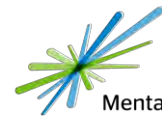


Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Thank you for joining us today!
The Webinar will begin shortly.

- Audio is provided through your computer speakers **ONLY**
- If you are experiencing technical difficulties please contact Adobe Connect at: **1-800-422-3623** or click [here](#)
- This webinar is being recorded and will be available on our website in the next couple weeks



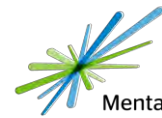
Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Combating Stigma in Healthcare: What Works and Why

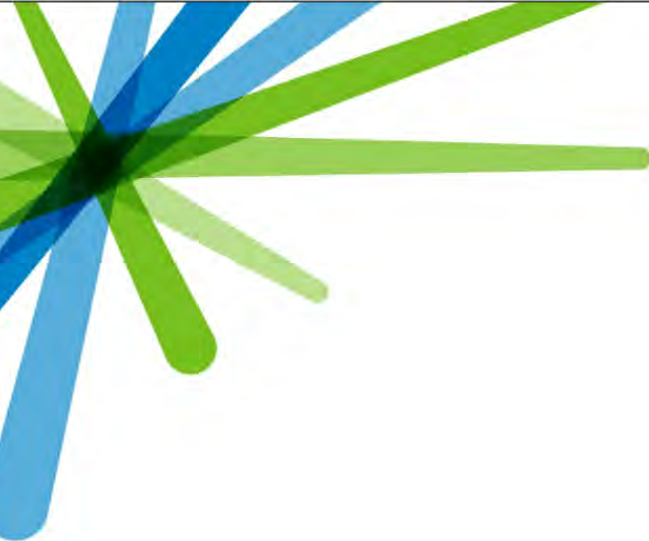
MHCC Workplace Webinar – June 28, 2017

Important!



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada



Combating Stigma in Healthcare: What Works and Why

MHCC Workplace Webinar – June 28, 2017



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada



Information

- Audio is provided through your computer speakers ONLY
- If you are experiencing technical difficulties please contact Adobe Connect at: 1-800-422-3623
- This webinar is being recorded and will be available on our website in the next couple weeks
- Please submit all questions in the Q&A Section below

Web Links 4

Browse To

Files

Name

Size

Download File(s)

Q & A

Focus of Today's Webinar

- Opening Minds
 - Stigma in the healthcare setting
- HealthCareCAN
 - Healthcare Collaborative and Declaration
- Q & A

Welcome!



Stephanie Knaak, Ph.D
Research Associate, Opening Minds

Opening Minds

- Anti-stigma initiative of the MHCC launched 2009
- No big marketing campaign: bottom up approach
- Four key target groups: Healthcare providers, youth, workforce and news media
- Did not reinvent the wheel; sought existing programs; most never evaluated
- Used an evidence-based approach to identify effective programs and ingredients through research: over 25 HCP programs evaluated
- Goal is to replicate successful interventions



Our Research

1. Quantitative evaluation of partner programs

- OM created Pre-post survey: the OMS-HC scale
- Over 25 programs evaluated to date
- Survey translated into at least 7 languages and used internationally

2. Qualitative research with partner programs

- What are the key ingredients, strategies, best practices for successful anti-stigma programming
- Development of process model, identification of key ingredients

