Stamping Out Structural Stigma in the Delivery of Behavioral Health Care Services
Presenters

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• Lisa Kugler, Psy.D., VP of Clinical Services, Value Behavioral Health of PA

• Suzanne Klaus, Manager, Prevention, Education & Outreach, Value Behavioral Health of PA

• Lauren Gallaher, Certified Peer Specialist
Who Are We?

Value Behavioral Health of Pennsylvania
A Beacon Health Options Company

beacon
health options
Goals for Today’s Seminar

• To increase knowledge of Structural Stigma

• To understand distinction between policies/procedures that support structural stigma and those that are recovery oriented

• To increase knowledge regarding how to incorporate recovery principles into a corporate culture
Types of Stigma:

- Structural
- Personal
- Public
- Intersecting
The Past...

- Previously much of healthcare was run through a medical model of care
- VBH-PA was no different
- In 2011, VBH-PA was cited for not having a recovery culture.
The Past...

To address this deficiency, VBH-PA had to work on changing a whole culture. But to get there we had to know where we were going so...
So what is recovery?
Recovery Definition

According to SAMSHA (2012)

Recovery is a process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.
15 Essential Elements of Recovery

1.) Person-centered

2.) Inclusive of family and other ally involvement

3.) Individualized and comprehensive services across the lifespan

4.) Systems anchored in the community

5.) Continuity of care (pretreatment, treatment, continuing care, and recovery support)
6.) Partnership/consultant relationship

7.) Strengths-based (emphasis on individual strengths, assets, and resilience)

8.) Culturally responsive

9.) Responsive to personal belief systems

10.) Committed to peer recovery support services
11.) Inclusive of the voices of individuals in recovery and their families

12.) Integrated services

13.) System-wide education and training

14.) Outcomes-driven

15.) Adequately and flexibly financed
What does this mean had to change?

Everything!
Why?

It was a whole culture shift that went from…

“I haven’t the foggiest what’s causing this. Just try to knock it off, OK?”
“And what would you like the forecast to be?”
So what exactly had to change?

- Language
- Templates
- Requests for Authorization Forms
- Rounds
- Focus of Reviews
- Longitudinal Care Management Techniques
- Sharing of Member’s Successes
## Recovery Language Grid

<table>
<thead>
<tr>
<th>Language Not Reflecting Recovery</th>
<th>Language that Promotes Acceptance, Respect &amp; Uniqueness</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max is mentally ill</td>
<td>Max has a mental illness</td>
<td>Avoid equating the person's identity with a diagnosis. Max is a person first and foremost, and he also happens to have bipolar disorder.</td>
</tr>
<tr>
<td>Max is a bipolar</td>
<td>Max has schizophrenia</td>
<td>Very often there is no need to mention a diagnosis at all.</td>
</tr>
<tr>
<td>Max is…</td>
<td>Max has been diagnosed with bipolar disorder</td>
<td>It is sometimes helpful to use the term “a person diagnosed with,” because it shifts the responsibility for the diagnosis to the person making it, leaving the individual the freedom to accept it or not.</td>
</tr>
<tr>
<td></td>
<td>Max is a person with…</td>
<td></td>
</tr>
</tbody>
</table>
## Recovery Language Grid (Con.)

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<tbody>
<tr>
<td>Sarah is decompensating</td>
<td>Sarah is having a rough time</td>
<td>Describe what it looks like uniquely to that individual—that information is more useful than a generalization. Avoid sensationalizing a setback into something huge.</td>
</tr>
<tr>
<td></td>
<td>Sarah is experiencing…</td>
<td></td>
</tr>
<tr>
<td>Mathew is manipulative</td>
<td>Mathew is trying really hard to get his needs met the way that he knows</td>
<td>Take the blame out of the statement. Recognize that the person is trying to get a need met the best way they know how.</td>
</tr>
<tr>
<td></td>
<td>Mathew may need to work on more effective ways of getting his needs met</td>
<td></td>
</tr>
<tr>
<td>Marty is non-compliant</td>
<td>Kyle is choosing not to…</td>
<td>Describe what it looks like uniquely to that individual—that information is more useful than a generalization. Is the member even in agreement with the plan of care or do they not see a need for this plan of care?</td>
</tr>
<tr>
<td></td>
<td>Kyle would rather…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kyle is looking for other options</td>
<td></td>
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<tbody>
<tr>
<td>Joan is resistant to treatment</td>
<td>Joan chooses not to…</td>
<td>Describe what it looks like uniquely to that individual—that information is more useful than a generalization</td>
</tr>
<tr>
<td></td>
<td>Joan prefers not to…</td>
<td>Remove the blame from the statement</td>
</tr>
<tr>
<td></td>
<td>Joan is unsure about…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joan is not engaged in…</td>
<td></td>
</tr>
<tr>
<td>Allie is high functioning</td>
<td>Allie is really good at…</td>
<td>Describe what it looks like uniquely to that individual—that information is more useful</td>
</tr>
</tbody>
</table>

People may forget what you said
People may forget what you did
But people never forget how you made them feel

– Maya Angelou
Stamp Out Stigma

- SOS Initiative
- Resiliency Training
- Recovery Oriented Language Training
- Sponsorships that support SOS
Stamp Out Stigma
Stamp Out Stigma

Thank you for your support!

VALUE BEHAVIORAL HEALTH
of PENNSYLVANIA
A VALUE OPTIONS® COMPANY

RECOVERY IS POSSIBLE!

Stamp Out Stigma
Inclusion of Families and Members

• Family Advisory Committee
• Quality Management Committee
• Complaints and Grievances
• Clinical Advisory Committee
• Forum Planning Committees
• Transition Age Advisor Group (TAAG)
Outreach, Recovery & Wellness

• Three Annual Recovery Forums:
  • Family Forum
  • Adult Recovery Forum
  • Acknowledging the Journey Forum

• Attendance and participation in local community recovery events

• Local and regional stakeholders meetings

• Transition Age Advisor Group (TAAG)
Leadership In Recovery Award Winner
Annual T.A.A.G. Picnic

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Questions?