

# Mental Illness: It's not always what you think.



Sacramento County Behavioral Health Services

---

# Project Overview

---

**ONE** in every **FIVE** adults

**ONE** in every **FIVE** children and youth

**300,000** Sacramento County residents

**Living with mental illness**

# Project Goals

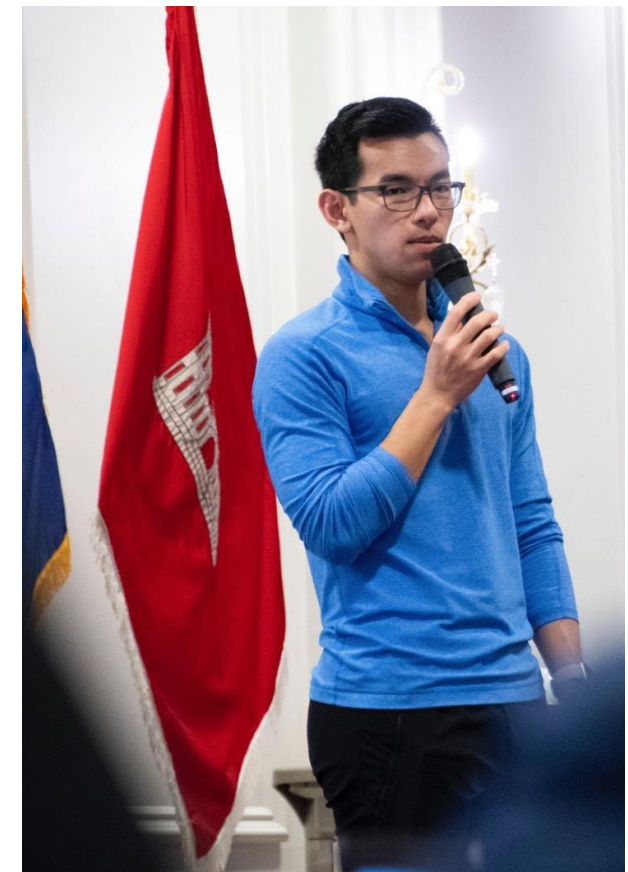
- ✓ Reduce stigma and discrimination
- ✓ Promote health and mental well-being
- ✓ Inspire hope and recovery



This program is funded by the Division of Behavioral Health Services through the voter approved Proposition 63, Mental Health Services Act (MHSA).

# Project Activities

- Almost 200 trained Speakers Bureau participants
- Program materials and educational outreach, including tip cards, TV and radio PSAs, outdoor and digital ads
- Active and growing Facebook, Twitter and Instagram pages
- News stories within multiple media outlets, including multicultural media
- Multiple stakeholder and community events (*both in-person and virtual*)
- More than 100 local stakeholder partnerships



# Research Findings

Public awareness about mental illness and the project have **increased from 24 to 53 percent.**

## **In addition...**

- Awareness is continually increasing. People are recalling messaging about mental illness in general, identifying Sacramento County DBHS as a source and recognizing the tagline “it’s not always what you think”
- Willingness to discuss mental illness and to recommend someone they know seek help continually increased
- Shame and stigma are still serious barriers

---

# Creative Refresh

---

# Creative Refresh

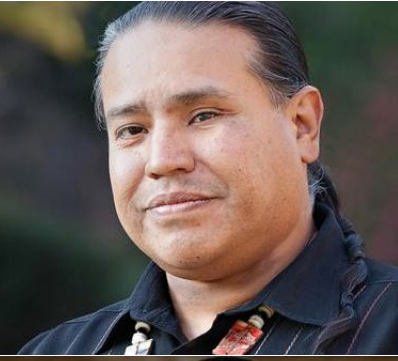
Why? To ensure the project's messages and materials are resonating within the project's target audiences.



