



AMY GAMBLE

MENTAL HEALTH ADVOCATE

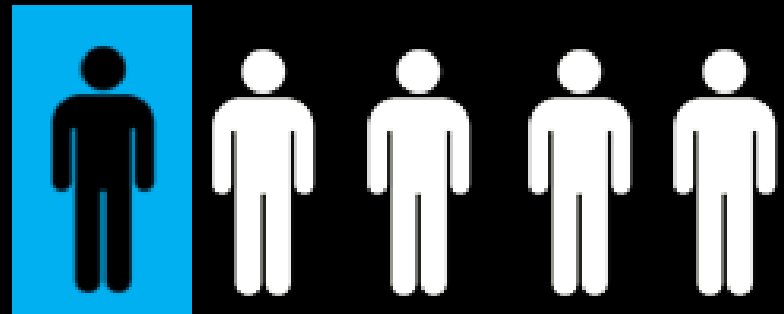
EXECUTIVE DIRECTOR

why

advocacy

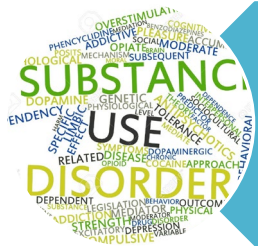
is important to me

1 OUT OF 5
PEOPLE

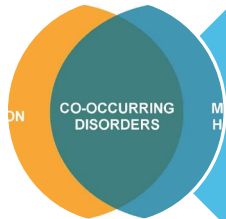


live with
Mental illness

Substance Use Disorder 2014 Data



20.1 million



7.9 million



More than $\frac{1}{2}$ w/co-occurring disorders are men

Did you know?
addiction_{to} drugs
or alcohol
is a
mental illness?

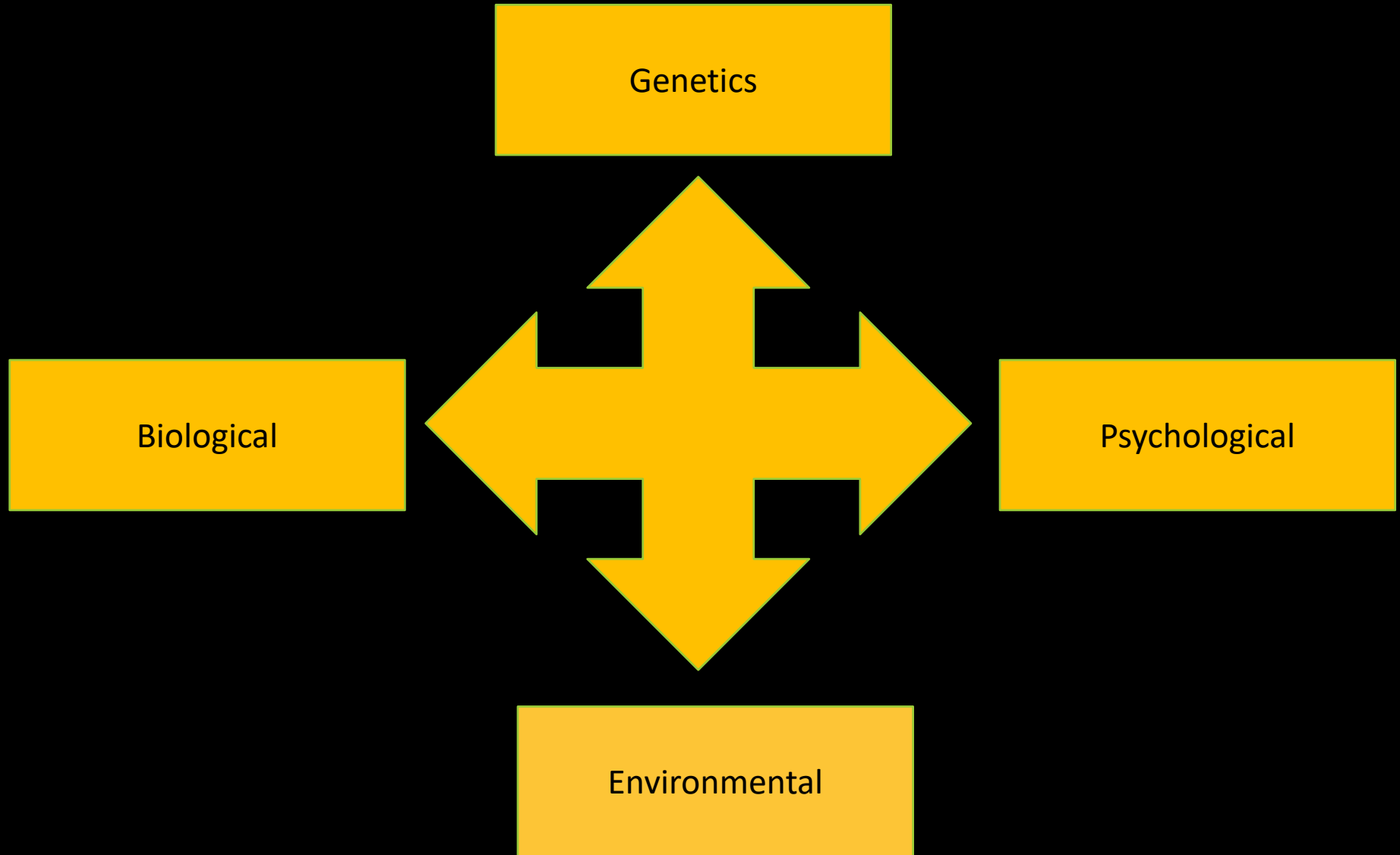
Citation: National Institute on Mental Health



