

C.A.R.E

Carroll Anti-stigma Resilience Effort



DOROTHY FOX, EXECUTIVE DIRECTOR & C.E.O.
THE PARTNERSHIP FOR A HEALTHIER CARROLL
COUNTY



Let's C.A.R.E. to end the stigma together.

The Partnership
for a Healthier Carroll County

HealthyCarroll.org

CARROLL HOSPITAL
A LifeBridge Health Center

Carroll County
Health Department



Public Health
Prevent. Promote. Protect.

Presentation Objectives

This presentation will explore:

- Background information about The Partnership for a Healthier Carroll County
- Identifying stigma as a community health issue
- Incorporating the health issue into local health plans
- Describing the Carroll Anti-Stigma Resilience Effort (C.A.R.E.)
- Components of the community campaign!



 **CARROLL HOSPITAL**
A LifeBridge Health Center
CARE BRAVELY


The Partnership
for a Healthier Carroll County

Carroll County
Health Department



Public Health
Prevent. Promote. Protect.

Mission & Vision

OUR MISSION

To build the capacity of individuals and organizations to improve the health and quality of life for Carroll County, Maryland residents.

ORGANIZATIONAL VISION

To be the leader in healthy community strategies, implemented by the Carroll County community, to achieve the highest level of health possible.



Connecting
people.
Inspiring action.
Strengthening
community.

WE STRIVE to be a leader in implementing healthy community strategies.

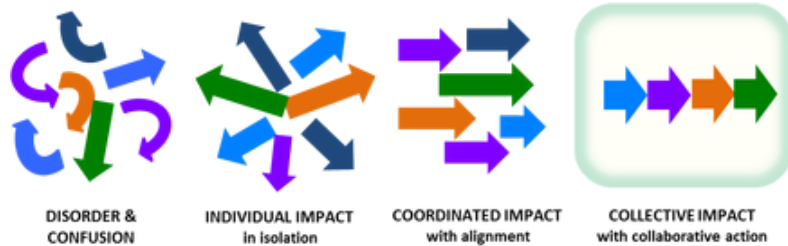
WE WORK TOGETHER with individuals and organizations to improve the health of our community

WE ASSESS NEED, influence policies, promote healthy lifestyles, organize leadership collaboratives, and manage data for results measurement