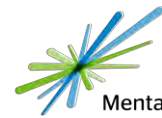
3. Validation of key ingredients

- Analysis of program outcomes against identified key ingredients

4. Successful Program Models/Programs

- Replication and scaling up





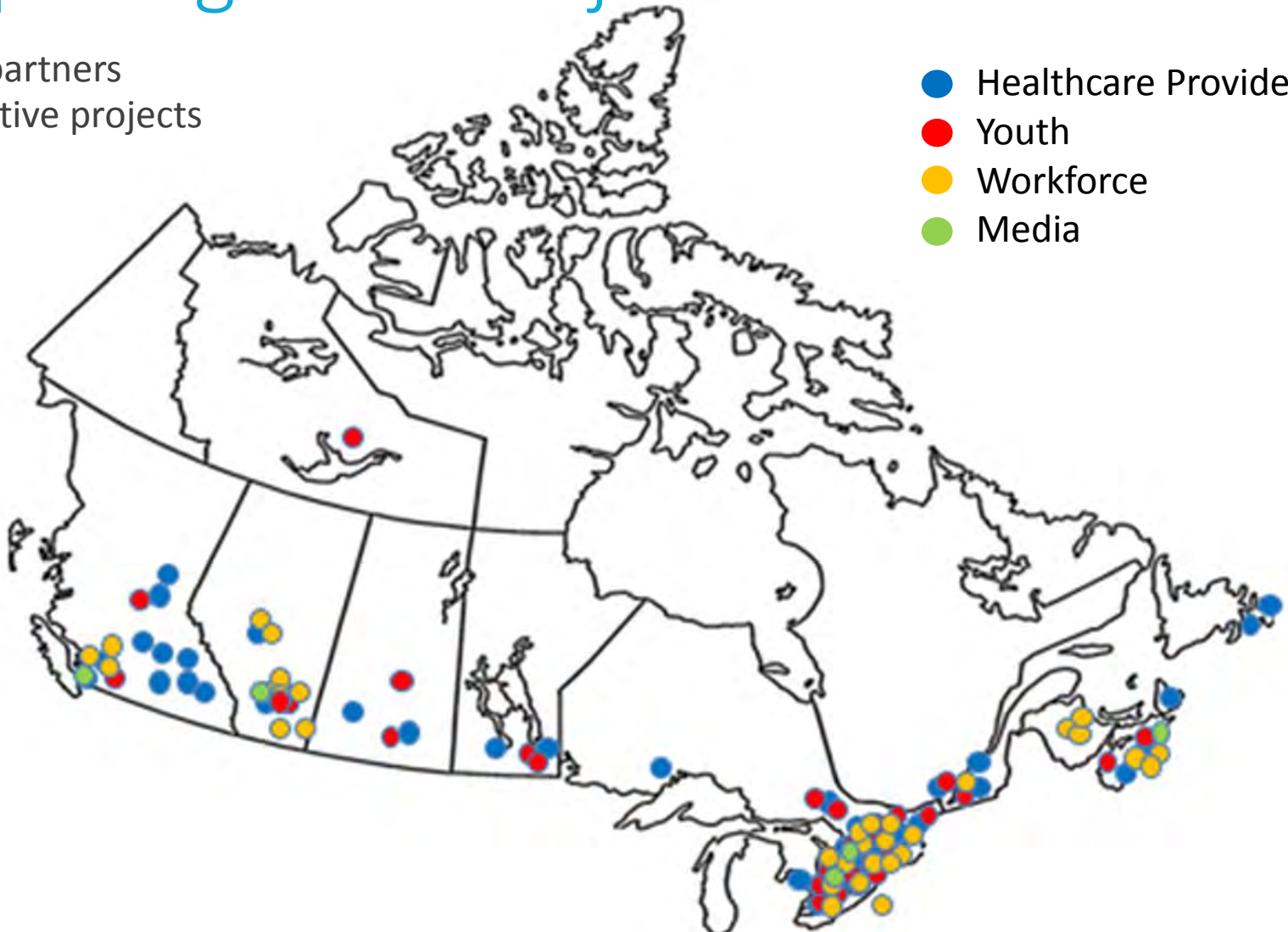
Mental Health
Commission
of Canada

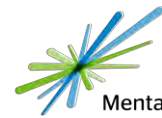
Commission de
la santé mentale
du Canada

Opening Mind Projects

150+ partners
100 active projects

- Healthcare Providers
- Youth
- Workforce
- Media





Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Identifying the Problem:

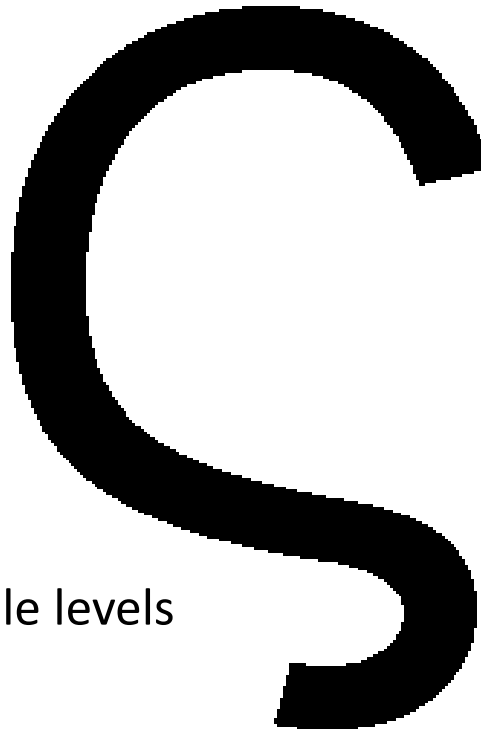
What does stigma in
healthcare look like?