Mental

illness

Risk Factors of Mental Illness & SUD





**More
than**



biology

Solutions are
complex

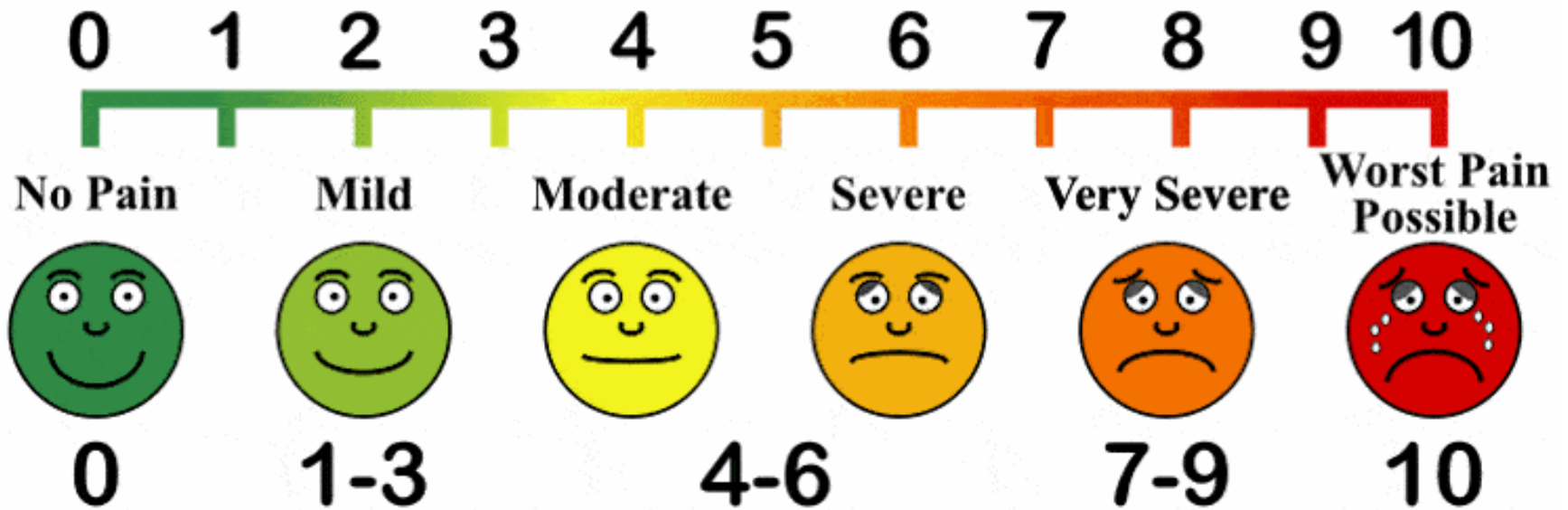
Opioids and Pain Management

Types of pain:

