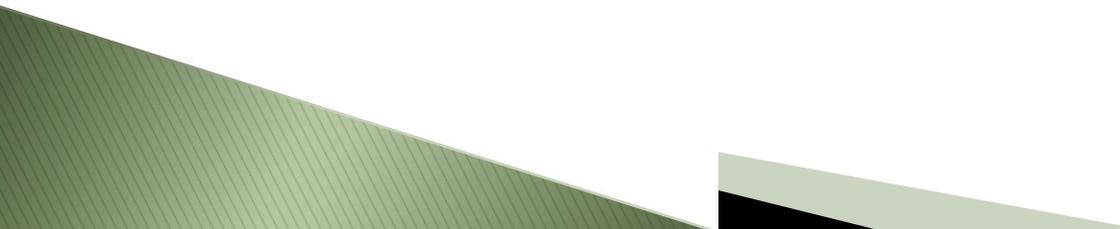


Supporting the CMHR: Missouri's Experience

Rita McElhany
Community Development Manager
Missouri Department of Mental Health

Gathering Data

Learning From Experts

- ▶ Literature Search
 - ▶ “Telephone Survey of Missourians Regarding Attitudes Toward People with Mental Illness”
 - ▶ Consulting with others
- 

The Data

- ▶ What we learned:
 - Stigma around mental illness has lessened
 - Key populations are still affecting access both for themselves and others
 - Lots and lots of work to do!

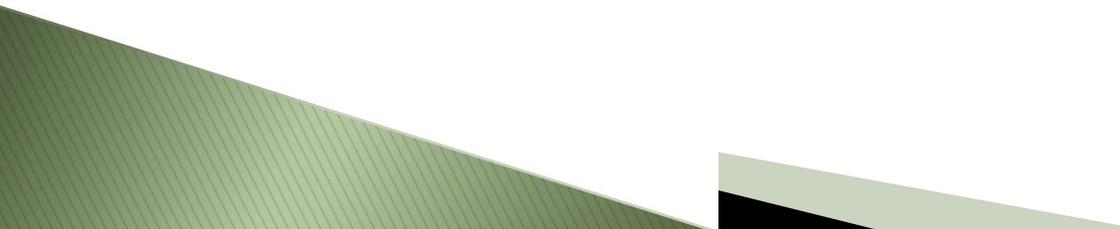
Transformation–Driving the Process

- ▶ Missouri structured its transformation activities around the President's New Freedom Commission goals:
 - Mental Health is Essential to Overall Health
 - Disparities are Eliminated
 - Easy Early Access
 - Evidence Based Practices
 - Technology

DMH's third mandate

- ▶ To increase public awareness and understanding of mental disorders including mental illness

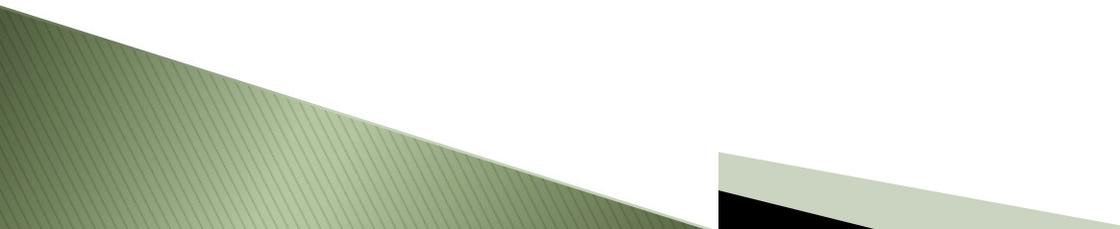
What do we need to know?

- ▶ What's been done?
 - ▶ What needs to happen?
 - ▶ Who is going to do it?
- 

The Partners

- ▶ Working with the Office of Transformation additional experts will convene to plan specific strategies for implementation of local anti- stigma efforts.

What's next?

- ▶ Contract with the University of Missouri – School of Journalism's Capstone Project to develop a communications plan and statewide anti stigma campaign.
 - ▶ Identify and apply for infrastructure funding to cover costs of campaign and local coalitions.
 - ▶ Work with the Office of Transformation for speakers bureau development
 - ▶ Begin regional coalition meetings to develop local initiatives
- 

Resources

www.dmh.mo.gov/cps/initiatives/stigma.htm

Contact Information

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