Stigma....

...in healthcare,
stigma is often
hidden; it remains
unacknowledged
and unrecognized

....stigma exists on multiple levels

- self-stigma
- public stigma
- structural stigma



...stigma is a major concern
for healthcare quality

- patient experiences
- hcp attitudes
- access and care issues
- outcomes

Stigma's Impacts

Barriers and delays to help-seeking

- 1 year for psychosis; 8+ years for anxiety and depression, longer for vulnerable populations

Early termination of treatment

- Patients dropping out; dissatisfaction with care
- Rejection by health providers; being discharged or turned away
- Negative consequences include increased risk of suicide

Poorer mental health care

- Delivered care often not best practice care;
- Negative attitudes or beliefs, low provider motivation can impact patient-provider relationships

Poorer physical care

- Diagnostic and treatment overshadowing

“Mental health systems ... either tolerate or produce unfairness, injustice and inequities.”

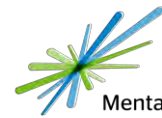
– Jamie Livingston

The Roots of Stigma

Our research found healthcare providers have a number of core learning needs that relate to stigma:

1. Pessimism about recovery / feel like what they do doesn't matter
2. Lack of skills / confidence
3. Lack of awareness of own prejudices
4. Tendency to see the illness before the person





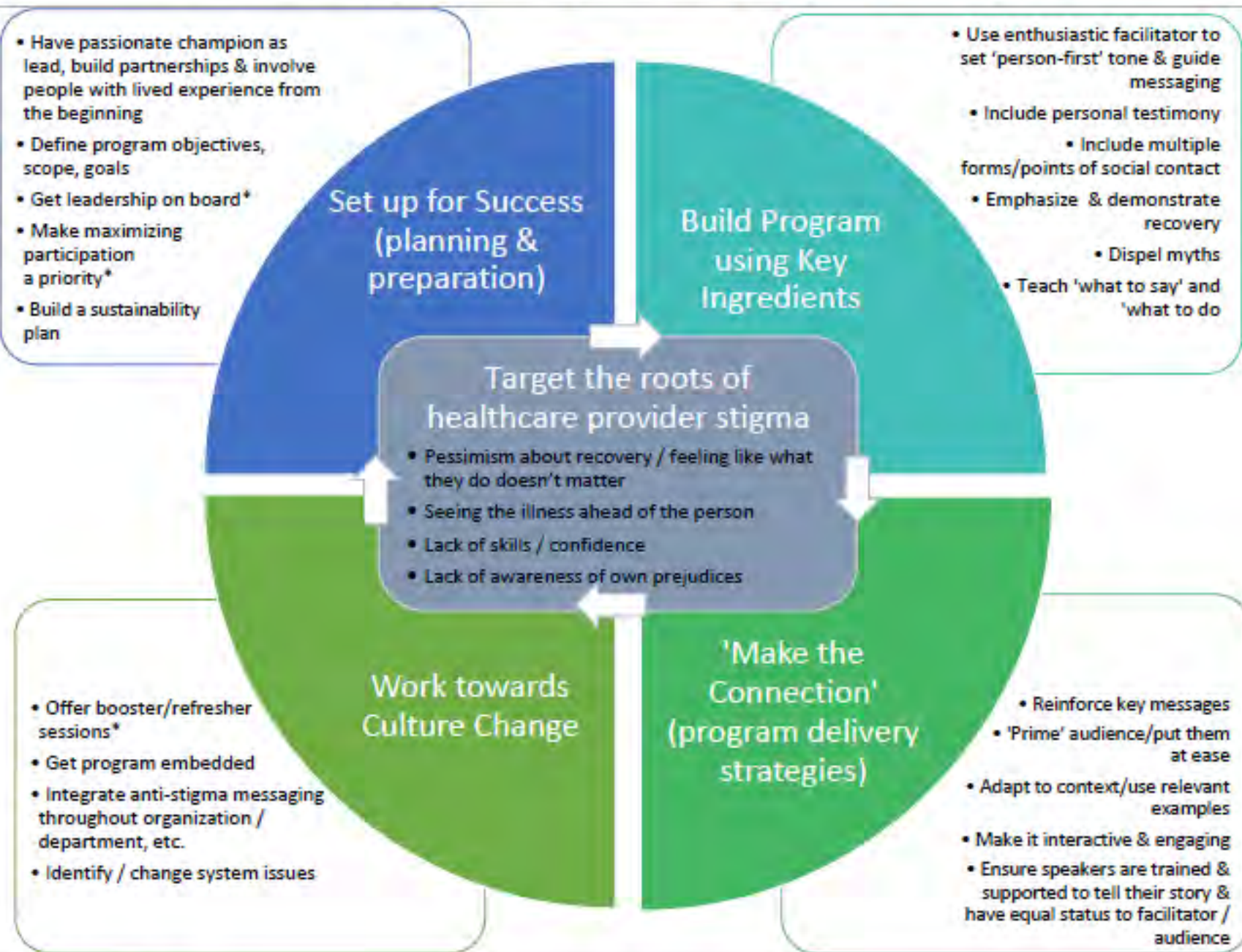
Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Improving quality and culture through stigma reduction

