



Mental Health Initiative

Draft for Discussion Purposes Only

March 2018

Why mental health?

Mental health is integral to health and wellbeing and critically important to the vitality of individuals, communities and society

And it touches all of us – personally or through a loved one

50%

*Adults will experience at least one mental illness **during their lifetime.***

1 in 5

*Adults experience a mental illness **each year.***

1 in 5

Children 13-18 yrs experience a mental illness.

Why mental health?

The shadow of stigma surrounding mental health conditions creates barriers to addressing this important component of health and wellbeing.

10
years
*Average time
before people
seek
treatment.*

40
percent
*People
experiencing
mental illness
who seek
treatment.*

Why mental health?

The mental health care system is fragmented, under-funded, difficult to access and complicated to navigate.

And it is not integrated with the health care system.

*Fragmented
across outpatient &
inpatient services,
psychiatry and
therapy*

*Often delivered
separately from
rest of health
care*

*Often carved out
as a separate
health plan
coverage*

Why mental health?

The consequences of stigma, the treatment gap, poor access, and fragmented system drive enormous costs – and lost human potential.

**\$147
billion**

*Annual mental
health care costs*

**\$320
billion**

Lost earnings and disability

Substance Abuse and Mental Health Ass.
Insel, T.R. (2008) The AJP, 165(6) 663-665

Mental Health Initiative Goals

- **Open minds and engage hearts**
 - Increase Mental Health IQ (understanding) and EQ (empathy)
- **Catalyze targeted actions for:**
 - Individuals
 - Communities
 - Health care systems
 - Educators and employers
- **Inform policy discussions**

Targeted Calls for Action

The American Public

Talk with people you trust

Seek and get help

Provide community support

Employers, Educators and Health Care System

Workplace and school
culture/policies

Conversations in workplace,
schools

Improved health care access

Public Policy Makers

Parity of coverage/care – mental
vs. physical health

Integration – physical and mental
health

Equity

Mental Health Care - Challenges and Opportunities

Integration of Mental Health into Health Care System improves access and decreases stigma



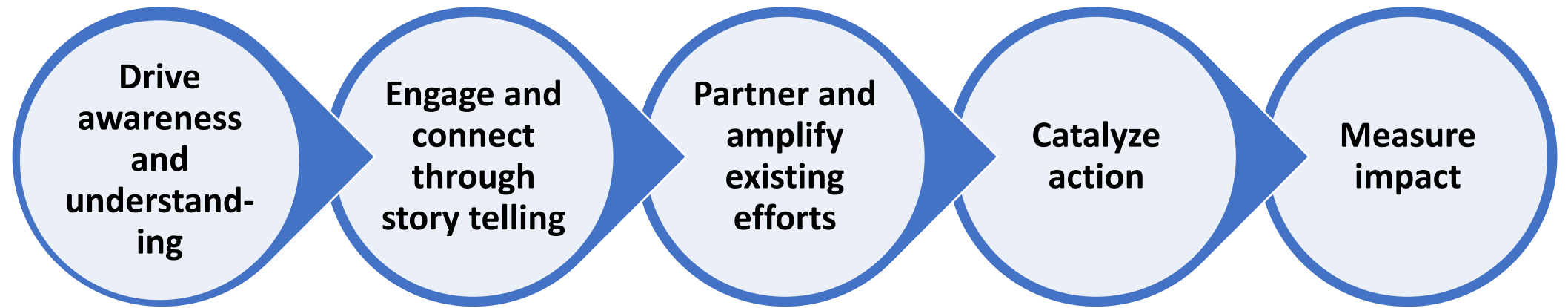
Lack of access leads to worsening conditions and more intensive care



More timely care will move care upstream



APM's Unique Role Through Leveraging Its Media Platforms



Pathway to engagement and change



AWARENESS



UNDERSTANDING



ENGAGEMENT



ACTION/NORMALCY

Why should I care?

BE RELEVANT

Why does it matter?

BE INFORMATIVE

*Empower people to engage
— come out, talk, connect,
share.*

*DESIGN CREATIVE &
UNEXPECTED
APPROACHES*

*Individuals to seek help, healthcare
improves access,
workplaces and educational
institutions provide support
FOCUS ON SOLUTIONS*

Targeted Population Segments (Initial focus)

Generations

- Centennials (Gen Z)
- Millennials
- Generation X
- Baby boomers
- Traditionalists (Greatest Gen)

Race/ethnicity/sexual orientation/gender

- White
- Black/African American
- Asian/Pacific Islander
- Hispanic/Latinx
- Native American/American Indian
- LGBTQ
- Immigrants