The Partnership
for a Healthier Carroll County

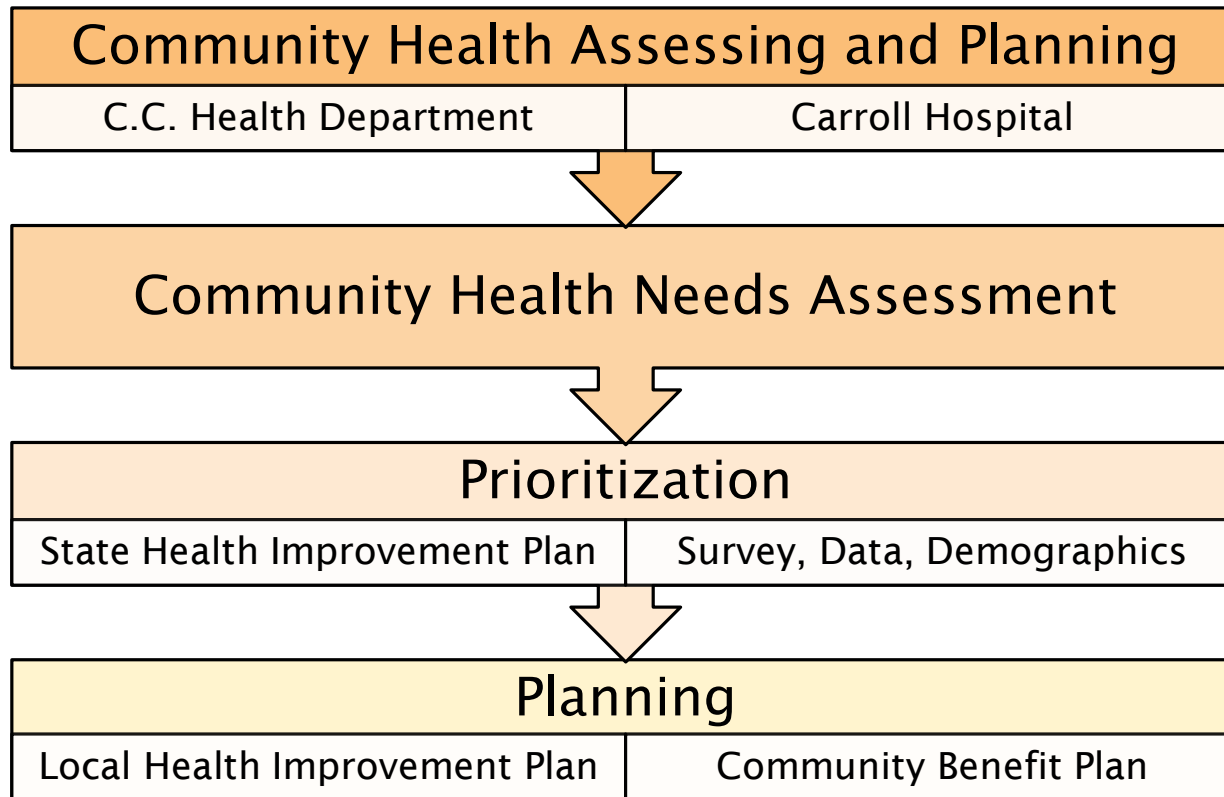
Collective Impact Model



 **5 Conditions of Collective Impact**



Community Health Assessing & Planning



Advanced Well-Being & The Power of Yet

Decreased risk of disease

- Environmental Health, Communicable Diseases

Avoidance of injury

- Unstable sidewalks or stairs, Violence, Preventable Risks

Protection from illness

- Immunization, Healthy Behaviors

Elevated immune functioning

- Healthy Environments, Healthy Relationship, Disease Control

Improved quality of life & vitality

- Emotional Health, Absence of Pain, Ability to Cope

Epigenetics Opportunities

A,B,C's of Health

A= Agency/Power

B= Belonging

C= Changing the Conditions

Healthy People 2030

Stigma associated with mental illness and substance abuse has been identified as a critical health issue.



The goal of C.A.R.E. (Carroll Anti-Stigma Resiliency) Effort is to improve the lives of those struggling with a mental health or substance abuse concern. Community involvement is critical to dispel myths, and provide tools for communicating effectively about behavioral health.

C.A.R.E. is a collaborative effort



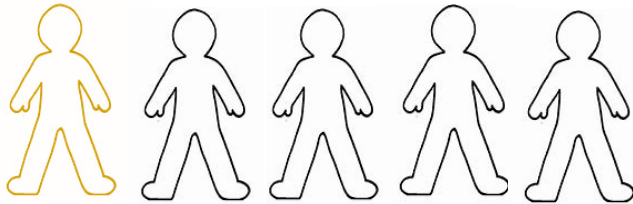
Established in September 2018, the C.A.R.E. committee is coordinated by The Partnership and includes representatives from the Health Department and Carroll Hospital.

The goal of C.A.R.E. is to improve the lives of those struggling with a mental health or substance abuse concern by:

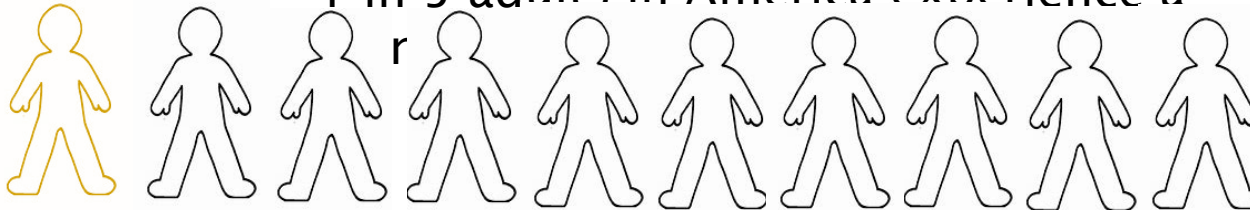


- increasing knowledge;
- reducing discrimination; and
- removing barriers to treatment and recovery.

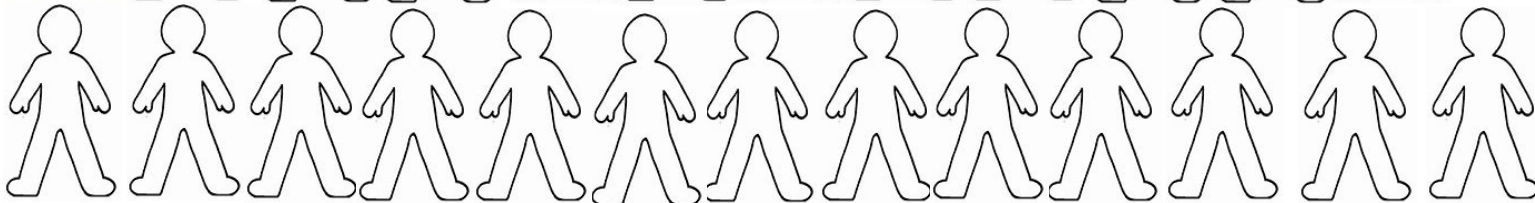
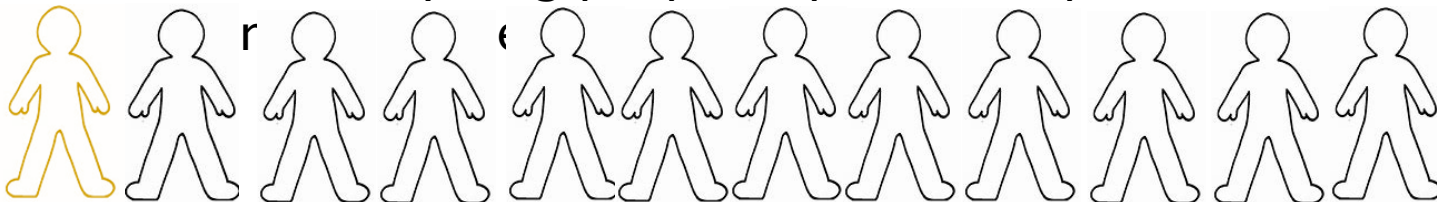
Mental Health Facts



