

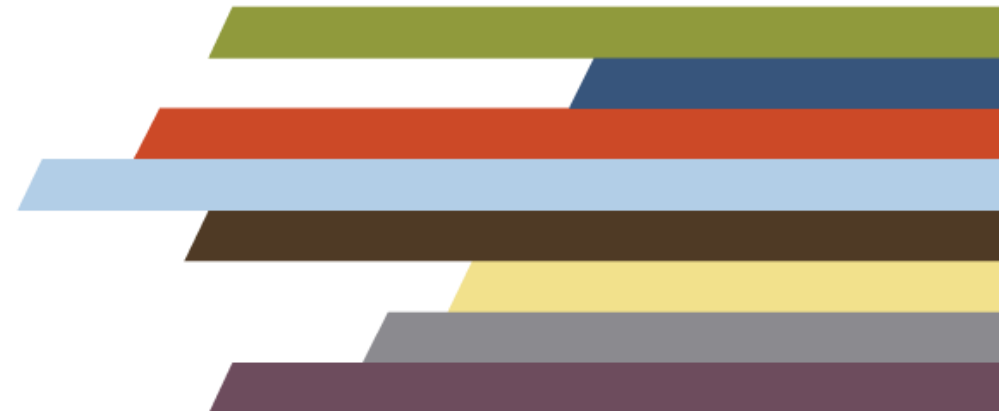
TTC

Technology Transfer Centers

Funded by Substance Abuse and Mental Health Services Administration

Coming Together to Rethink Behavioral Health: Integrating Practice, Reducing Stigma, and Achieving Outcomes. A Skagit County Leadership Learning Collaborative

September 20<sup>th</sup> Learning Session



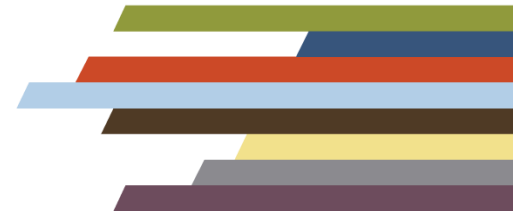
# Agenda

- Welcome & Review of Agenda
- Report on experience/progress with your individual or organizational change project (15% Solution)
- Review of System Change Initiative ideas and voting
- Learning Collaborative Next Steps
- Evaluation



# Individual/Organization Change Projects

- Share your progress with your 15% solution change project you committed to in July (What Stage of Change are you in?)
- Also please let us know if you faced any challenges with your project and what type of support the Northwest ATTC, PTTC, and MHTTC might offer you going forward for your individual or organizational change project.



# System Change Project Discussion

- Brief Review of evidence-based strategies
- Review the top 6 System Change project ideas from the July 12<sup>th</sup> brainstorm session
- Polling to determine the most viable projects for moving ahead.
- Polling to determine the group interested on working on a system change initiative
- Next Steps and TTC Support



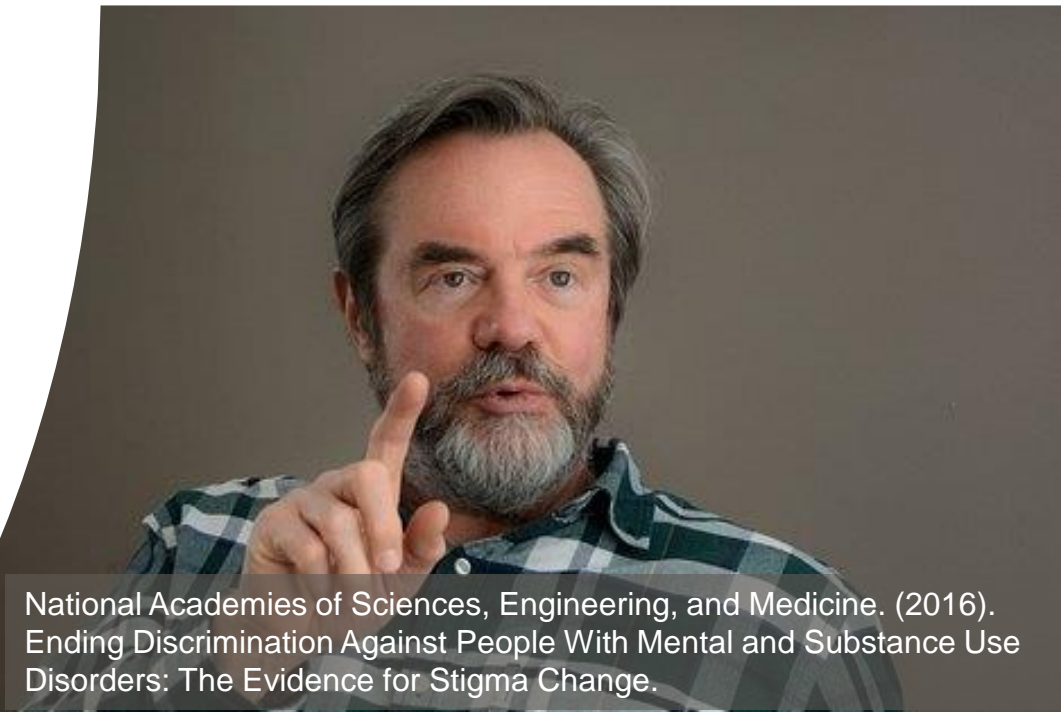
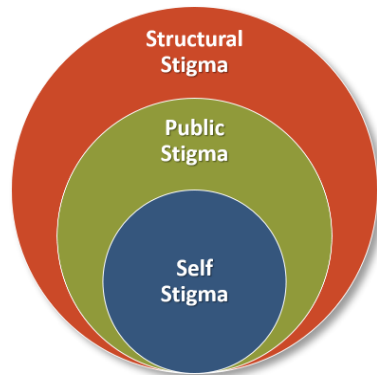
# What Works