What Opening Minds has to offer

Process model for designing and delivering successful anti-stigma programs for healthcare providers



*Less applicable for student programs

Program Models

Opening Minds, through its research, has identified a number of evidence-based programs available for sharing and implementation:

Workshop

Skills-based

Intensive
social
contact

Workplace

Workshop Model

“Understanding Stigma”

- Goal is to increase knowledge, decrease stigmatizing attitudes, improve behaviours/patient-provider interactions
 - develop understanding that hcp can and do make a difference
- Good fit for all practicing healthcare providers
- Short in duration (1-2 hours)
- Social contact + educational elements
- Works best with booster/refresher sessions



What's Included

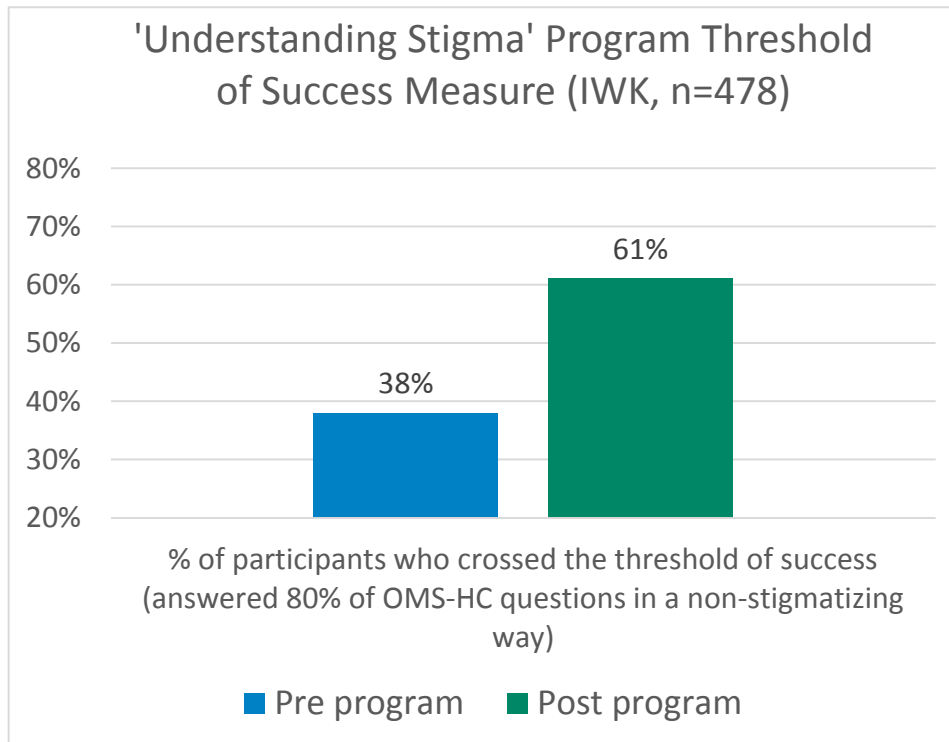
- Toolkits to deliver workshop + Booster modules
- Didactic and experiential content / toolkit elements:
 - Famous People CD
 - MH questionnaire
 - Experiential exercise
 - MHCC Stigma and Mental Health DVD
 - Person with Lived Experience story
 - Experiential exercises focussed on change
 - Conclusion with reinforcement of key message and personal commitment to change
 - Booster session videos, learn-at-lunch discussions, online tool