1 in 5 adults in America experience a



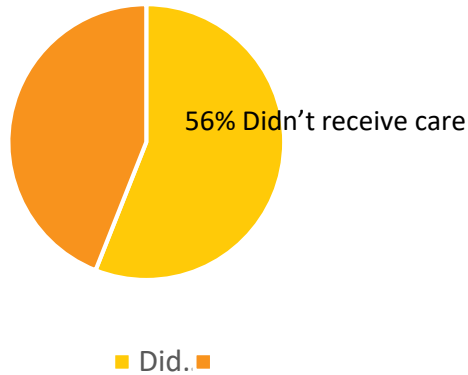
1 in 10 young people experience a period of



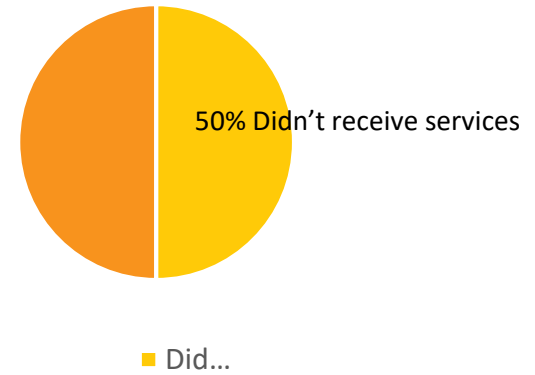
Nearly 1 in 25 adults in America live with a serious
mental illness

Access and Treatment

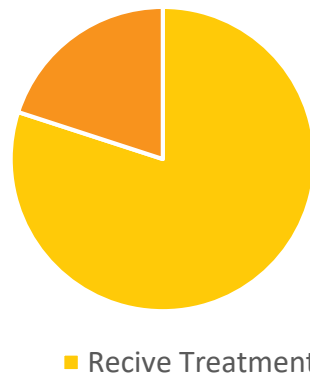
Adults with mental illness ¹



Youth (age 8-15) with mental illness ¹



Treatment ²



¹ Mental Health Myths and Facts." U.S. Department of Health and Human Services, 2017. Accessed May 7, 2019.

² USC Suzanne Dworak-Peck School of Social Work" (LINK: <https://dworakpeck.usc.edu>)

C.A.R.E. initiatives are planned in three critical areas:



- Awareness
- Education
- Advocacy

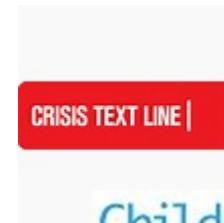
We seek to dispel myths, overcome stigma, and provide tools for communicating effectively about behavioral health.



Strategies:

- Printed Materials
 - Care Cards, Resource Guides, Conversation Starters, Ways to Get Help
- Promotion
 - Social
 - Traditional
 - Public Service Announcement
- Events
 - Storytelling Program
 - Action Day

For More Information: HealthyCarroll.org/c-a-r-e/ Carroll County Resources:



Key C.A.R.E. Strategies

- Resources
 - Printed materials including Care Cards, Resource Guides, tools
 - Central website
 - Trainings
- Promotion
 - Social
 - Traditional
 - *Public Service Announcement
- Events
 - Conversation Pins
 - Storytelling production (This is My Brave)
 - Action Days


Strategy-

This is my
BRAVE



TICKETS ON SALE NOW
bit.ly/BRAVETICKETS
carrollcountyartsCouncil.org



this is my
BRAVE[®]
THE SHOW *Carroll County*





October 24, 2019, 7PM
Carroll County Arts Council,
91 W Main St, Westminster, MD 21157

“ An inspiring, story-telling based production featuring people sharing their stories of overcoming mental illness and substance use disorders through essay, poetry, comedy, dance and music all aimed at putting an end to stigma ”

This is an effort of the C.A.R.E. (Carroll Anti-stigma Resilience Effort) Campaign.
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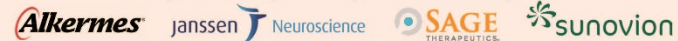
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Find us online: www.thisismybrave.org     @thisismybrave

We're grateful for the generous support of our National sponsors.



QUESTIONS?

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HealthyCarroll.org