## *Self-Stigma*

**Education**

**Empowerment**

**Peer Support**



National Academies of Sciences, Engineering, and Medicine. (2016). Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change.

# What Works

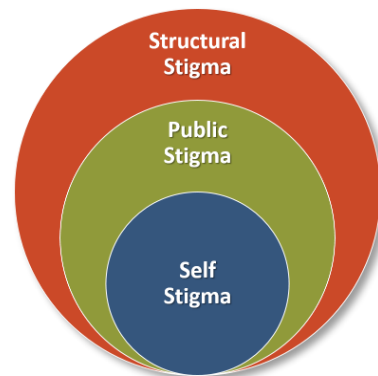
## *Structural Stigma*

**Professional Education**

**Advocacy**

**Legal**

**Policy**



National Academies of Sciences, Engineering, and Medicine. (2016). Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change.

# What Works


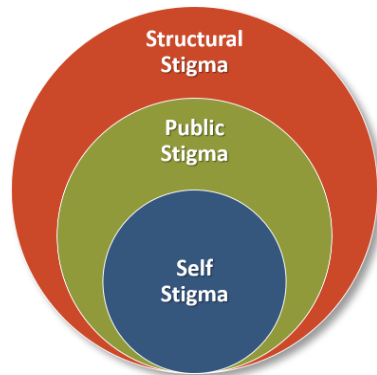
## *Public Stigma*

**Mass Media Messaging**

**Education**

**Community Programming**

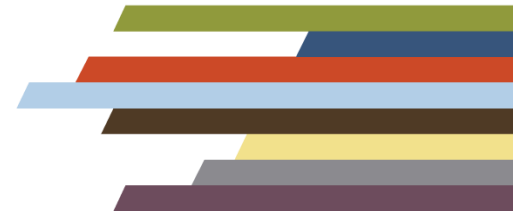
**Contact Strategies**



National Academies of Sciences, Engineering, and Medicine. (2016). Ending Discrimination Against People With Mental and Substance Use Disorders: The Evidence for Stigma Change.

# Criteria for Selecting System Change Ideas

- a) How actionable is the idea and does it have a clear scope?
- b) We selected ideas that fell under the High Impact/High Ease or Medium Impact / Medium Ease category.
- a) Is this a strategy that is consistent with stigma reducing evidence-based practices?
- b) How long will this take? (We would like to pick something that can be accomplished in the next year)



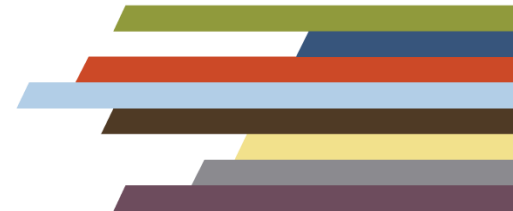


# System Change Ideas

- A. Peer Support Workers as Stewards of the Community Bring together community partners to engage in training for outreach and peer workers (harm reduction, SUD, mental health, stigma).

