



# Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



# Mental Health – Let’s Talk About It

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# AGENDA

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- Americans Views of Mental Health**
- President's *Now is the Time* Plan**
- Components of the Dialogue**

# AMERICAN VIEWS ON MENTAL HEALTH

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- 38% of Americans are unwilling to be friends with a person having mental health difficulties.
  - 64% are unwilling to have a person with schizophrenia as a close co-worker.
  - More than 68% are unwilling to have a person with depression marry into their family.
  - Less than half of Americans in need of mental health care get it.
  - Reasons for not seeking care = cost, not believing it'll make a difference, not knowing where to get care, fear about what others (neighbors, family, employer) will think
- ❖ *Social problem or public health issue?*
- ❖ *A new social perception needs to be established.*

# CREATING A NEW PERCEPTION

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1. Dismantle social barriers that encourage Americans with mental illness to be viewed as outcasts in society.
2. Foster an environment where individuals with mental illness can seek help without fear of being judged.
3. Bring the conversation about mental health to school auditoriums, community centers, houses of worship, living rooms and kitchen tables across the country.
4. Increase access to adequate and affordable care.
5. Overcome key negative attitudes about individuals with mental illness.



# NOW IS THE TIME

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**“We are going to need to work on making access to mental health care as easy as access to a gun.”  
--President Obama**

President Obama has established that ***Now is the Time to launch a national conversation to increase understanding about mental health.*** Too many people are afraid to seek help for mental health services or are seeking this help in secrecy due to shame or fear of judgment. Therefore, the President has directed Secretaries Sebelius and Duncan to launch a National Dialogue about mental illness with young people who have experienced mental illness, members of the faith community, foundations and school and business leaders.

# NATIONAL CONFERENCE ON MENTAL HEALTH JUNE 3, 2013 • EAST WING, WHITE HOUSE

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➔ President Obama opened; Vice President Biden closed – focus on young people and on MH and co-occurring MH/SA conditions

➔ HHS Secretary Sebelius, Education Secretary Duncan, VA Secretary Shinseki

- Panels of those with mental health experience, survivors, and young people with social media approaches

• Advocates, educators, health care providers, faith leaders, members of Congress and representatives from all levels of government

- From all over the country to talk about ways to increase understanding and awareness of MH issues



# VIDEO AND SOCIAL MEDIA

- [Mentalhealth.gov](http://Mentalhealth.gov)

- Website clearinghouse for mental health resources for public
- Information about signs and symptoms of mental illnesses, how to get help, and how communities can host conversations about mental health (toolkit)



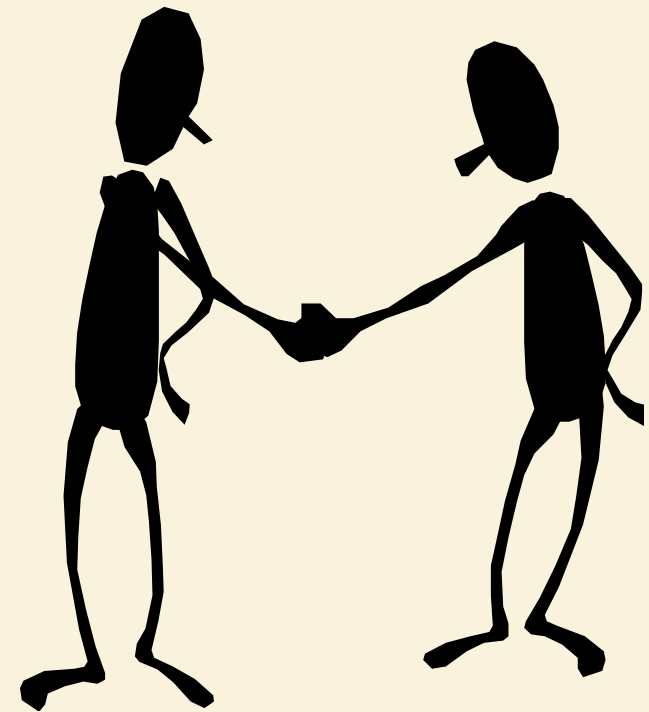
- Social media campaign

- Videos (to include celebrities and non-celebrities alike) who will share stories about mental illness and recovery, on [www.whitehouse.gov](http://www.whitehouse.gov), [www.mentalhealth.gov](http://www.mentalhealth.gov), and YouTube.
- Others invited to share their stories on YouTube



# STAKEHOLDER ENGAGEMENT

Building public/private partnerships with education and youth-serving agencies, medical professionals, the entertainment industry and broadcasting community, behavioral health and advocacy groups, faith community, and civic leaders to engage them in some form of mental health awareness activity or discussion on their own.



# COMMUNITY CONVERSATIONS

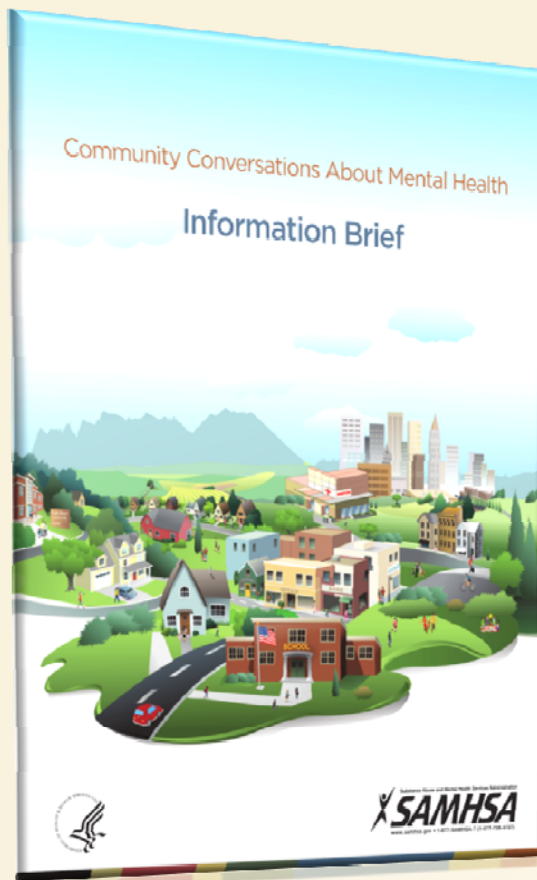
City	Date
Sacramento, CA	July 20 <sup>th</sup> , 2013
Albuquerque, NM	July 20 <sup>th</sup> , 2013
Birmingham, AL	July 27 <sup>th</sup> , 2013
Kansas City, KS & Kansas City, MO	TBD
Washington, DC	TBD

150+ community conversations about veterans  
mental health needs: July – September, 2013

# GOALS AND OBJECTIVES OF COMMUNITY CONVERSATIONS ABOUT MENTAL HEALTH

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- New SAMHSA toolkit designed to help participants in community conversations about MH achieve 3 main goals:



1. Get Americans talking about mental health to break down misperceptions and promote recovery and healthy communities
2. Find innovative community-based solutions to mental health needs, with a focus on helping young people
3. Develop clear action steps for communities to move forward in a way that complements existing local activities