

# **Mental Health Literacy: Changing the Community Conversation**

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# ***The Campaign to Change Direction***

Barbara Van Dahlen, Ph.D.  
Founder & President  
Give an Hour



**Dr. Barbara Van Dahlen**

- Founded by Dr. Barbara Van Dahlen September 2005
- To meet mental health needs of troops and families affected by post-9/11 conflicts
- Give an Hour's four key goals:
  - ✓ Educate general public
  - ✓ Develop volunteer network of 40,000 mental health professionals (we currently have over 7,000)
  - ✓ Enable easy and widespread access to volunteer network
  - ✓ Diminish stigma associated with mental health

*We don't openly discuss our mental health concerns in this country. We don't treat mental health as an important aspect of the human condition.*

- How can we expect those who serve to openly discuss their mental health concerns?
- How can we expect military family members to openly seek mental health care for themselves and those they love?

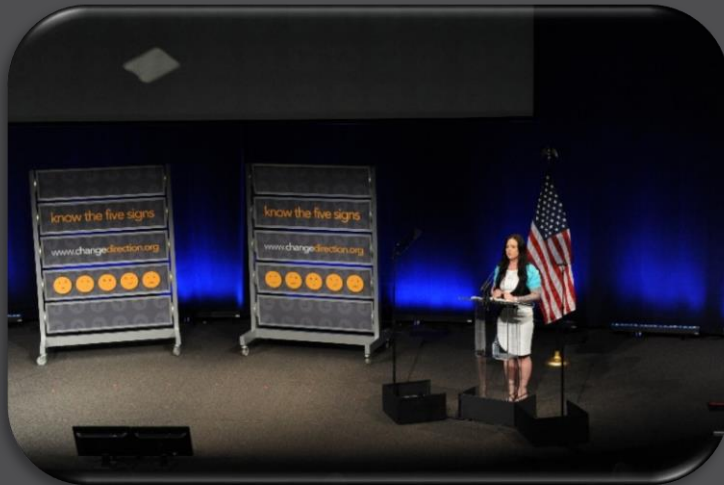


The Change Direction initiative is a collection of concerned citizens, nonprofit leaders, and leaders from the private sector who have come together to create a new story in America about mental health, mental illness, and wellness.



# The Campaign to Change Direction

This initiative was inspired by the discussion at the White House National Conference on Mental Health in 2013, which came on the heels of the Newtown tragedy. It was also informed by Give an Hour's work with our returning service members and their families.







[First Lady Michelle Obama adds her voice to this important effort](#)

- Nearly 150 group pledges thus far from corporations, government entities and non-profits
- Over 1125 individual pledges thus far
- Reaching an estimated 30 million people.







Founding members



International Partner

Entertainment Partner

Communication Partner

Government Partner



So how do we change our culture?



## Create a Common Language

1. Their personality changes.
2. They seem uncharacteristically angry, anxious, agitated, or moody.
3. They withdraw or isolate themselves from other people.
4. They stop taking care of themselves and may engage in risky behavior
5. They seem overcome with hopelessness and overwhelmed by their circumstances.

know the five signs



# Every American can learn the five signs of suffering.





## know the five signs.

Nearly one in every five people, 42.5 million Americans, have a diagnosable mental health condition. Our friends, neighbors, co-workers, and family members may be suffering emotionally. They may not recognize the symptoms or ask for help.



Not feeling like  
yourself?



Are you feeling  
agitated?



Are you feeling  
withdrawn?



Taking care of  
yourself?



Are you feeling  
hopeless?

the campaign to



changedirection

#ChangeMentalHealth [www.changedirection.org](http://www.changedirection.org)









# #CHANGEMENTALHEALTH



For more information or  
if you have questions,  
please visit

**[www.changedirection.org](http://www.changedirection.org)**

Quality health plans & benefits  
Healthier living  
Financial well-being  
Intelligent solutions



# Mental Health Literacy Changing the Community Conversation

Louise Murphy  
President, Aetna Behavioral Health



# Mental health in the workplace<sup>1</sup>



**\$105 billion** in lost productivity per year in US



**60%** of Americans with a mental disorder get no treatment

**35 million** work days lost  
per year due to mental illness



**50%** of managers  
without mental health  
management training



<sup>1</sup> [www.psychologytoday.com](http://www.psychologytoday.com)



# Aetna Behavioral Health Strategic Initiative: Stigma

- Thought leadership
- Partner with community
- Develop new training
- Build internal expertise



# ABH & GAH: Working Together

The Aetna logo is displayed in orange lowercase letters with a registered trademark symbol. It is positioned over a background image of two silhouetted figures saluting against a large American flag.

aetna®



- Recruitment
- Aetna volunteers
- Training modules
- Special events
- Activities & promotions

**ABH Founding Member of The Campaign to Change Direction**

# Commitments to Stigma

- Campaign to Change Direction
- Stamp Out Stigma
- ABH Summit
- Social media & in the news
- Mental Health trainings
- Mental Health First Aid (MHFA) at Work



