

Outreach: Reaching Out to Diverse Communities

Delivering the Promise

Eliminating Disparities in Mental Health Services

NAMI: **Changing Minds, Changing Lives, Keeping the Promise**
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- NAMI Board Member
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- Past President NAMI Ohio
- Adult Recovery Network, Chair
- American Psychiatric Association Minority Fellowship Program selection committee member
- NAMI Hamilton County board member
- Greater Cincinnati Behavioral Healthcare, board member





Objectives

Upon completion of this workshop participants will:

- *Be able to identify at least three benefits for including outreach as one of your organization's goals.*
- *Describe effective strategies for assuring diverse communities participate and diverse voices are heard.*
- *Share experiences of what works and what pitfalls and barriers have been encountered.*



Objectives

- *That families, consumers and all advocates leave thinking of the role they can and should play in helping meet the goals of the president's New Freedom Commission Report on Mental Health.*
- *That families, consumers and all advocates understand that people with mental illness and their families stand to gain a lot from a transformed system of care.*
- *That transformation has begun and it will continue with the insistence of NAMI with strong state and local affiliates.*
- *Strong NAMI affiliates must grow to stay strong to transform the system of mental health care.*
- *This presentation will explore ways to reach out to diverse communities to grow your affiliate.*

The Charge

to the President's New Freedom Commission on Mental Health



To enable adults with serious mental illness and children with serious emotional disturbances to live, work, learn and participate fully in their communities.

The Vision

President's New Freedom Commission on Mental Health



We envision a future when

- Everyone with a mental illness will recover
- Mental illnesses can be prevented or cured
- Mental illnesses are detected early
- Everyone with a mental illness at any stage of life has access to effective treatment and supports.
- The essentials for living, working, learning and participating fully in the community are accessible to Everyone.

The Goals

President's New Freedom Commission on Mental Health for transforming mental healthcare in America



1. Americans understand that mental health is essential to overall health.
2. Mental health care is consumer and family driven.
3. *Disparities in mental health services are eliminated.*
4. Early mental health screening, assessment and referral to services are common practice.
5. Excellent mental health care is delivered and research is accelerated.
6. Technology is used to access mental health care information.

Opportunity

- Role in fixing a system that is broken
- Exploring system transformation
- NAMI to be The Voice for Mental Illness and to speak loudly as The Voice for ALL with Mental Illnesses



Transforming the System



- Strong local and state affiliates
- Going beyond known boundaries
- Thinking outside the box

Why Outreach?



- **Complies** with New Freedom Commission #3 Goal
- Improves Diversity
 - More voices—stronger voices
 - More and different solutions for problem solving
- It's the right thing to do.

Benefits of Outreach



- Strength in numbers
- Numbers count
- Life is dynamic
 - If you are not growing, renewing; you are dying
- **Count Your Numbers**--Grow your affiliate

When you're green, you are growing—when you are ripe, you rot.
—Ray Kroc

Underserved Communities



- African American
- Latin American/Hispanic
- Asian American/Pacific Islander
- Native American/Alaskan Native
- Gay Lesbian
- Inner City
- Rural
- Deaf/Hearing Impaired
- Others?



Barriers to Outreach

- Lack of leadership Opportunity
- Lack of leadership Skills
- Communication
- Natural resistance to change
- Considered 'their problem'



How to Grow You Affiliates

- Develop a plan
 - Set Your Goal
 - Action Steps
 - Individual Strengths
 - Group Weaknesses
 - Assign responsible person
 - Completion Dates
 - Feed Back/Evaluate
- Implement Plan
- Periodic Review
- Make necessary changes to update

NAMI



- Multicultural Action Center
- Multicultural Mental Health Symposia
- Multicultural Discussion Groups
- Active participation in other conferences and workshops

Ohio



- Selection of Ohio PAC members.
- Ohio NAMI includes Outreach workshops in the training for local affiliate leaders
- Ohio MACC (Multi-Ethnic Advocates for Cultural Competence.)

We are not alone!



- American Psychiatric Association
- Substance Abuse Mental Health Services
- Center for Mental Health Services
- Hospital Accreditation requires Cultural Competency

Growth/Diversity



- Widens the pool of talent
- The more people the more you can share the necessary work to be done
- The more you can grow exponentially!
 - Tell two people who can each tell two people who can each tell to more people and so on and so on
- Diversity

“I believe that diversity brings new solutions to an ever-changing environment, and that sameness is not only uninteresting but limiting.” --Gene Griessman

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Strategies for Growth



- Individual Networking
- Traditional marketing techniques
 - PSA's
 - Advertisement
- Outreach
 - Public Speaking
 - Churches
 - Businesses
 - Community
- 1 in 4 people have a loved one with Mental Illness

Growth—spiritual, emotional, any kind that really matter—is a process.

You create, give back, let go, and evolve.

And then you pass the baton.

-Lisa Gay Hamilton O, March 2004

All **growth** depends upon activity. There is no development physically or intellectually without effort, and effort means work.

-Calvin Coolidge



Thank You!!



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