What Should I Know, Feel and Do

Know

- Important to take care of my mental wellbeing (just like my physical health)
- Early signs and symptoms of illness and when to seek help
- Mental illness is a medical condition, not a choice
- Silence is the enemy – conversations are important
- Impact language has on stigma
- Stigma still exists around mental health and it causes discrimination (on individual, community and policy levels)
- As a society, we have not supported mental illness like physical illness

Feel

- Mental health is relevant to me
- Empathy and compassion for myself and others
- Its time to move past discrimination
- It's time to achieve equity and close the treatment gap

Do

- Explore how to tell my story
- Learn how to listen and support other people
- Take care of my mental wellbeing and seek help for early signs and symptoms
- Activate your community – workplace, school, faith community, neighbors, friends
- Advocate for parity and filling the gaps in treatment

Initial Key Messages

Increase understanding	<i>Prevalence across socio-economic, age, race</i> <i>Many conditions - Not a choice or character flaw, but medical condition with treatment</i> <i>Understanding impact of trauma, aging, myths around violence, etc.</i> <i>Gap between treatment needs and care provision</i>
Connect, engage and share experience	<i>Mental health is relevant to people like me</i> <i>Connections with people who have experience with a mental health condition</i> <i>Encourage sharing your experiences with people you trust</i>
Promote wellbeing and prevention	<i>Taking care of your mental health and wellbeing - resilience</i> <i>Importance of early child development & ACE</i> <i>Signs and symptoms</i> <i>Demystify how to access care and treatment</i>

Early Opportunities for Each Media Platform

News Room

More volume and diversity
of coverage

*Hire a mental health
reporter*

Current and Classical

Engage through music and
performing artists

Events

Threads in programming

News shows and Programs

Focused topic series

*The workplace, MH & food ,
Parity in coverage & care
Parenting and childhood*

Podcasts

Engage and inform

*THWoD, Addiction, Childhood,
Parenting, Sleep, Resilience,
Targeted pop's*

APM reports

*Moving thru life with
mental illness*

Digital/Social Media

Call to action

Resources

Amplify partners

Convenings

Engage, inform, connect

*Communities, MH
entrepreneurs, schools,
employers; current
sponsored show*

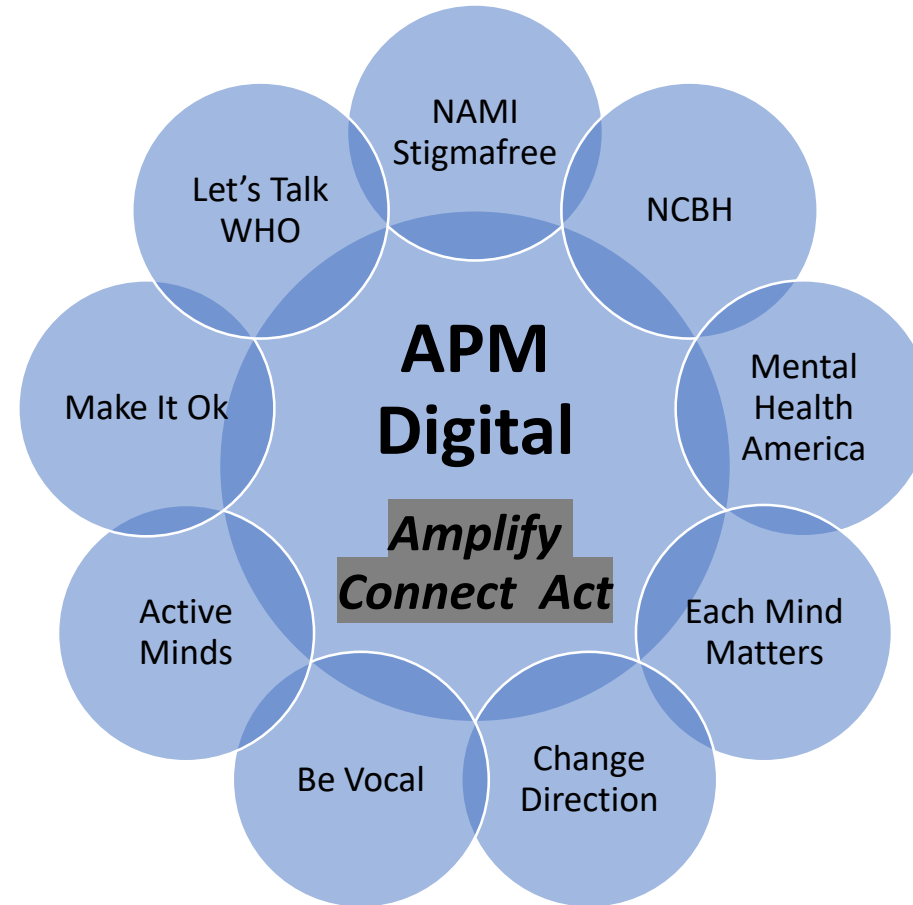
Partners

*Community organizations,
Advocacy, Universities,
Community mental health,
Health care orgs, Employers,
Educators, Holistic health,
Diverse communities and more*