**Call 211**

**Mother**  
**Church member**  
**Living with bipolar disorder**


**Mental Illness:**  
It's not always what you think.



**Call 211**

**Father of five**  
**Traditional singer**  
**Living with posttraumatic stress disorder**


**Mental Illness:**  
It's not always what you think.



**Call 211**

**Mother**  
**Dancer**  
**Living with depression**


**Mental Illness:**  
It's not always what you think.



**Call 211**

**Older brother**  
**Aspiring teacher**  
**Living with depression**

**Mental Illness:**  
It's not always what you think.

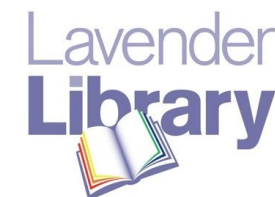
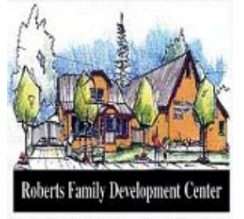




# Community Research

- Secondary Research: Literature Review
- Primary Research:
  - 11 target audiences
  - 67 focus groups
  - 32 key informant interviews

 ASIAN PACIFIC  
COMMUNITY COUNSELING





**We all have the strength and resilience to achieve mental wellness.**

**Learn more about mental health.**



## **HONOR THE SACRED, THE COMMUNITY AND YOURSELF. STOP THE STIGMA.**

In Sacramento County, over 300,000 residents live with mental illness, but discrimination, fear and stigma prevent many from seeking help. Mental health conditions impact every ethnic, racial, economic, religious and age group, but the severity and likelihood of these conditions can be heightened as a result of the additional stress and trauma from the impacts of colonization, prejudice and systemic racism.

Mental health conditions are real, common and treatable. By learning more about mental illness and providing support to those in our community who may be learning to navigate the impacts of historical, cultural or family trauma, we can help our community to heal and come together.

We each have a role in stopping stigma and changing how we think about, and treat, those in our community who are living with mental illness. Together, we have the strength and resilience to achieve wellness.

### **Make a positive difference in our community:**

**Know the signs.** Learning about mental illness can start the healing process. It's important to know the warning signs so that you can offer help and know when to act.

**Embrace.** We are the answers to our ancestors' prayers. Welcoming friends and loved ones to ceremonies or gatherings can provide hope and is one way to help improve our well-being as a community and reduce the impacts of historical trauma.

**Love your body, mind and spirit.** Mind and body are always connected. By eating well, exercising and maintaining balance, it's possible to support overall wellness.

**Visit [StopStigmaSacramento.org](https://www.stopstigma-sacramento.org) to learn more and get involved.**  
Call 211 to be referred to culturally competent mental health services.



**Learn more about mental health.**

This program is funded by the Division of Behavioral Health Services through the voter approved Proposition 55, Mental Health Services Act (MHSAA).



Психическое здоровье важно для вас и вашей семьи.

Уделите внимание ментальному здоровью.



[StopStigmaSacramento.org](http://StopStigmaSacramento.org)



Kev noj qab haus huv ntawm txoj kev xav yog qhov tseem ceeb rau koj thiab koj tsev neeg.

Kawm ntxiv txog txoj kev noj qab haus huv ntawm txoj kev xav.



[StopStigmaSacramento.org](http://StopStigmaSacramento.org)



سلامة الصحة النفسية من دعائم الصحة العامة

لنغير رؤيتنا عن الاكتئاب



[StopStigmaSacramento.org](http://StopStigmaSacramento.org)



Trauma is real, but so are hope, resilience and emotional well-being.

Learn more about mental health.

 SACRAMENTO COUNTY  
StopStigmaSacramento.org

“WE NEED TO TAKE TIME TO LISTEN. IT’S CRUCIAL FOR HEALING.”

Dr. Kristee Haggins  
Psychologist,  
Sacramento Community Healer

BE SEEN. BE HEARD. ASK FOR HELP.



StopStigmaSacramento.org

SACRAMENTO COUNTY

This program is funded by the Division of Behavioral Health Services through the voter-approved Proposition 56, Mental Health Services Act (MHSRA).