Evaluation Results

One of our most evaluated programs to date

- Consistently positive results across numerous replications
- Effective across multiple hcp groups (e.g., clinical, allied health, admin/support)
- No significant differences found by program version (condensed vs full length)



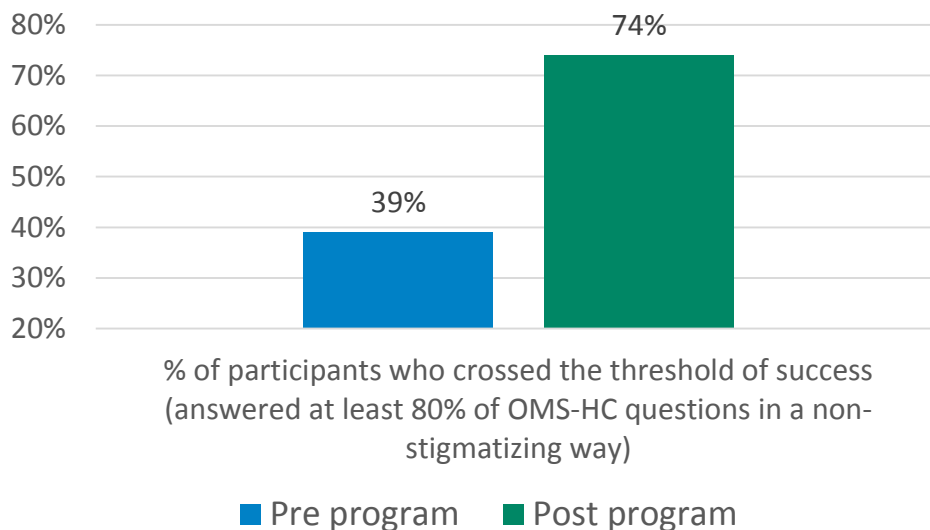
[The program] made such an impact...Hearing someone's personal experiences with mental health and what helped, what didn't, and be reminded how successful someone can be when provided with supports.

It certainly made me think of how we treat people differently the 'myths and facts' stats were real eye openers.

Online Workshop Programs

- Taking “Understanding Stigma” online – avail by Fall; seeking partners
- ‘Combating Stigma’ –Accredited (physicians receive 2 MAINPRO M1 credits)
- ‘Destigmatizing Practices and Mental Illness for nurses and allied health providers’
– Access the course [here](#)

‘Combating Stigma’ Online CME Program
Threshold of Success Measure (n=88)



“It gave me a better understanding of mental health and what people go through. I loved the initial video, really makes you understand.”

“It was easy to learn, various teaching aids that kept my interest, relevant to practice in a practical approach... It gave me more confidence with this type of patient.”

