



# Mental Health Promotion: Addressing Stigma and Discrimination For CHO/SN





# LEARNING OBJECTIVES

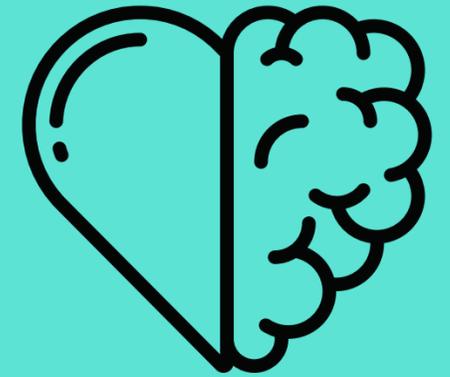
- Understand the concept of Mental Health Promotion
- Understand stigma and discrimination faced by people with mental health problems
- Learn techniques to raise awareness, change attitudes and reduce stigma and discrimination in the community about people with mental health problems
- Be able to support collective action to improve the lives of people with mental health problems



# WHAT IS “MENTAL HEALTH PROMOTION”?

*Health promotion is the process of enabling people to increase control over and improve their health.*

- Increasing knowledge about mental health problems
- Reducing stigma and discrimination
- Promoting the rights of people with a mental health problems
- Reducing violence and promoting harmony in the community
- Improving facilities available for people with mental health problems in the community.





# Mental health myths and facts

- **Myth:** Mental health problems are very rare.
- **Fact:** 1 in 4 people will experience a mental health problem in any given year.
- **Myth:** People with mental illness aren't able to work.
- **Fact:** We probably all work with someone experiencing a mental health problem.
- **Myth:** Young people just go through ups and downs as part of puberty, it's nothing.
- **Fact:** 1 in 10 young people will experience a mental health problem.
- **Myth:** People with mental health illnesses are usually violent and unpredictable.
- **Fact:** People with a mental illness are more likely to be a victim of violence.
- **Myth:** People with mental health problems don't experience discrimination
- **Fact:** 9 out of 10 people with mental health problems experience stigma and discrimination.
- **Myth:** It's easy for young people to talk to friends about their feelings.
- **Fact:** Nearly three in four young people fear the reactions of friends when they talk about their mental health problems.



# MENTAL HEALTH PROMOTION



Mental Health Promotion is a positive, effective approach involving any practice that enhances capacity for good mental health for the whole population through action at the individual, community and societal levels following an integrated approach.

Mental health promotion focuses on

- Personal and social development and on
- Life skills such as coping strategies, adaptability, help-seeking or communication skills, self-efficacy, resiliency, parenting, etc.





