



The Nation's Voice on Mental Illness

## MIO PARTNER COALITION

MULTICULTURAL &  
INTERNATIONAL  
OUTREACH CENTER

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### NAMI joins Univision in Health Awareness Campaign



This multiyear campaign will address health issues affecting the Latino community in the United States.

Univision Communications Inc., the leading Spanish-language media company in the United States, has launched its integrated cross-platform health education initiative "Salud es Vida... Enterate!". The mission of this initiative is to promote healthy lifestyles and encourage the early detection and aggressive management of chronic health conditions affecting U.S. Hispanics.

Entérate! is a multiyear campaign that will use celebrities and health experts in public service announcements, news, health programs and a comprehensive health related web site section.

Enterate! will leverage Univision's diverse media assets to educate its audience on health issues and promote primary prevention, habits of healthy living, access to care and disease specific prevention and treatment. Mental health is among the main issues that this ambitious campaign is going to address.

"Enterate! reflects our commitment and dedication to the health of our community and to educating our audience," said Ivelisse Estrada, Vice President of Corporate and Community

Relations, Univision. "It has become widely recognized that Hispanics face significant and dangerous barriers in access to information about health and healthcare services, and Univision is in a unique position to help correct this anomaly."

In addition to the Kaiser Family Foundation, Univision's partners include: AD Council, American Cancer Society, American Diabetes Association, American Heart Association, American Liver Foundation, American Lung Association, Hispanic Federation, Interamerican College of Physicians & Surgeons Inc., March of Dimes, Mental Health Media Partnership, National Alliance for Hispanic Health, National Association of Hispanic Nurses, National Cancer Institute, National Council of La Raza, National Hispanic Medical Association, National Latino Council on Alcohol & Tobacco Prevention, National Pharmaceutical Council, National Puerto Rican Coalition, PhRMA, SER de Puerto Rico (Easter Seals), and NAMI.

An estimated 21 percent of Latino adults and children have some form of mental illness. Unfortunately, due to the lack of awareness and information about mental illnesses, Latinos often do not receive treatment until the disease has progressed to an advanced stage and requires hospitalization. NAMI applauds Univision's efforts to raise awareness about health issues in the Latino community and proudly joins Univision in this ambitious multiyear campaign.

#### Future Events:

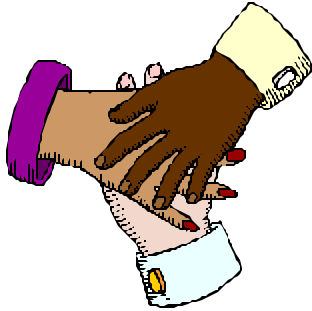
##### National Native American Indian and Alaska Native Heritage Month

NAMI celebrates the National American Indian Heritage Month. We would like to recognize and honor the original peoples of this land and celebrate the intertribal cultures and history.

Research on American Indian and Alaska Natives is limited by the small size of this population and by its heterogeneity. Nevertheless, existing studies suggest that youth and adults suffer a disproportionate burden of mental health problems and disorders. As one indication of distress, the suicide rate is 50 percent higher than the national rate. The groups within the American Indian and Alaska Native population with the greatest need for services are people who are homeless, incarcerated, or victims of trauma.

NAMI MIO developed an American Indian and Alaska Native Resource manual to assist you with your outreach efforts in these communities. For more information contact

## National African American Mental Health and Substance Abuse Summit: Solidifying the Dialogue to Eliminate Disparities



On November 4-6, SAMHSA held a national summit that brought together leaders working in the African American mental health and substance abuse arenas to create a dialogue between public and private behavioral health communities. The expected outcome is an action plan that identifies key strategies to be implemented at the Federal, National, State and local levels.

Stakeholders from government, national advocacy groups, providers, family members and consumers all met and worked on the action plan by identifying strategies from the perspective of their own communities. The event was chaired by Dr. King Davis of the Hogg Foundation and a representative of the National Leadership Council. Others who addressed the participants included: Claude Allen, Deputy Secretary of Health and Human Services, Christopher Bates, Acting Deputy Director, Office of HIV/AIDS Policy, Charles Curie, Administrator of SAMHSA, and the directors of each of the SAMHSA centers, Mental Health Services, Substance Abuse Treatment, and Substance Abuse Prevention.

The overall goals for which strategies were developed fell into 3 categories:

- **Access & Utilization:** Increase access to and utilization of, appropriate mental health and substance abuse services.
- **Capacity:** Increase the capacity of mainstream and non-traditional mental health and substance abuse systems to meet the needs of African American consumers.
- **Quality:** Increase the effectiveness of mental health and substance abuse services for treating behavioral health needs of African Americans.