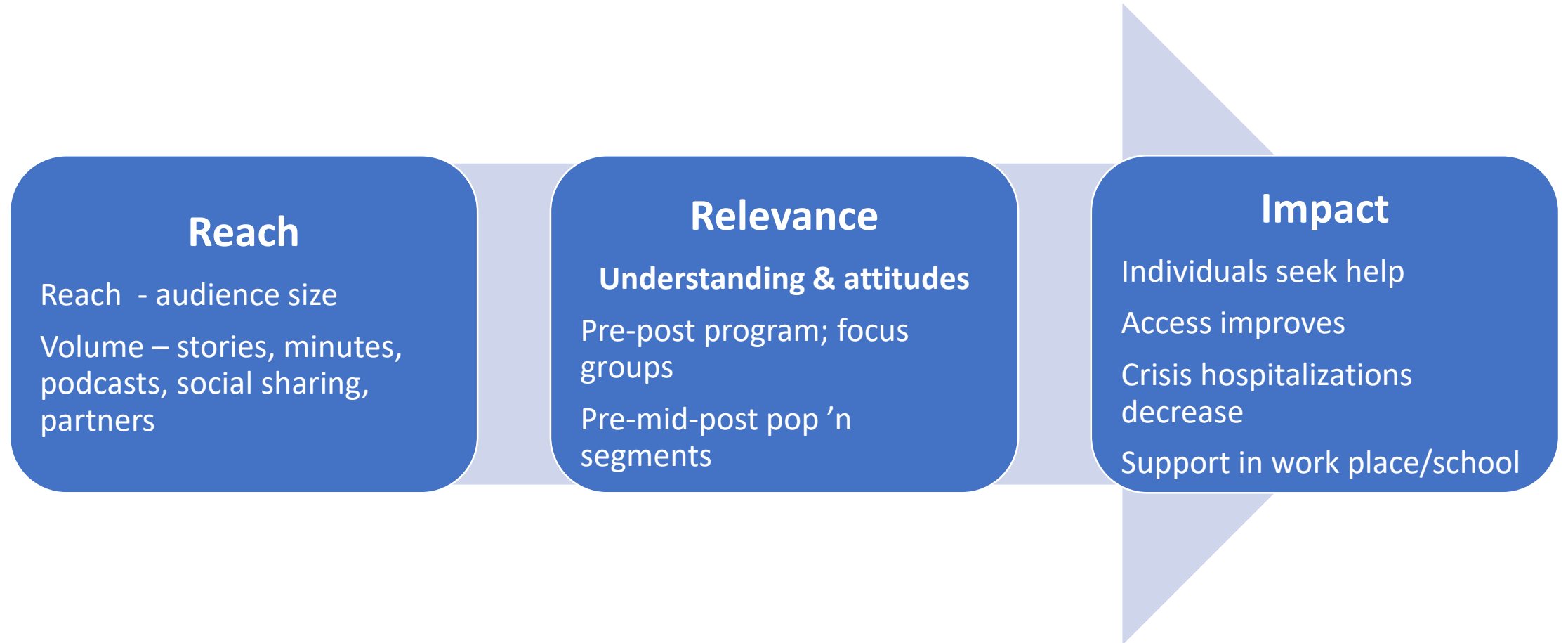
Producer - All Platforms

Digital/Social Media Strategy

Amplify, Connect, Act



Levels of Measurement



Many Topics For Targeted Populations

Mental Wellbeing	Brain fitness - Food, movement, sleep and mindfulness Keys to resilience Risk factors – trauma, early childhood
Cultural and generational	Childhood, adolescents, young adults, veterans Gender, ethnicity, race, socio-economic, rural vs urban, LGBTQ Mental health in schools, universities and the workplace - culture and support
Mental Health & Society	Social media and mental health Performance arts and creativity Police, criminal justice system, health care system, homelessness Violence and mental health
Mental health conditions	Many conditions – depression and anxiety, post partum depression, addiction, first episode psychosis, Aging brain – Alzheimer’s and dementia Suicide
New Science & Innovation	Frontiers – neuro-imaging and gut-brain connection Pharmacogenomics – meds that work Virtual technology treatments Digital phenotyping
Public Policy	Parity of health coverage and care delivery Fragmented funding and care Integration physical and mental health

Targeted Influencers (Initial focus)

- Parents
- Employer leaders
- Health care providers and payers
- Educators
 - Early childhood – university
- Celebrities/entertainers
- Journalists
- Political leaders, legislators and policy makers
- Thought leaders
- Police officers
- Criminal justice system
- Community leaders
- Faith Groups

Discussion

What inspires you about the Mental Health Initiative?

What are your ideas to make it more impactful?

What have we missed?