>By the year 2007: Add training opportunities for non-mental health specialists to enhance their mental health knowledge.</p>	<p>Have all baseline measures for data collection in place.</p> <p>Target identified sectors and the general public with campaign materials.</p> <p>By the year 2010: Increase by 100 percent the proportion of the population that reports acceptance of mental illness as a health condition that can be successfully treated with recovery possible.</p> <p>Increase by 75 percent the portion of the population reporting that they perceive the media has increased factual reporting about persons with mental illness in their reports.</p> <p>Increase the number of individuals appropriately referred to treatment and not incarcerated.</p> <p>Increase and measure outcomes through evaluation that identifies at least 75 percent of mental health consumers reporting</p>

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<p>more positively, and more effectively direct them towards appropriate treatment.</p> <p><u>Emergency Room Personnel:</u> The initiative should result in improved emergency room personnel to make effective initial treatment and treatment by referral decisions.</p> <p><u>Crisis Response Teams:</u> More comprehensive information, a more positive approach, and better training will enable crisis response professionals in a variety of settings to ensure the well-being of persons with mental illness, approach them more positively, and more effectively direct to appropriate treatment.</p> <p><u>Healthcare Providers:</u> Anti-stigma efforts will educate healthcare providers to overcome misconceptions about.</p>	<p>target audiences with specific messages. The modules affect access to treatment, the recovery process, and reducing stigma.</p> <p><i>Promote Best Practice Models</i> Wisconsin will take steps to identify Best Practice standards and models. An Assessment of Needs tool for providers will be developed to determine current capacity to provide Best Practice mental health services and identification of challenges and opportunities to be a Best Practice delivery system. Collaboration between stakeholders and consumers/families in identifying and sharing of materials will assist in developing and maintaining their capacity to serve persons with mental illness from all communities. Best practice models in use by providers, consumers, or families, along with input from all other stakeholders and researched best practice mental health services, will be recognized.</p> <p><i>Develop Targeted Anti-Stigma Education/Communications Modules</i> Wisconsin will develop or obtain varied anti-stigma education, awareness, and communications materials to address targeted audiences in the “three module interactive” strategy. These materials will: (a) provide unique anti-stigma “take-away messages” to target audiences; (b) provide action steps or strategies that community or targeted group members can act upon; and (c) generate supportive public</p>				<p>that they have benefited from targeted campaigns to address and overcome self-stigma.</p> <p>Increase and measure outcomes through evaluation that identifies 100 percent of identified audiences have received “anti-stigma” materials and have been provided the opportunity to participate in a variety of training opportunities.</p> <p>Reduce by 10 percent the proportion of the population that reports difficulties in, delays in, or the inability to receive "best practice" mental health treatment.</p> <p>Improve outcomes for persons with mental illness achieved through evaluation based on outcome measurements.</p> <p>Increase by 10 percent the number of people with a mental health need to have timely access to evidence-based treatment.</p>

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<p>persons with mental illness while providing them with effective ways to refer individuals to appropriate services</p> <p><u>Mental Health Providers:</u> Among the materials included in the Initiative are materials that emphasize recovery and educate mental health providers about discrimination, stigma and self- stigma encountered by persons with mental illness.</p> <p><u>Employee Assistance Program (EAP) Managers/Benefits Managers:</u> These materials will ensure benefits managers understand/change policies and procedures to ensure work environments provide reasonable and accessible accommodation for persons with mental illness and that</p>	<p>communication from key members of each target audience segment.</p> <p><i>Develop School-Based Anti-Stigma Curriculum Models.</i> The short-term objective for this initiative will be to provide schools with models for identifying and assessing mental illness and responding effectively in making appropriate diagnoses and providing appropriate services and referrals. There is an immediate need to develop successful strategies within Wisconsin’s schools and higher educational settings to address discrimination and stigma associated with mental illness and to increase students’ understanding of mental illness and recovery. Additionally, there is a need to appropriately train educators and student peer groups to identify at-risk students as well as students with emotional problems. Curriculum units will be developed to address and identify discrimination and stigma. Currently, a disproportionate number of multi-ethnic/multi-racial children are represented in special education classes.</p> <p><i>Develop and Launch a Job Development Module</i> There are proven and effective strategies that public mental health agencies can promote and use within communities to increase the number of mental health consumers who successfully obtain long-term employment. Business partners and</p>				<p>Improve outcomes for persons with mental illness achieved through evaluation based on outcome measurements.</p> <p>Improve outcomes achieved through evaluation based on measuring stigma among the general public based on survey tools created for each targeted group within the general public.</p>

