ENGAGING COMMUNITIES of COLOR
with the
NAMI Alliance
Check in with your neighbor -

“What would make today’s session a success for you?”
Agenda

Why do we care?

1

What can we do?

2

How can we do it?

3

Call to action

4
Rachel D.
“Caregivers”
Gen Zers are currently between 4-24 years old

Nearly 74 million in U.S.

Nearly half are racial or ethnic minorities

- Pew Social Trends, November 15, 2018
NAMI has free information and support services for anyone affected by mental health conditions.

- Not enough people of color know about NAMI
- NAMI can help more people by intentionally reaching out to communities of color
Fernando
“Immigrants”
Immigrant Communities - Background

- Often leave family and friends behind – no emotional support system
- Often struggle with new language/culture – affects their sense of belonging
- Many come from a background of violence and/or trauma in their home countries
- Some have challenges with their immigration status – no access to mental health services
- Most (if not all) migrate to the US seeking a better life – high expectations
Engaging Immigrant Communities

- Meet them where they are – outreach
- Provide safe spaces – legal sanctuary spaces
- Promote their cultural backgrounds and language (if possible) – invite members of community to talk about the countries they come from
- Connect them with other government services – can be a good starting point for engagement
Henry
“Teens”
Teens - Leading the Conversation

Where to start

- Issues in school
  - Bullying
  - Testing
  - Depression
- Pre-College discussions
  - Applying
  - Attending
- Cyber-Bullying
- Issues at home
  - Family members
  - Living Conditions
- Drugs
  - Peer Pressure
  - Controlled Substance Usage
- Self-Discovery
  - Sexuality
  - Puberty
Our role is not to diagnose, cure or treat issues of mental health. Our role is to provide spaces where conversation can be created and appropriate resources and support can be provided.
Jamal
“Trauma”
8 million
People experience Post Traumatic Stress (PTS).
What causes PTS?

1. Transportation accidents
2. Domestic and sexual violence
3. Military related stress
Trauma is a part of life. It’s not just service members and veterans.
NYU Wagner team

“How do we create change?”
Start with the NAMI Alliance

- Build Empathy
- Nurture Self-Awareness
- Develop Skills
- Create Meaningful Community Engagement
Build Empathy

Build empathy for how culture, racism, and history influence the understanding of mental illness

- Recognize both universal and culture-specific factors
- Understand how racism operates
- Appreciate the historical context of medical treatment seeking behavior
- Develop an understanding of the interface between individuals’ ethnic and racial experiences and their health beliefs
Nurture Self-Awareness

- Become aware of attitudes, biases, prejudices, and resulting stereotypes
- Develop the ability to see and understand the cultures of people of color
- Gain awareness of the racial and cultural socialization of individuals in communities of color
- Be mindful of similarities and differences between how health professionals view health and healing practices, and how communities of color view them
Develop Skills

- Within NAMI: Hire a national multi-ethnic advocate to work with the Alliance
- Make inequity visible through storytelling and data, across the Alliance
- Use facilitated storytelling to acknowledge & amplify
Create Meaningful Community Engagement

- Leverage existing networks: professional associations, fraternities, faith organizations, etc.
- Focus where community investment has been variable, i.e. disinvestment renamed
  - Neighborhoods impacted by redlining
  - Public or subsidized housing
- Peer to Peer outreach
How can NAMI better engage individuals and families of color living with mental illness?

Communities of color

Local affiliates, NAMI helpline, website

Move upstream looking through an equity lens: (1) Culturally and (2) at NAMI

Calls, website access, attendance at programs, events, number of community partners

IMPROVED QUALITY OF LIFE
Actionable takeaways

- What are we going to do differently moving forward?
- Who is accountable?
- The NYU Wagner team looks forward to hearing about progress at NAMI’s 2020 convention in Atlanta
5 NAMI affiliates to receive $1,000 apiece based on a written response to:

“How will your 501(c)3 affiliate use the funds to better engage communities of color?”

Describe your ideas in 200 words or less

Include a contact name and cell number

Email bar460@nyu.edu by 11:59 pm tonight, June 20.

The presenters from NYU’s Robert F. Wagner Graduate School of Public Service will choose, and publicize, the fund recipients

Funds dispersed Friday, June 21 at the convention
Please take a few minutes to give us your feedback about this session

There are **two ways** you can give us your feedback:

1. Download the NAMI Convention App and rate the session in real time:

   **App Download Instructions**
   
   Visit your App Store and search for the “Aventri Events” app. Download the app and enter Access Code: 778151 or scan the following QR Code:

2. You can also evaluate the session on your computer. Go to: [www.nami.org/sessioneval](http://www.nami.org/sessioneval), select the session and click “Rate This Session.”