Workplace Model

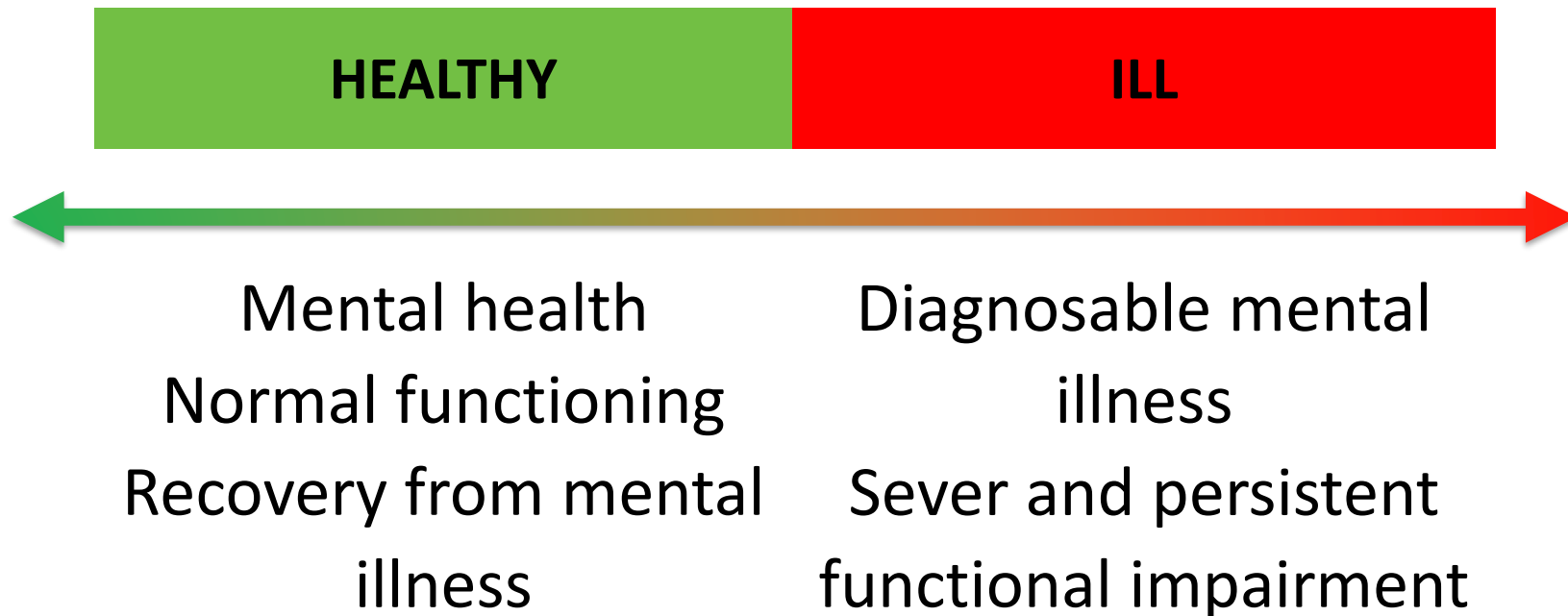
R2MR/The Working Mind

- Focus is primarily ‘inward-facing’
- Objective: create a more supportive workplace culture; improve mental health resiliency, coping skills
- Main Components:
 - Anti-stigma module
 - Resiliency module (“Big 4” skills)
 - Mental Health Continuum Model
 - AIR (Ad Hoc Incident Review)
 - Supervisor-specific module