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<p>insurance plans cover medications and mental health treatment.</p> <p><u>Corporations:</u> To provide jobs, to offer positive opportunities for persons with mental illness, and provide flexible hours and work environment accommodations for all to overcome both institutional stigma and self-stigma. Corporations can play an important and effective role in fighting stigma and discrimination.</p> <p><u>Psychiatrists/Psychologists:</u> Exposure to effective treatment methods will help providers emphasize recovery-oriented research and evidence-based treatment models.</p> <p><u>Landlords:</u> Important materials developed to impact and to increase the cooperation of landlords to</p>	<p>extending into medium-term outcomes, the initiative will seek to achieve a variety of outcomes including measured changes in public perceptions/opinions.</p> <ul style="list-style-type: none"> • There will be a significant percentage point increase in Wisconsin residents who indicate that they believe that persons with mental illness can be successfully employed, live in their community and recover. • Among individuals who play a prominent role in helping persons with mental illness enter into formal treatment regimens: • One hundred percent of law enforcement personnel in Wisconsin will be offered the opportunity to participate in training programs that presents factual and accurate information about mental illness and recovery, provides crisis intervention training on effective interaction with persons with a mental illness, and provides access into appropriate treatment. • One hundred percent of emergency room staff in Wisconsin will be offered the opportunity to participate in training programs that helps them effectively recognize, screen, and assess mental illness disorders, and refer persons with mental illness into appropriate and accessible treatment settings. • One hundred percent of healthcare and mental healthcare professionals licensed 				

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<p>make available increased safe, affordable housing units to persons with mental illness.</p> <p><u>Media/Entertainment/Advertising Figures:</u> Media, entertainment, and advertising figures participate with an essential role in communicating positive, factual messages about mental illness and the positive contributions of persons with mental illness.</p> <p><u>Political Leaders:</u> Wisconsin United for Mental Health will work to create bi-partisan support in the fight against discrimination.</p> <p><u>State Government Agencies:</u> State agencies lead the fight against discrimination, they can lead by example through hiring increasing numbers of</p>	<p>to practice in Wisconsin will be offered the opportunity to participate in training to recognize that (1) stigma occurs within the mental health system and the broader healthcare system, and (2) that the effects of self-stigma for consumers may be due to treatment services received, providers' attitudes, and the stigma associated with the label and diagnosis of mental illness in individuals of all ages.</p> <p>One hundred percent of the healthcare professionals in Wisconsin will be offered the opportunity to participate in learning how to identify and refer patients to appropriate mental healthcare services with information on mental health screening tools or questions for early identification of mental health problems across the life span.</p> <ul style="list-style-type: none"> • One hundred percent of mental health professionals licensed in Wisconsin will be offered the opportunity to participate in recovery-oriented and anti-stigma training. and refer patients to appropriate mental healthcare services with information on mental health screening tools or questions for early identification of mental health problems across the life span. • One hundred percent of mental health professionals licensed in Wisconsin will be offered the opportunity to participate in recovery-oriented and anti-stigma training. 				

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<p>persons with mental illness.</p> <p><u>Political Leaders:</u> Wisconsin United for Mental Health will work to create bi-partisan support in the fight against discrimination.</p> <p><u>State Government Agencies:</u> State agencies lead the fight against discrimination, they can lead by example through hiring increasing numbers of persons with mental illness.</p> <p><u>Cultural Leaders:</u> Leaders of all racial, ethnic groups participate to disseminate anti-stigma information, while leading efforts to bring more effective treatment methods to persons</p> <p><u>Cultural Leaders:</u> Leaders of all racial, ethnic groups participate to</p>	<p>One hundred percent of the psychiatrists/psychologists practicing in Wisconsin will be offered the opportunity to participate in training that is recovery-oriented and addresses self-stigma of consumers, along with stigma occurring within the mental health system, reviews Best Practice and utilization of new and emerging pharmacological/ therapeutic treatments. This training may include evidence-based approaches, which promote research into Best Practice of clinically sound approaches to successful treatment of persons with mental illness.</p> <ul style="list-style-type: none"> • One hundred percent of landlords and management companies in Wisconsin with more than 100 rental units will receive anti-stigma materials illustrating successful recovery stories of persons with mental illness. These materials will include specific information on housing-based subsidy/guarantee programs for individuals with low incomes and the potential for these individuals to be successful tenants. • One hundred percent of Employee Assistance Program (EAP) managers or benefits managers for corporations with more than 100 employees in Wisconsin will receive materials about (1) discrimination against persons with mental illness and information about the positive roles corporations can play in helping persons with mental illness successfully recover, and (2) strategies for 				