“There is not just one way to get somewhere. There are different pathways to healing.”  
- Dr. Gina Warren

 SACRAMENTO COUNTY




“It is empowering to express weakness. When we identify the power, we create an opportunity to identify the weakness.”  
- DeAngelo Mack

 SACRAMENTO COUNTY



“Doesn’t have to be family. Let’s just start the conversation.”  
- Pastor Joy Johnson

 SACRAMENTO COUNTY



Mental health conditions are manageable. Mental well-being is achievable.



Let's change our minds about mental health.



### Mental Health Conditions are Real, Common and Treatable

Mental health conditions do not discriminate by age, gender, sexual orientation or race. As a result of enduring daily discrimination and stigma, transgender community members are nearly four times as likely as cisgender individuals to experience a mental health condition. The discrimination that transgender and gender diverse communities face comes from a variety of places, including family members, employers, housing, faith-based and healthcare institutions. Some medical professionals further stigmatize transgender communities by incorrectly suggesting that being transgender is, in itself, a mental illness. With all of these factors harming the mental health of transgender communities, it is crucial that stigma around mental health conditions be removed from the equation.



Mental health conditions are manageable, and support is available.



No one should struggle alone or in silence.



LEARN MORE. VISIT: StopStigmaSacramento.org

This program is funded by the Division of Behavioral Health Services through the voter approved Proposition 53. Mental Health Services Act 044021.



---

# Refreshed Project Elements

---



Mental health conditions are real, common and treatable.

LEARN MORE →



## CONVERSATION STARTERS

- “ I know things have been hard lately; let me know if you want to talk about it. I’m here for you.
- “ I just want you to know I am here for you if you ever need to talk. You’re my friend and I won’t judge you.
- “ You’ve seemed a little down lately and I wanted to see how you are doing.
- “ I know life can feel like a lot sometimes, but if you need someone to talk to, I want you to know I am here.

### FACT 2

Mental illness causes mild to severe disturbances in thinking, perception, mood and/or behavior. These disturbances can affect a person's ability to cope with life's demands and routines. However, with education, support and treatment, people can—and do—recover and live fulfilling lives.



## Blog



### The Importance of Mental Illness Awareness and Education

The pandemic made countless changes to how we approach the world around us - including how we prioritize and spend our time,

LEARN MORE



## Es Posible Vivir Bien Con Una Enfermedad Mental

La enfermedad mental se parece a la enfermedad física. Como la diabetes o la hipertensión, las enfermedades mentales son comunes y se pueden tratar, y no tienen por qué impedir que alguien tenga una vida buena y feliz.

Lamentablemente, en muchas ocasiones, la discriminación, el miedo y la vergüenza impiden que las personas busquen ayuda; además, algunos factores, como el racismo sistémico, los traumas, el miedo y la pobreza pueden dañar la salud mental de las personas de la comunidad latina.

Compartir nuestras experiencias de salud mental con la comunidad y hablar a otros sobre las enfermedades mentales, podemos ayudar a demostrar que las personas con enfermedades mentales no están solas, hay esperanza y que pueden mejorar su salud mental.



## You Have the Power to Stop Stigma

Mental health, and your attitude towards mental health, is in your hands. What you choose to do today, impacts how you feel tomorrow.

While stigma and fear around mental illness often prevents people from reaching out for help, you can help reduce stigma by educating yourself and others about mental health.



## 精神疾病是真實的、常見的、和可以治療的。您不是孤身一人

精神疾病是一系列影響情緒、思維、行為、及可治療的疾病。不幸的是，患者的恐懼和羞恥感常常阻礙他們尋求幫助。

精神疾病會影響不同族裔、種族，經濟、宗教和年齡群體。偏見和種族歧視所產生的額外壓力和擔憂，可能會增加這些疾病的個案和嚴重性。

我們許多人都可能認識患有精神疾病的人，或者自己曾經是病患者。請不要因尷尬或羞恥阻止您和您心愛的人尋求幫助，或影響病患者與可以信賴的朋友或家人談論他們的經歷。患者如能夠及早治療，成效會更好。

to take care of your own mental health, and how to help those who are showing signs that might indicate a mental health issue. It is important to know that factors, such as systemic racism, stress and fear, can harm the mental health and well-being of yourself and your peers.

