

**“Education and awareness about mental illnesses  
to reduce stigma and promote recovery.”**



**March 2010---WUMH News and Information**

REMINDER! The WUMH Joint Advisory Board and Steering Committee meeting is Friday March 12 from 9 - 11 am at the Wisconsin Women's Health Foundation Office in Madison.

WISLine is available. Call-in number: Toll Free 1-888-462-1257 or local 608-237-5850 Pass Code: 2492832

Remaining 2010 meetings: June 11, September 10 and December 10.

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**SAMHSA ADS Center Training Teleconference**

*The Power of the Media and Its Impact on Mental Health Recovery*

March 26, 2010

2:00 p.m.–3:30 p.m., Central Time

Presenters

- Bob Carolla, J.D., National Alliance on Mental Illness (NAMI)
- Jennifer Stuber, Ph.D., University of Washington School of Social Work
- Otto Wahl, Ph.D., University of Hartford

To learn more and to register, please visit the following page:

<http://promoteacceptance.samhsa.gov/teleconferences/default.aspx>. Please note: Registration will close at 5:00 p.m., ET, on Friday, March 19, 2010.

**Peer specialists**

Are you interested in becoming a certified peer specialist? You can visit: [www.sce-peerspecialist.uwm.edu](http://www.sce-peerspecialist.uwm.edu) for more information. Or you can attend one of two upcoming week-long training retreats at West Bend (May 24–31) - OR - Minoqua (June 21–28). These Grassroots Empowerment Project 2010

Programs for Wisconsin Peer Specialists cost \$1500 for tuition, study materials, lodging and meals. A limited number of scholarships are available. Participants must arrange their own funding for transportation.

Are you planning on hiring certified peer specialists? Please request an employer guidebook

For further information contact:

Alice F. Pauser

Peer specialist program coordinator

608-242-8484 ext. 224

[alicep@accesstoind.org](mailto:alicep@accesstoind.org)

### **NAMI StigmaBusters Alert**

*We want it our way at Burger King—stigma free.* -- Burger King has been running a new television commercial that shows "The King" on a rampage, chased by men in white coats, restrained and taken away, while being called "crazy" and "insane." Many StigmaBusters have been horrified—calling it one of the worst they've ever seen. It's the kind of stereotype and language that perpetuates stigma, reinforcing perceptions that associate violence with mental illness. "Comic" stereotypes also trivialize medical illness. Please contact the company and tell them:

- Stop running the "Crazy King" commercial.
- Support the U.S. Surgeon General-stop stigma. Help educate people about mental illness and recovery. Don't be a public health hazard.

Burger King Customer Relations: (305) 378-3535

*Different Movies, Different Strategies* -- During the past few weeks the films *Shutter Island* and *The Crazies* were released into theaters. They are two very different movies. Different movies require different strategies. Learn how you can Fight Stigma and use this as an educational opportunity by visiting the [NAMI StigmaBusters Web site](#).

### **SAMHSA and Ad Council To Launch Mental Health Campaign for the African American Community**

SAMHSA, working in collaboration with the Ad Council and the Stay Strong Foundation, announced the launch of a national public service advertising campaign designed to raise awareness of mental health problems among young adults in the African American community. The new public service announcements (PSAs) were unveiled at a Black History Month event at

Howard University to coincide with the first annual Historically Black Colleges and Universities (HBCU) National Mental Health Awareness Day. The launch was telecast to colleges and universities nationwide.

In 2008, 6.0 percent of African Americans age 18 to 25 had serious mental illness in the past year. Overall, only 58.7 percent of Americans with serious mental illness received care within the past 12 months and the percentage of African Americans receiving services is only 44.8 percent. [Read more.](#)

### **Plan Your Recovery Month Event Now**

National Alcohol and Drug Addiction Recovery Month (September) is an initiative of the U.S. Department of Health and Human Services, SAMHSA. For more information about Recovery Month, visit <http://www.recoverymonth.gov>.

Get started early and post your 2010 Recovery Month event now. Generate excitement and community participation by getting the word out early. You can plan small recovery events throughout the year to lead up to a big event. If you're already a registered event planner, you can use your 2009 event posted on the Web

### **Homelessness and Substance Use Disorder Treatment: Recovery-Oriented Housing and Achieving Healthy Lifestyles - The March Road to Recovery Programming**

Join host, Ivette Torres, as the Road to Recovery examines the relationship between homelessness and substance use disorder treatment from both a program perspective and a policy perspective. The March show will also explore the issues of permanent supportive housing, comprehensive treatment protocols, and recovery support systems to assist individuals in achieving life-long positive physical and emotional health outcomes in long-term recovery. The relationship between homelessness, mental health, and substance use disorders is complex, multidimensional, and reciprocal. To effectively break this cyclical relationship, it is essential to understand that treatment for substance use disorders is effective and recovery is possible. [View the Road to Recovery Radio and Television Series.](#)

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## **Upcoming Conferences/Education**

Visit the [WUMH calendar](#), we've been working hard to fill the calendar with relevant events!

**The 2010 WCCF Conference - Fulfilling the Promise of Juvenile Justice: shaping the future begins now!**

March 30-31, 2010 -- "Early bird" registration deadline March 12

The Concourse Hotel, Madison, WI

[Conference Brochure](#) pdf

[Online Registration](#)

**2010 Wisconsin Public Psychiatry Network Conferences**

Teleconferences are held from 11:00 a.m. to 12:00 p.m. every other Thursday.

You may register for any teleconference at the [Wisline Teleconference](#)

[Registration site](#). For questions, comments, or suggestions, please contact Kay Cram, The Bureau of Prevention, Treatment and Recovery, at (608) 261-6743.

Schedule of topics available at:

[http://dhs.wisconsin.gov/mh\\_bcmh/confandtraining/mhteleconf2010.htm](http://dhs.wisconsin.gov/mh_bcmh/confandtraining/mhteleconf2010.htm)

**Understanding Mental Health Series** (Various dates and locations in April and May)

In these workshops, you will:

- Explore various mental health issues that the population faces
- Identify the application of key principles in addressing mental health
- Examine how dual diagnosis affects an individual/family
- Discover emerging practices in resiliency/recovery
- Learn what resources are currently available to professionals and families in Wisconsin and how to access them.

These workshops are designed for: social workers | therapists | administrators | educators | school psychologists and counselors | police officers | substance abuse counselors | clergy and others who work with mental health issues in youth, adults and seniors. For more information visit the [UW-Eau Claire Continuing Education Web site](#)

Youth Mental Health	Adult Mental Health	Senior Mental Health
Eau Claire – April 8	Eau Claire – April 14	Eau Claire – April 21
Hayward – April 27	Hayward – May 7	Hayward – May 13
Rhineland – May 11	Rhineland – May 19	Rhineland – May 24

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**Please forward this Update on to your networks. Thank You!**

Past issues of the WUMH Monthly Update are stored on our Web site [www.wimentalhealth.org](http://www.wimentalhealth.org). Please send event information and any other information to [webmaster@wimentalhealth.org](mailto:webmaster@wimentalhealth.org). Thank you!

**WUMH Purpose: A coalition to implement the Healthiest Wisconsin 2010 objective to eliminate the stigma associated with mental illnesses. Mental illnesses are real, common and treatable.**

***DISCLAIMER:** The WUMH Listserv is intended to share information about mental health, stigma, and recovery. This information does not necessarily express the views of WUMH or the Wisconsin Women's Health Foundation. If you wish to be deleted from this list, please reply with "Unsubscribe" in the subject or text. Thank You.*