This might include these additional ideas that emerged during the brainstorm session:

- a) Amplify the voices and stories of those impacted by stigma.
- b) Create relationships with law enforcement.
- c) Provide mental health first aid training in the community.

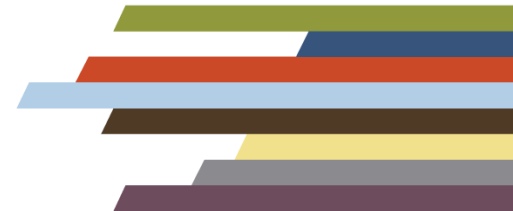


# System Change Ideas

B. Community Education Panel/Advisory Board to provide education with members who have boots on the ground to advise doctors, patrol officers, outreach workers, MH providers, social workers.

This might include these additional ideas that emerged during the brainstorm session:

- a. Encourage community leaders to share personal stories in their networks.
- b. Amplify the voices and stories of those impacted by stigma.

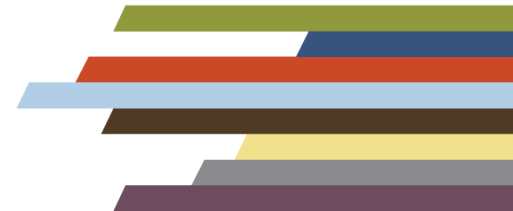


# System Change Ideas

C. Use Opioid Settlement funds to support a workgroup tasked with reducing stigma.

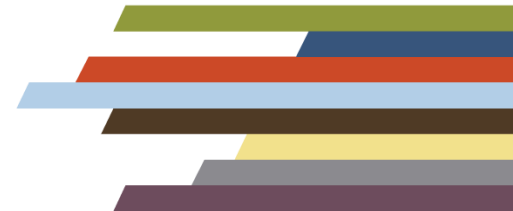
This might include these additional ideas that emerged during the brainstorm session:

- a) Encourage community leaders to share personal stories in their networks.
- b) Amplify the voices and stories of those impacted by stigma.



# System Change Ideas

D. Develop a Master Assessment to be used across organizations (LA County does this).

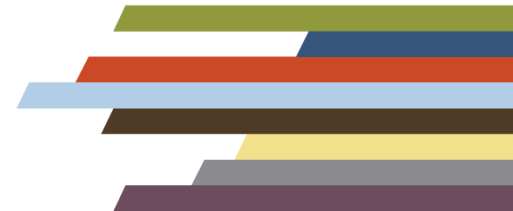


# System Change Ideas

E. Well-funded and legitimate housing support program. Decrease landlord stigma, spread the word among themselves and support renters.

This might include these additional ideas that emerged during the brainstorm session:

- a. Encourage community leaders to share personal stories in their networks.
- b. Amplify the voices and stories of those impacted by stigma

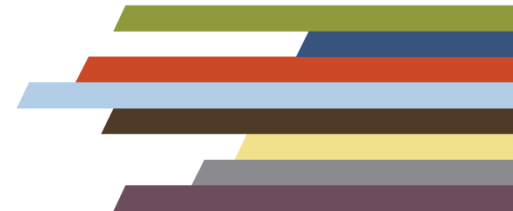


# System Change Ideas

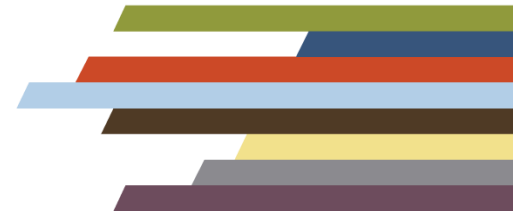
F. Develop a policy to adopt best practices for crisis response (eg. Using SAMHSA's five principles guide) - Pilot this to see how well it works to get a 25% implementation and tipping point

This might include these additional ideas that emerged during the brainstorm session:

- a. Provide mental health first aid training in the community.
- b. Create relationships with law enforcement.
- c. Amplify the voices and stories of those impacted by stigma.



How will we continue to work and learn together?



# Survey

Please complete the  
**Evaluation Survey**  
online!



[https://bit.ly/Stigma\\_Sept2023](https://bit.ly/Stigma_Sept2023)

**We greatly appreciate your feedback!**  
Every survey we receive helps us improve and develop our programming.



Northwest (HHS Region 10)

**ATTC**

Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