It is possible to live a good, happy life with a mental health condition with support from the community and loved ones, and to be successful and lead a meaningful and positive life.



**SOME OF US LIVE WITH  
DIABETES, ASTHMA AND  
ANXIETY, BUT OUR  
CONDITIONS DON'T  
DEFINE US.**

**EACH IS COMMON  
AND TREATABLE.**



[StopStigmaSacramento.org](http://StopStigmaSacramento.org)

SACRAMENTO  
COUNTY

This program is funded by the Division of Behavioral Health Services through the voter approved Proposition 63, Mental Health Services Act (MHSA).



**It is possible to live  
well with a mental  
health condition.**



**"We need to take the time  
to listen; it's crucial for healing."  
- Dr. Kristee Haggins**



**精神疾病是真實的, 普遍的,  
和可以治療的。**



**Diabetes, anxiety and hypertension  
run in our family. Each is common  
and treatable.**

[StopStigmaSacramento.org](http://StopStigmaSacramento.org)



**For local mental health resources and support, call 2-1-1**

This program is funded by the Division of Behavioral Health Services through the voter approved Proposition 63, Mental Health Services Act (MHSA).



Mental illness:  
It's not always what you think.

stopstigmatasac

Edit Profile



79 posts 492 followers 116 following

Stop Stigma Sacramento

Community

@SacCounty "Mental Illness: It's not always what you think" project

We want to:

Change minds 🗣️

Shift attitudes ❤️

And inspire hope 🌟 in #SacramentoCounty

[lnk.bio/stopstigmatasac](https://lnk.bio/stopstigmatasac)

POSTS

IGTV

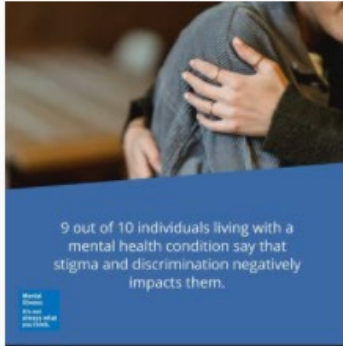
SAVED

TAGGED

### Common Symptoms of Seasonal Affective Disorder

1. Feeling depressed most of the day and nearly every day
2. Losing interest in activities you once enjoyed
3. Having problems with sleep
4. Feeling hopeless or worthless
5. Having difficulty concentrating
6. Having low energy
7. Social withdrawal

Mental illness:  
It's not always what you think.



### 5 Things You Should Know About Stress

1. Stress affects everyone.
2. Not all stress is bad.
3. Long-term stress can harm your health.
4. If you're overwhelmed by stress, ask for help from a health professional.
5. There are ways to manage your stress.

Source: National Institute of Mental Health

WORLD  
Mental Health  
DAY

### 10 Conversation Starters

1. Hey, it seems like you're getting a bit on your mind lately. How are you?
2. I noticed you have missed a few days of school, and I just wanted to check in with you and see how you are doing.
3. I haven't seen you in a while! How have you been?
4. I just wanted to say that I am here for you if you want to talk about anything. - Can we get together this week?
5. I know life can feel like a lot sometimes, but if you need someone to talk to, I want you to know I am here.
6. You've seemed a little down lately, and I wanted to see how you are doing.
7. I just want you to know I am here for you if you ever need to talk. You're my friend and I won't judge you.
8. I know things have been hard lately, but I know if you want to talk about it, I'm here for you.
9. I know staying connected has been tough lately. Let's schedule time to hang out or Zoom next week.
10. I am trying to try mental health first aid and take more walks. Would you like to join me?



Mental illness:  
It's not always what you think.

Edit profile

StopStigmaSacramento

@StopStigmaSac

Sacramento County's mental health promotion & stigma & discrimination reduction project raises awareness & spreads hope about mental health issues & resources.

📍 Sacramento County 🌐 [stopstigmassacramento.org](https://stopstigmassacramento.org) 📅 Joined January 2012

262 Following 1,148 Followers



Mental illness:  
It's not always what you think.

Stop Stigma Sacramento

@StopStigmaSacramento · Community

+ Add a button

---

# Thank You

---