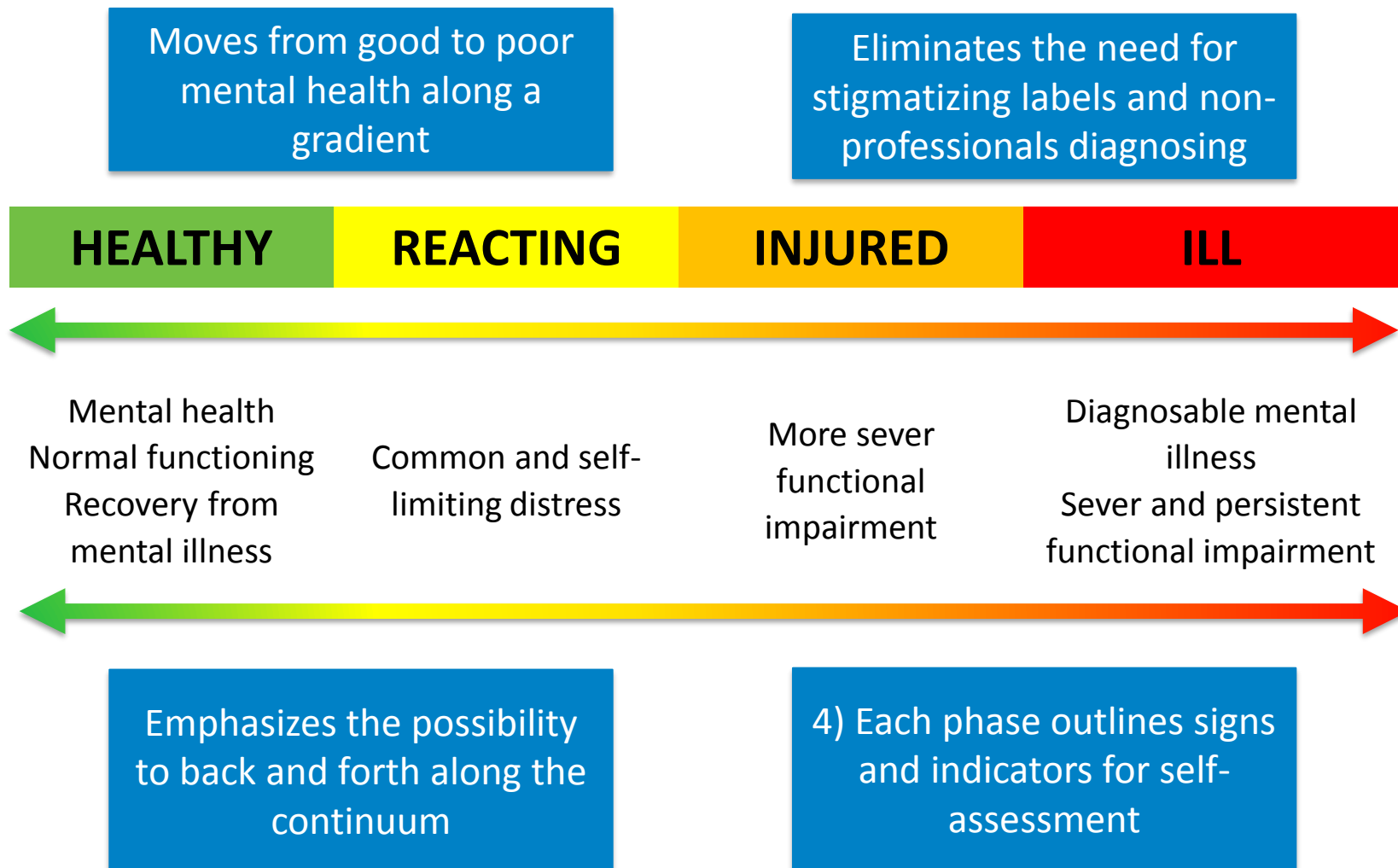
“The Working Mind...has created the biggest shift I've seen in attitudes and awareness in my 30 years of nursing”

*Debbie Phillips, Health Services Manager,
Psychiatric Emergency Services, Addictions
and Mental Health Program, Capital Health*

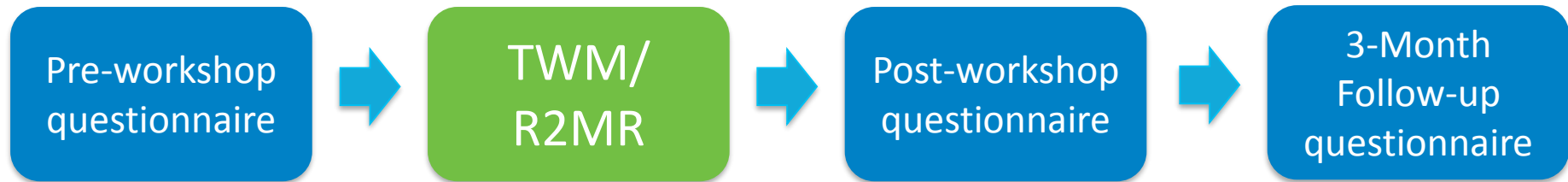
Perceptions of Mental Health and Illness



Mental Health Continuum Model

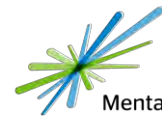


Preliminary Evaluation Results



Quantitative Results

- Moderate and sig. ↓ in stigmatizing attitudes in managers; small but sig. ↓ in employees
- Moderate, significant ↑ in resiliency skills (i.e., perceptions of ability to be resilient)
- Moderate, significant ↑ in understanding of mental health in the workplace
- Majority of gains retained at 3 month follow-up



Preliminary Evaluation Results

Qualitative Results

Reduced stigma;
more aware &
understanding:

*“I liked that the
workshop dispelled
myths & common
misconceptions”*

*“An eye-opening
experience”*

Practical skills;
more equipped to
address MH:

*“How to identify
continuum in
personal life”*

*“Relevant to real life
work and personal
situations”*

Workshops well
received:

- *Excellent videos
of people with
lived experience*
- *Well presented,
interesting,
engaging,
enjoyable*



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada



HealthCareCAN
Leading. Innovation. Together.

