C.A.R.E
Carroll
Anti-stigma
Resilience Effort

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The Partnership for a Healthier Carroll County

Learning Objectives

This presentation will teach participants to:

- Define stigma and explain how it impacts people with mental health and substance use concerns
- Describe the ways stigma was identified as a community health issue in local health plans
- List examples of local, regional, and national anti-stigma campaigns
- Describe the Carroll Anti-Stigma Resilience Effort (C.A.R.E.)
- Choose a way to get involved in this community campaign!

Stigma

- Definition - a mark of disgrace associated with a particular circumstance, quality, or person
- Stigma can keep people with mental health and substance use concerns from talking about their experiences and seeking help.

Mental Health Facts
IN AMERICA

Fact: 43.8 million adults experience mental illness in a given year.

1 in 5 adults in America experience a mental illness.

Nearly 1 in 25 (10 million) adults in America live with a serious mental illness.

One-half of all chronic mental illness begins by the age of 14; three-quarters by the age of 24.

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Treatment in America

60%

Nearly 60% of adults with a mental illness didn't receive mental health services in the previous year.[4]

50%

Nearly 50% of youth aged 8-15 didn't receive mental health services in the previous year.[1]

African American & Hispanic Americans used mental health services at about 1/2 the rate of whites in the past year and Asian Americans at about 1/3 the rate.[1]

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Stigma associated with mental illness and substance abuse has been identified as a critical health issue.

- The Partnership for a Healthier Carroll County coordinated the 2018 Community Health Needs Assessment in which the stigma associated with mental health issues was identified as a serious barrier to diagnosis and treatment.
- Carroll Hospital's Community Benefit Plan includes an anti-stigma campaign for mental health and substance use, in collaboration with the Health Department and The Partnership.
- Both plans and the draft Local Health Improvement Plan include initiatives to address behavioral health.

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C.A.R.E. is a collaborative effort

Established in September 2018, the C.A.R.E. committee is coordinated by The Partnership and includes representatives from the Health Department and Carroll Hospital.

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The goal of C.A.R.E. is to improve the lives of those struggling with a mental health or substance abuse concern by:

- increasing knowledge;
- reducing discrimination; and
- removing barriers to treatment and recovery.

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C.A.R.E. initiatives are planned in three critical areas:

- Awareness
- Education
- Advocacy

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C.A.R.E. Has Researched other Anti-stigma Efforts to Create Our Campaign

STAMP OUT STIGMA

The Anti-Stigma Project

stigmafree

See the person, not the illness.

time to change

time to talk day

07/02/19

this is my BRAVE

Key C.A.R.E. Strategies

- Resources
  - Printed materials including Care Cards, Resource Guides, tools
  - Central website
  - Trainings
- Promotion
  - Social
  - Traditional
  - *Public Service Announcement
- Events
  - Conversation Pins
  - Storytelling production (This is My Brave)
  - Action Days

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C.A.R.E. Enough
to Start the
Conversation
Stop the STIGMA
of Mental Health &
Substance Abuse
104500

Community involvement is critical to dispel myths, and provide tools for communicating effectively about behavioral health.

- Find facts and resources on our website
- Connect with us on Facebook
- Join us at the Community meeting on Wednesday, June 26th
- Host an anti-stigma training at your organization
- Get involved in our This is My Brave production
- Let's Talk About It!

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For More Information: HealthyCarroll.org/c-a-r-e/

Resources:

USA MENTAL HEALTH FIRST AID

Mosaic COMMUNITY SERVICES

Get Connected

211 Maryland

NATIONAL SUICIDE PREVENTION LIFELINE 1-800-273-TALK (8255) suicidepreventionlifeline.org

CRISIS TEXT LINE

Behavioral Health Resources & Services Directory for Carroll County 2017 Substance Abuse | Mental Health The Partnership for a Healthier Carroll County HealthyCarroll.org

NAMI National Alliance on Mental Illness

Children's Mental Health Matters.org A MARYLAND PUBLIC AWARENESS CAMPAIGN

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C.A.R.E. Committee Q&A

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