

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



## **October 2009--WUMH News and Information**

### **● Mental Illness Awareness Week: October 4-10**

Next week is full of activities to raise awareness about mental illnesses and about the lives of the people who experience them. From consumer art shows in Madison to a “NAMIWalks” in Appleton, communities across the state will be participating. Please visit the web site of NAMI-WI for more information about events near you: [www.namiwisconsin.org](http://www.namiwisconsin.org). At their web site you will also find all kinds of fact about mental illness—use these to write a letter to the editor of your local paper. Most people do not know that mental illness is the nation’s second leading cause of disability after heart disease. Or that treatment works. This week in October is a great time to spread the word about recovery from mental illnesses---it happens every day!



**You are invited to attend an opening Healing Arts Reception at the NAMI Wisconsin Office, 4233 West Beltline Highway on October 2, 2009, from 4:00 to 8:00pm. Call 608-268-8000 or 800-236-2988.**

**●October 8 is Depression Screening Day. Many local agencies (and web sites) offer free screening.** Meriter Hospital, in Madison, will be offering free Depression screening in the Meriter Women’s Health Education Center, located in the Atrium at the lobby level. **To schedule an appointment, please call (608) 417-8446.** Participants are asked to complete a brief, written questionnaire, will learn about the symptoms of depression. Visit [www.wimentalhealth.org](http://www.wimentalhealth.org) for depression screening on-line.

### **●Over 70 House Members Call For Strong, Timely Parity Regulations**

In a successful effort lead by Mental Health America (MHA) in August and with the help of MHA affiliates, grassroots and other national partners, the support of over 70 House members was garnered to oversee the development of mental health parity regulations. **Read more:** [http://takeaction.mentalhealthamerica.net/site/R?i=AI0INVg39MK\\_dyqI3-JUiA..](http://takeaction.mentalhealthamerica.net/site/R?i=AI0INVg39MK_dyqI3-JUiA..)

### **●Crafting a Healthier Workforce**

--4<sup>th</sup> Annual Dialogue: ***Crafting a Healthier Workforce: Defining the Impact of Mental Health and Learning What We Can Do to Effect Change.*** The event held on Spetember 15 in Madison brought together a variety of experts. In a workshop with Jeff Kluever, Risk Manager, Journal Communications Inc., ideas and recommendations of the panelist and speakers came together. Journal Communications (JCI-with 4,000 employees) has a Strategic Plan for Health and

Welfare which includes improved health status through providing and monitoring quality health care and outcomes, including treatment compliance and employee education to better understand health risks. Kluever described the incremental process through which JCI learned that providing comprehensive health care benefits **-including mental health care-** was cost effective. With step-by-step removals of barriers and limitations to treatment, JCI found the **cost of not treating was greater than the cost of treatment**; ie **'treatment works'**. JCI contracts with HealthMapRX <http://healthmaprx.com/> which uses pharmacists trained as 'health coaches' to coordinate primary and mental health care through the employee's personal care physician. This has **improved employee understanding of their health status** and treatment compliance. They also found that finding and using the best quality provider for services improves outcomes and reduces costs. A White Paper from the Dialogue will be available soon on the web site of the Wisconsin Women's Health Foundation at [www.wwhf.org](http://www.wwhf.org).

### ●Stigma Research Implications

Jonathan Kanter, UW –Milwaukee Professor of Psychology, recently presented his stigma research findings to WUMH at the September 11 meeting. Themes he presented: It is important to target the stigmatizing behavior of specific power groups and to target specific attitudes that need to be changed. He urged caution about the use of "biological cause of mental illness" messages as they may, in the end, be more stigmatizing. We need new ideas to battle stigma, he says. Messages aimed at a general audience should be different than those aimed at healthcare providers, for example, or policy makers. Need to be clear when addressing public stigma, social norms and stereotypes versus self stigma, shame and self-loathing. Always avoid any tone of blame. Dr. Kanter discussed how different explanations of mental illness (genetic, biological, social/environmental) have different impacts on how people view treatment of and recovery from the illness. In summary, to be effective, anti-stigma campaigns must be clear about the goal of their campaign: is it increased treatment seeking or a change in policy, for example. The question remains as to whether changing attitudes is the best way to reduce stigma.

### ●NAMI News—en Español

¡Avanzamos! es la revista trimestral de NAMI que sirve de enlace comunicativo entre NAMI y sus miembros de habla hispana. Para suscribirse gratuitamente a la versión impresa de esta revista, visite la tienda de NAMI (NAMI store) en [www.nami.org](http://www.nami.org); no obstante, si prefiere recibir la versión electrónica, puede suscribirse en: [www.nami.org/subscribe](http://www.nami.org/subscribe)  
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### ●Upcoming Conferences/Education:

Visit the WUMH website calendar for a monthly listing of events, trainings and conferences across Wisconsin and nationwide [www.wimentalhealth.org](http://www.wimentalhealth.org).

--**Suicide Prevention Summit III—How to Save a Life.** Friday, **October 2**, 2009, 8:00 AM – Noon at American Family Insurance Training Center in Madison. [www.safercommunity.net](http://www.safercommunity.net).

--**Mental Health and the Ex-offender:** Day-long event on **October 22** in Appleton from 8:30-3:30. Details to come. Visit the WUMH web site for more information as available: [www.wimentalhealth.org](http://www.wimentalhealth.org).

--**Wisconsin Warrior Summit:** To coordinate a comprehensive community response to the mental health needs of veterans and their families. **October 22, 2009, 8:30-4:00pm** in Milwaukee. Full details at [www.wiwarriorproject.org](http://www.wiwarriorproject.org).

--**Wisconsin Department of Health Services:** 5<sup>th</sup> Annual Mental Health and Substance Abuse Services Training Conference. **October 27-28, 2009. "Celebrating Strengths During Challenging Times."** Appleton, Wisconsin. For more information, call 800-898-9472 or visit [www.uwsp.edu/conted/conferences/](http://www.uwsp.edu/conted/conferences/)

--**Webinar: Utilizing Mental Health Parity to Enhance Your Bottom Line: 1:00- 2:00 p.m. October 28, 2009,** Presented by WorkSource Wisconsin. Speakers: Jerry Halverson, M.D., UW-Madison School of Psychiatry Jeff Kluever, Director of Risk Management, Journal Communications. For more information: visit this web site: [www.worksourcewi.com](http://www.worksourcewi.com).

--**20th Children Come First Conference: Ready, Set, Relationship!** KEYNOTES: Dr. Barry Duncan & Lucille Eber, **PLENARY:** Luthe Family. **30+ Break-Out Sessions, a Youth Track and More!** **November 16 & 17, 2009,** at the Kalahari Resort & Convention Center For more info please visit: [www.wifamilyties.org](http://www.wifamilyties.org)

● **Save these Dates: 2009 WUMH Joint Advisory Board and Steering Committee Meeting: December 11.**

**Fridays, 9 am-11 am** in Madison; teleconferencing available. Please **RSVP** with Marilyn Duguid, info below.

***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 the webmaster. Thank you!*

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**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. Recovery is possible.***

**DISCLAIMER:** *The WUMH Listserv is intended to share information about mental health and mental illnesses, 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.*