- Physical, emotional, spiritual
- Acute and chronic

In 1990s, national focus in US on treating pain

- Opioids used to treat chronic non-cancer pain
- Prescribed based on subjective reporting
- Lack of focus on risk of misuse



Pain Scale Chart

Opioid Overdose—Background

- Since 1999, amount of pain reported remained stable while sale of opioids increased 400%
- Between 2011 and 2015, overdose deaths tripled
- **90 individuals die in the US every day**
 - More likely to die from opioids than a car accident
- Primary cause of death: respiratory depression
- Naloxone (Narcan): simple-to-administer overdose-reversing drug

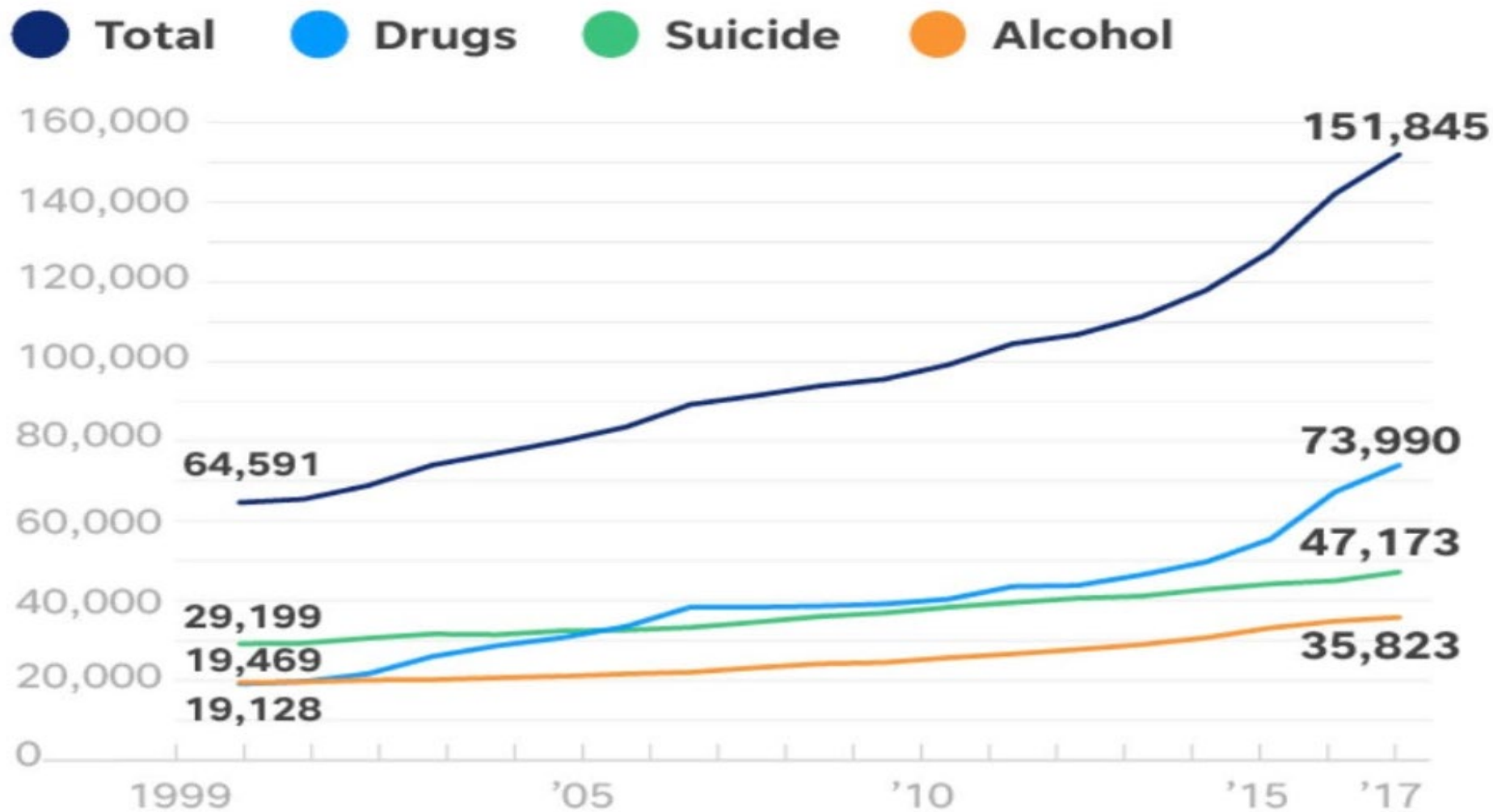
Risk Factors for Overdose

- Use of multiple substances
- Variation in strength and content of substances used (purity or potency)
- Tolerance level especially recent changes
- Switching from sniffing/eating to injection
- Physical Health (liver functioning, weight loss, etc.)
- Psychological health
- Using alone
- Transient living – new dealers/new product
- Thinking you “know everything”

What are the signs/symptoms of an overdose

Symptoms of a person being REALLY "HIGH"	Symptoms of a potential OVERDOSE
Muscles become relaxed; slow movement and reactions	Slow heart beat/pulse; pale, clammy skin; fingernails or lips turning blue
Speech is slowed/slurred	Deep snoring or gurgling (death rattle); very infrequent or no breathing
Sleepy looking but will respond to stimulation (yelling, sternal rub, pinching, etc.)	Extreme sleepiness, inability to awaken verbally or upon sternal rub (rubbing knuckles on center of chest or ribcage)
Nodding	Heavy nod, not responsive to stimulation

Annual deaths from alcohol, drugs, and suicide in the US:



SOURCE Trust for America's Health and the Well Being Trust.
Analysis of data from National Center For Health Statistics, CDC ; USA TODAY





IT'S HARD ENOUGH FIGHTING
MENTAL ILLNESS
AND ADDICTION
WITHOUT HAVING TO FIGHT
STIGMA, TOO.

Stigma prevents people from getting help

STIGMA

