

Mississippi Department of Mental Health

“What a Difference a Friend
Makes in Mississippi”



DMH Anti-Stigma Campaign

- ◆ The Mississippi Department of Mental Health (DMH) is partnering with the Substance Abuse and Mental Health Services Administration to launch a statewide Anti-Stigma Campaign.

Anti-Stigma Campaign

- ◆ In order to have a successful campaign, DMH formed a committee with 40 representatives from DMH facilities, Community Mental Health Centers, mental health associations, hospitals and other organizations statewide.

Anti-Stigma Committee

- ◆ Statewide Committee Members formed small regional teams in different areas of the state.
- ◆ Each team is comprised of 8-15 members, making it a total of more than 100 representatives statewide working to spread the campaign's message.

Mississippi Kick-off

- ◆ The Mississippi Anti-Stigma Committee held a press conference for the launch of the campaign in May 2007.
- ◆ More than 80 people attended the press conference along with television, radio and newspaper representatives.

Localizing PSAs

- ◆ Mississippi decided to create two local PSAs to distribute statewide in conjunction with SAMHSA/Ad Council PSAs.
- ◆ Television voiceovers were used for radio PSAs.
- ◆ PSAs are shown during presentations.





Working with the Media

- ◆ Created a letter to the editor from the Executive Director of DMH.
 - ◆ Participated in more than 25 television and radio interviews since kickoff.
 - ◆ More than 70 newspaper and newsletter articles have been published.
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Working With Partners

- ◆ Partnering with NAMI for In Your Own Voice.
- ◆ Partnering with MHA for Mind Jazz.
- ◆ Partnering with organizations such as Chamber of Commerce.
- ◆ Partnering with schools and colleges.
- ◆ Partnering with businesses for sponsorship opportunities.
- ◆ Have partners add info to their Web site.

Working with Schools

- ◆ Give presentations and distribute brochures. Examples: freshmen orientation, chapel, psychology classes.
- ◆ Articles in high school and college newspapers.
- ◆ Partner with seniors for senior projects.

Reaching Target Audience

- ◆ Participate in Town Hall meetings.
- ◆ Partner with organizations for anti-stigma and art fairs with African-American colleges in MS during 2008.
- ◆ Create a MySpace page for the campaign in Mississippi.
- ◆ Identifying a celebrity spokesperson.

Results of Stigma

- ◆ Many people do not seek treatment because of stigma and the fear of family members and friends not accepting them.
- ◆ Lack of treatment for mental illness, isolation, and other factors can result in suicide.
- ◆ Suicide is the 2nd leading cause of death among 10-24 year olds in Mississippi.

Combining Resources

- ◆ DMH is combining resources and discussing youth suicide prevention in relation to stigma at colleges statewide.
- ◆ DMH found speakers who can present their personal story and relate to the target audience.

For More Information

- ◆ Contact:

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*"Friendship is the only cement that will
ever hold the world together"*

- Woodrow Wilson