# How ABH is changing the conversation



- 5 signs communications and video to members
- Aetna.com news communications
- Continuing Mental Health First Aid rollout
- Campaign flyer for external use
- Online mental wellness portal for Aetna employees
- Engaging providers in the campaign



# Campaign flyer & online pledge



## Get involved with The Campaign to Change Direction Aetna Behavioral Health

What comes to mind when you think about mental illness? Believe it or not, your views on mental health issues can impact others' health. Chances are, you or someone you care about has struggled with a mental health problem at some point. After all, one in five adults experience a mental health disorder each year.<sup>1</sup> And you may be surprised to learn that mental health issues can be more disabling than deafness or severe vision loss.<sup>2</sup>

### What can you do?

You don't have to be a trained therapist to make a difference. By learning about mental health issues and how to provide support, you can help. **The Campaign to Change Direction** is a good place to start.

Endorsed by the First Lady and other national leaders, The Campaign to Change Direction aims to change the conversation about mental health. It's focused on raising mental health awareness and teaching support strategies. People don't have to suffer alone or avoid treatment because of stigma. Find out more by [watching this short message from Louise Murphy, Head of Aetna Behavioral Health](#).

<sup>1</sup>[www.nimh.gov](http://www.nimh.gov)

<sup>2</sup>Mental Health First Aid

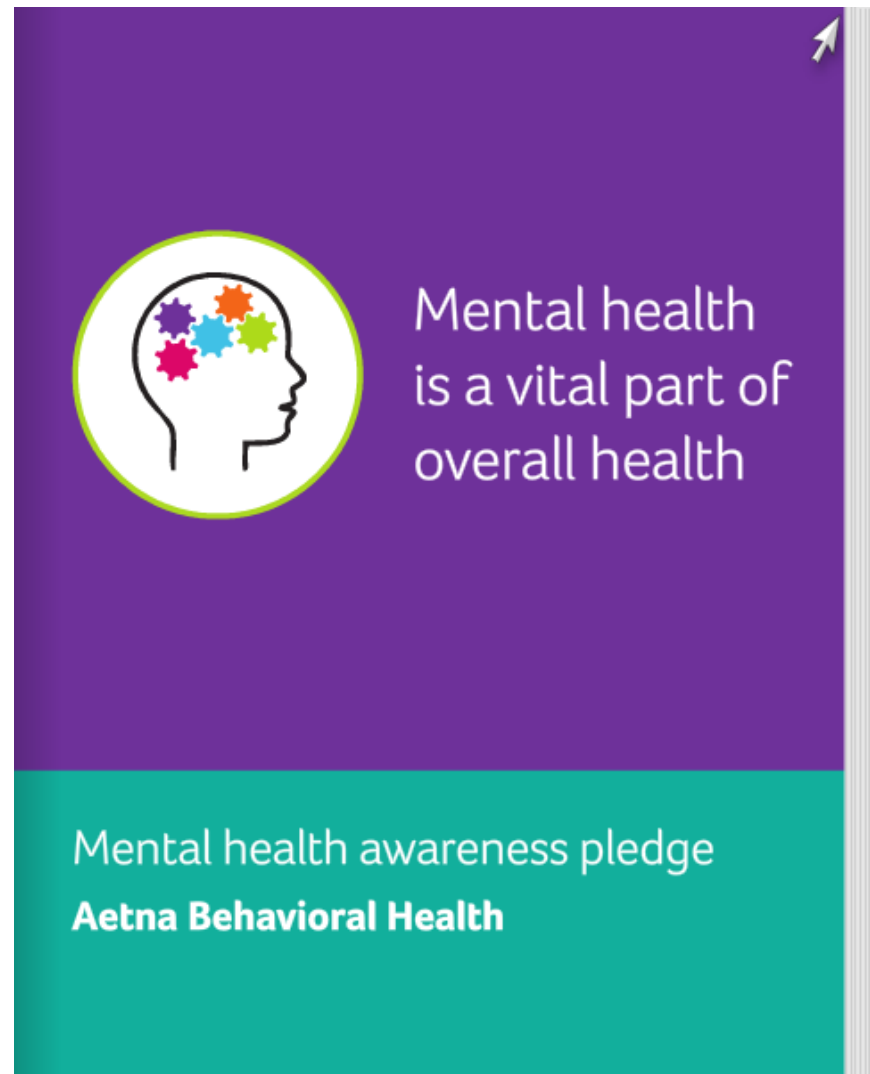
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### Watch for signs

How do you know if someone might have a mental health problem? You might not be able to tell. But if you notice certain changes, they could signal that a person may be in emotional pain. Concerning signs can include:

1. Showing sudden or gradual personality changes
2. Acting angry, agitated or moody more than usual
3. Becoming withdrawn from other people
4. Making bad choices like abusing drugs or alcohol, poor self-care and other self-destructive behaviors
5. Expressing hopelessness

If you observe any or all of these signs — show concern, give hope and find help. [Watch this helpful video to learn more.](#)





# Thank you!

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# Question?

Please type your question into the Chat Box or press  
\*6 to unmute your phone line and ask a question