A mark, condition or status that is subject to prejudice and discrimination by others.

STIGMATIZATION

The social process by which the mark affects the lives of all those touched by it.

3 Types of Stigma

1. Structural Stigma: Institutions
2. Public Stigma
3. Self-stigma

Structural Stigma: Institutions



Government



School



Hospital



Theater



Church



Hotel



Restaurant



Police



Bank

Targets

Legislators

Policy Makers

Employers

Health Care Providers

Criminal Justice Professionals

Interventions

Legal Strategies

Policy Strategies

Advocacy Strategies

Professional Education

Examples of Structural Stigma

- Discrimination in housing, employment opportunities
- Legal restrictions (in some states for jury duty, political office, parental custody rights, marriage, reduced privacy rights)
- Disparities in treatment, research and policy, and/or resources

Advocacy Organizations

- National Alliance on Mental Illness (NAMI)
- Mental Health America
- Depression Bipolar Support Alliance (DBSA)
- Treatment Advocacy Center
- Hazelden Betty Ford Institute for Recovery Advocacy
- Advocates for Opioid Recovery
 - Patrick Kennedy, Newt Gingrich, Van Jones
- Faces and Voices of Recovery

Examples of Public Stigma

- Negative stereotypes, attitudes, beliefs, and behaviors about mental illness and addiction, person's with mental illness and their loved ones
- Blaming the victim (people choose not to have treatment, people choose to use drugs or drink alcohol) It's their own fault.
- Isolation and rejection of these groups
- Lack of public support for services, funding
- Support for coercive practices

Example: Middletown, Ohio Councilman Picard

Wants to implement a three strikes policy on responding to drug overdoses

- “People transient anyhow and don’t even live in Middletown.”
- “Our EMS is getting paid a lot of overtime. We need not to respond.”
- “People should have to *work off* their treatment cost.”
- “They should know if you come to Middletown, Ohio and overdose, we’re not going to save you with Narcan.”