After two days of deliberations the stakeholders gathered for this summit presented a preliminary plan that will be integrated into a single action plan and vetted among all participants as well as other stakeholders. Once the action plan has been revised to include all additional comments and corrections it will be submitted to all of the appropriate government agencies and others who will be able to work closely with the Summit Steering Committee to ensure that the action items are addressed in future activities.

Along with NAMI, there were representatives from all levels of government, a broad cross-section of other advocacy groups, consumers, family members and providers. This summit was an important step in building consensus on strategies and activities that will improve the mental health and substance abuse outcomes of African Americans.

### Coalition Members:

- Alianza Nacional de Salud Mental (Mexico)
- Alianza Para la Depresión (España)
- American Psychiatric Association
- APOIAR (Brazil)
- American Society of Hispanic Psychiatry
- Asian Community Mental Health Services
- Asociación Argentina de Ayuda a la Persona que Padece de Esquizofrenia y su Familia (APEF)
- Asociación Maníaco Depresivos (Colombia)
- Asociación Salvadoreña de Familiares y Amigos de Pacientes Esquizofrénicos
- Catholic Charities of Central Texas
- Black Psychiatrists of America
- Center for Psychiatric Rehabilitation Boston University
- Circles of Care Evaluation Technical Assistance Center
- Fundación Contener (Argentina)
- Fundación Luz y Vida (Paraguay)
- Health Watch Information and Promotion Service
- International Association of Psychosocial Rehabilitation Services
- INGENIUM (Mexico)
- Voz Pro Salud Mental (Mexico)
- Latino Behavioral Health Institute
- Massachusetts Mental Health Services Program for Youth

## SAMHAJ LIVE! NAMI New Jersey South Asian Outreach



SAMHAJ is a NAMI New Jersey effort to let South Asians (of Indian, Pakistani, Bangladeshi, Sri Lankan, Nepali, Afghan and Bhutanese origin) in NJ understand that mental illness is a biologically based, treatable illness.

Among other things, SAMHAJ provides informational materials, support group meetings, and education. This program won the NAMI 2003 Multicultural Award.

Now, every Thursday night at 7 pm tune

in to EBC Radio (1680 AM) to hear the SAMHAJ show. You can also listen online at [www.ebcmusic.com](http://www.ebcmusic.com) or <http://www.ebcmusic.com/> on a subscription basis. Four telephone lines will be open to take calls from listeners.

The show is hosted by Kuraaj from EBC radio, and psychologist Dr. Anita Mclean Who will discuss mental health issues, and answer questions from listeners. Each show will focus on different mental health issues, such as children, or the elderly.

To learn more about SAMHAJ contact Aruna Rao at (732) 940-0991 or e-mail [naminj@optonline.net](mailto:naminj@optonline.net).

## NAMI's 2003 Global Partnership Advocacy Exchange Program

NAMI held it's 1st Global Partnership Initiative (GPI) training Sept. 29 – Oct. 3 at the National Headquarters. NAMI's 2003 GPI focused specifically on "facilitating exchange" between the following counterpart organizations: Gamian-Europe, POL-Familia (Poland), Taiwan Alliance for Mental Illness, REACH of South Africa, South African Depression and Anxiety Group, APOIAR (Brazil), Voz Pro Salud Mental (Mexico), Fundación Contener (Argentina), Venezuelan Association of Behavioral Therapy, Mental Illness Fellowship of Australia, and NAMI.

Through this year's GPI, we were able to build and develop an educational exchange program between NAMI grassroots leaders and consumer and family advocates in these countries. One of the most important aspects of the project was creating a model for sharing internationally our experience in the mental health

advocacy movement in the US. The project also helped NAMI to understand the critical issues that impact the ability of NGOs to address -- through structured advocacy models -- the needs of people with mental illnesses and their family. Our learnings in these areas resulted in the development and implementation of a week-long interactive exchange meeting between NAMI and the select partners focused on education and advocacy processes within the US and across the globe. We realized that perhaps our best collective asset was the creation of an environment conducive to sharing "models that work" amongst grassroots advocates throughout the world. A report on the interactive training is being developed and will illuminate the critical concerns and solutions to building grassroots advocacy organizations throughout the world that are connected with each other through a virtual exchange network.

### Coalition Members:

National Asian American Pacific Islander Mental Health Association

National Council of La Raza

National Latino Behavioral Health Association

National Medical Association

National Organization of People of Color Against Suicide

National Youth Advocacy Coalition

Nebraska Office of Minority Health

New Jersey Asian Association for Human Services

New Jersey Mental Health Institute

New Vision Consumer Services

Richmond Fellowship (New Zealand)

Self Reliance Foundation

Student National Medical Association

The Alliance for the Mentally Ill of R.O.C., Taiwan

The Depression and Anxiety Support Group (South Africa)

West Virginia Substance Abuse Coalition

Zenkaren (Japan)

If you would like to share any comments, questions or news, contact us at:  
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