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<p>disseminate anti-stigma information, while leading efforts to bring more effective treatment methods to persons with mental illness within their cultural groups.</p> <p><u>Judges/Lawyers:</u> Judges and lawyers who are the first line of the criminal justice system will play an increasingly important role in helping persons with mental illness gain entry into appropriate treatment programs to provide jail diversion.</p> <p><u>Stakeholder Corporations:</u> Pharmaceutical companies and others will play a catalytic role to create and disseminate factual information on mental illness, and recovery.</p> <p><u>Training:</u> The anti-stigma initiative will promote a broad spectrum of training opportunities across a</p>	<p>providing accommodations in the workplace for persons with mental illness, and the promotion of understanding mental illness among employees.</p> <p>Among individuals who may play a prominent role in reducing stigma and discrimination while improving the general public's perception of persons with mental illness:</p> <ul style="list-style-type: none"> • One hundred percent of television and radio stations located in Wisconsin will be provided with public service announcements that address the issue of discrimination and stigma. • One hundred percent of the leaders of the executive and legislative branches of state government will be offered the opportunity to contribute footage to the various anti-stigma videos or other media materials produced for different target audiences. • All state agencies will institute specific employment guidelines describing the issue of discrimination/anti-stigma and detailing how accommodations shall be provided to persons with mental illness and what constitutes harassment toward persons with mental illness in the workplace. Education materials for all state employees will accompany the programs on recovery, workplace accommodation, and the positive and successful contributions made by persons with mental illness. 				

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<p>multitude of professions.</p> <p><u>Funding:</u> The State and other external partners may provide both funding and resources.</p> <p><u>Materials:</u> A variety of printed, video and on-line materials will be developed.</p> <p><u>Media:</u> Various media contacts and partnerships formed and “messages” developed.</p> <p><u>Public Policy:</u> A variety of public policy initiatives formed and activated. Public policy changed to expand the development of jobs and housing for persons with mental illness.</p>	<ul style="list-style-type: none"> • One hundred percent of educators at all levels in Wisconsin will receive curriculum materials on educating students with the facts about mental illness along with suicide prevention, early identification and referral to appropriate treatment for students, and suggested strategies to eliminate discrimination and stigma against persons with mental illness. • One hundred percent of religious leaders will receive materials on how they can help counsel persons with mental illness, and how they can refer persons with mental illness for appropriate treatment. These materials will also include materials to help members of their congregations recognize and overcome stigma and discrimination. • One hundred percent of the leaders of recognized community/cultural organizations will receive materials on discrimination and stigma. <p><i>Create Baseline Measures</i> At the same time public and private state and county mental health agencies, advocates, persons with mental illness and their families meet outcomes cited above, the Department of Health and Family Services may develop baseline measures to collect data on “achievement outcomes” (concrete results achieved).</p>				

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	<p><i>Coordinated Stakeholder Outreach</i> In many cases, individual stakeholders will have to come together in coordinated outreach efforts. For example, law enforcement officials and lawyers can work together to increase the number of persons with mental illness who are promptly referred to appropriate treatment alternatives rather than incarcerated. Similarly, employers and landlords can work together to make sure that persons with mental illness with effective treatment regimens have employment and housing opportunities.</p> <p><i>Public Health Coordination and Collaboration</i> The biggest contribution public health will play will be in coordinating the many stakeholders involved in this effort to create and sustain a positive momentum in fighting stigma and discrimination.</p> <p><i>Celebrate Achievement</i> This effort should recognize and celebrate achievement. This recognition of achievement will occur on two levels: 1) the celebration”. of individuals who successfully recover and once again make a sustained, positive contribution to society; and 2) the celebration of key “achievement goals.”</p>				