Death is inevitable, “The public says - Why don’t you just let them die.”

Interventions for the General Public

Media Mass Marketing

- Education
- Community Programming
- Contact Strategies
- Recovery Stories



Self-Stigma

Shame

Low self-esteem

“Why-try” cycle

Lack of engagement in treatment



shame

The image features the word "shame" written in a bold, red, sans-serif typeface. The letters are thick and uniform in weight. Below the text, there is a reflection effect consisting of a lighter, semi-transparent red shadow of the word, creating a sense of depth and mirroring. The entire composition is set against a plain white background.

Interventions for Self-Stigma



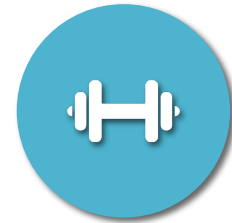
EDUCATION




EMPOWERMENT
STRATEGIES



PEER SUPPORT



RECOVERY
STORIES



**Stigma is
recovery's
greatest
enemy**

A dark, empty jail cell with a bed and a barred door. The cell is dimly lit, with the primary light source coming from the door area, casting long shadows. The bed has a white pillow and a grey blanket. The door is made of vertical and horizontal metal bars.

According to SAMHSA 2 million people with SUD/Mental Illness are booked in jails every year

>1 million people with SUD/Mental Illness are on probation

70% of people in jails and prisons have co-occurring disorders

Key findings on stigma research

Johns Hopkins University School of Public Health Policy

- 703 individuals surveyed
- 22% willing to work with someone with drug addiction
- 62% willing to work with someone with mental illness
- 7 out of 10 didn't think people can recover from either

**what
can you do
to
help**





MENTAL
HEALTH
FIRST AID®

Amy Gamble
Executive Director

Mental Health First Aid is the initial help offered to a person developing a mental health or substance use problem, or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.





**KNOW
THE SIGNS**



**LEARN THE
ACTIONS**




**BE A
LIFELINE**



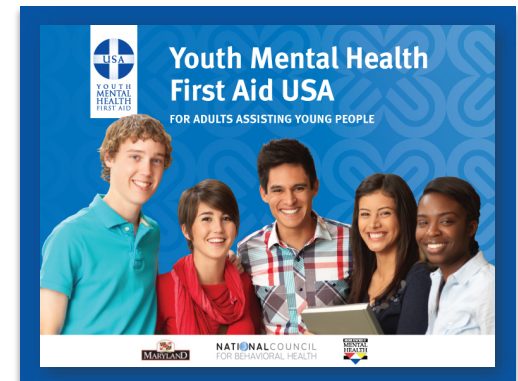
What Participants Learn

 **Risk factors and warning signs** of mental health and substance use problems

 **Information** on depression, anxiety, trauma, psychosis and substance use

 A **5-step action plan** to help someone who is developing a mental health problem or in crisis

 Available evidence-based professional, peer and self-help **resources**



Why Mental Health First Aid?

Mental health problems are **COMMON.**

Learn how to **NOTICE** when someone needs help

STIGMA is associated with mental health problems.

Promote **UNDERSTANDING.**

PROFESSIONAL HELP is not always on hand.

Encourage community members to **SUPPORT ONE ANOTHER.**

Individuals with mental health problems often **DO NOT SEEK HELP**

Help more people **GET THE HELP THEY NEED.**

Many people are not well informed and don't know **HOW TO RESPOND.**

Learn how to **INTERVENE.** You might **SAVE A LIFE.**

Statistics
Don't
Move
People
to

Take action

A FACE, A NAME & A STORY



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