The *By Health, for Health Collaborative*

Taking action toward creating psychologically healthy
and safe Canadian healthcare settings

#jointhemovement  #prenezpartaumouvement

By Health, For Health Collaborative



Centre universitaire
de santé McGill



McGill University
Health Centre



By Health, For Health Collaborative

Vision:

Healthcare workplaces will be **leaders and role models** in providing psychologically healthy and safe work environments for all Canadians.



Working for all Healthcare Settings

Focus Areas of the Collaborative

- Mentorship and knowledge exchange
- Tools and Resources
- System Transformation



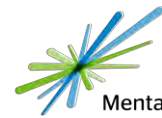
Committed to
**PSYCHOLOGICAL
HEALTH & SAFETY**
in Healthcare 



Pour la
**SANTÉ ET LA SÉCURITÉ
PSYCHOLOGIQUES**
dans les services de santé 

The Declaration is a public commitment from healthcare organizations to show that they value the psychological health and safety of their staff and commit to taking action to improving their work environments.

#jointhemovement  #prenezpartaumouvement



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Join the movement



#jointhemovement  #prenezpartaumouvement



The *By Health, For Health Collaborative* applauds

YOUR ORGANIZATION'S NAME HERE!

DECLARATION OF COMMITMENT TO PSYCHOLOGICAL HEALTH AND SAFETY IN HEALTHCARE

In signing this declaration, we commit to:

- Take action in alignment with the principles of the National Standard for Psychological Health and Safety in the Workplace;
- Recognize the value of our staff's psychological health and safety and its interdependence with patient safety; and that creating a psychologically safe work environment benefits both patients and staff;
- Cultivate a workplace culture that respects our staff's needs including, but not limited to, their psychological health and safety; and,
- Be leaders and champions for advancing workplace psychological health and safety.

Signed on behalf of the organization by:

Signature: _____

Signee Name: _____

Date: _____

Presented on behalf of the *By Health, For Health Collaborative* by:



Louise Bradley
President and CEO



Bill Tholl
President and CEO



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

HealthCareCAN
Leading. Innovation. Together.



SoinsSantéCAN
Leadership. Innovation. Collaboration.

By signing the declaration, we make a commitment to our current workforce of our intention to support them to be psychologically healthy and safe. We also can demonstrate to prospective candidates that we are an organization that values and supports its people, which will support our employment branding now and into the future.

-Peterborough Regional Health Centre

In order for the healthcare system and its providers to continue to deliver comprehensive care to all Canadians, it is increasingly imperative organizations consider psychological health and safety as part of work design and positive, healthy workplace culture.

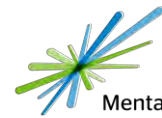
-Michael Garron Hospital

Un réseau de santé se doit d'être chef de file dans les soins et le soutien à la population, ce qui inclue ses employés. Plus nous serons nombreux à adhérer aux standards de santé psychologique au travail, plus nous serons en mesure d'en démontrer leur efficacité et valeur ajoutée à toutes organisations.

-Réseau de santé Vitalité

By signing the Declaration and displaying the emblem other healthcare organizations have the opportunity to make a clear, visible statement that they recognize the importance of psychological health and safety in their workplaces. In the years to come, this will be a hallmark of health care employers of choice in Canada.

-Health PEI



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Join the movement



#jointhemovement

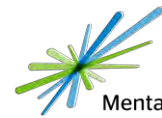
#prenezpartaumouvement

Join the movement [here](#)

Applaud a few of our early signees:



and more...



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Questions? Comments?



Next Workplace Webinar

August 30, 2017 at noon ET

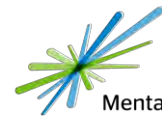
To watch our past webinars, visit our [website](#)



How did we do?

Please fill out the survey
that opens **after** you leave
the webinar





Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada



Romie Christie
Manager, Opening Minds
rchristie@mentalhealthcommission.ca

Stephanie Knaak, PhD
Research Associate, Opening Minds
sknaak@mentalhealthcommission.ca

#MHCChopelives

#StandardCDA

 @MHCC_  /theMHCC  /Mental Health Commission of Canada

 @theMHCC  /1MHCC