Mental Health Promotion is at 2 levels

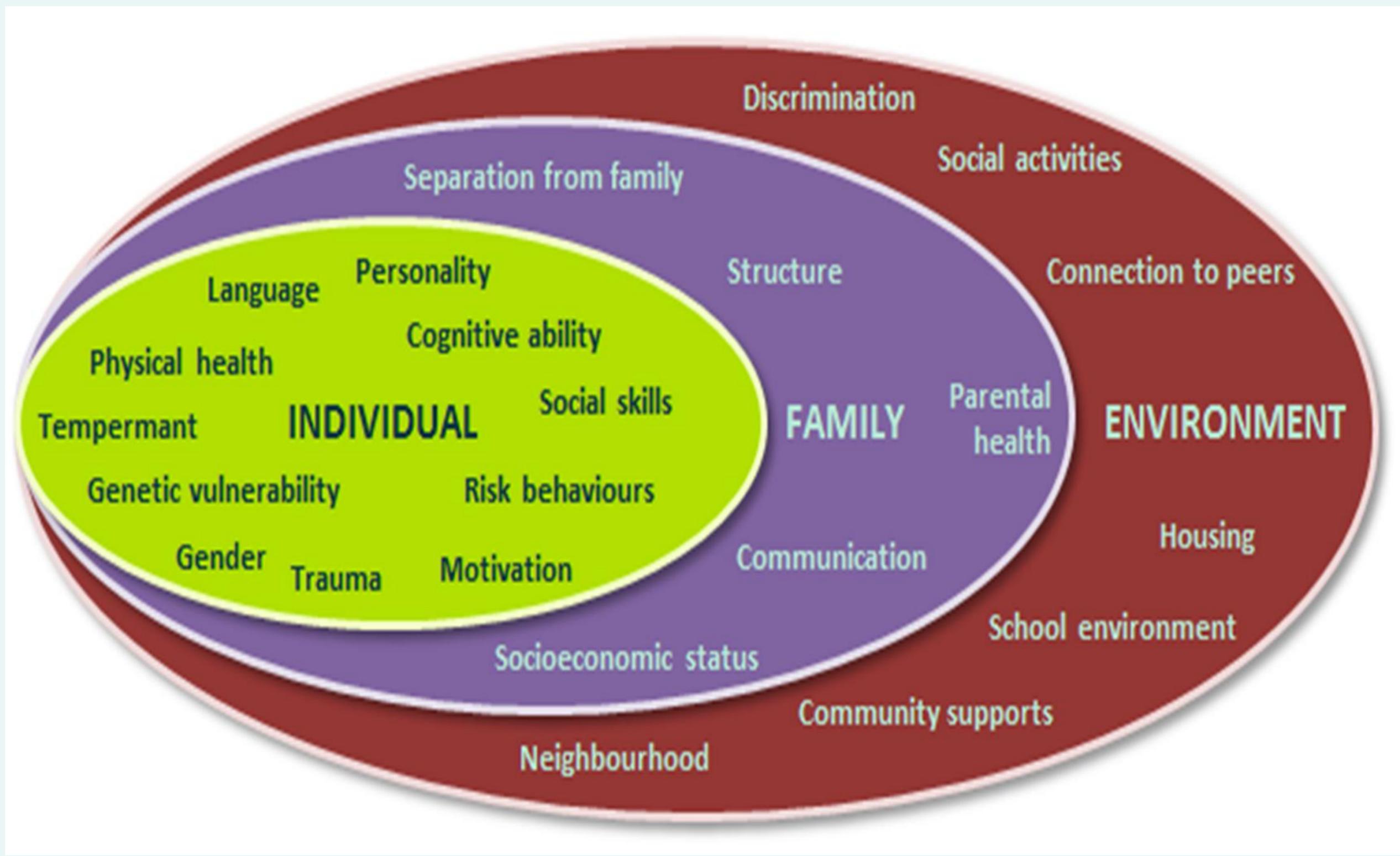


## Individual

- Individual-level interventions work to reduce risk factors and increase protective factors, improving mental health and behavioural outcomes.

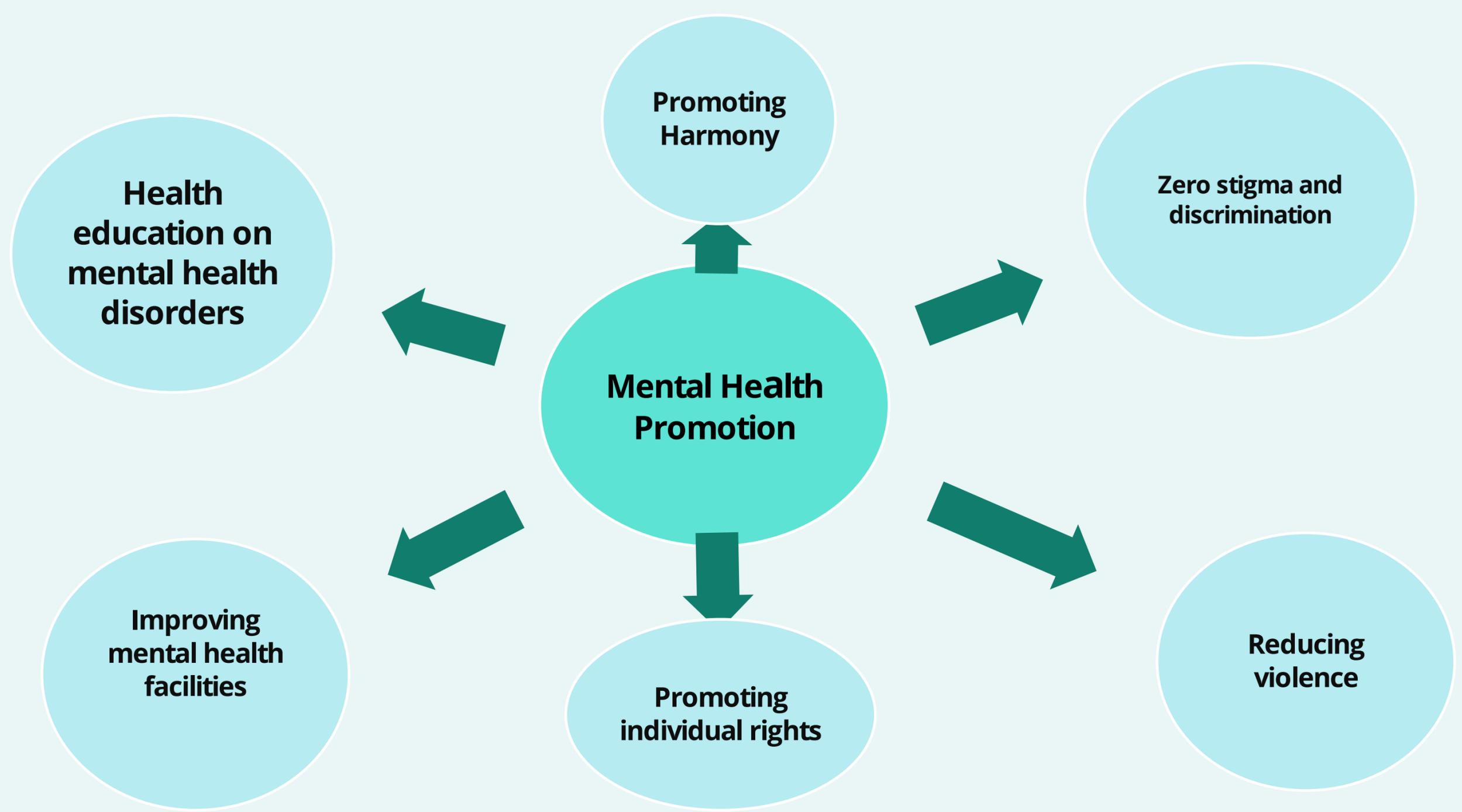
## Community

- Communities are also crucial for the implementation of mental health promotion because they foster social connection and integration which are key social determinants of mental health.





# COMPONENTS OF MENTAL HEALTH PROMOTION





# KINDS OF MENTAL HEALTH PROMOTION PROGRAMS

Workplace mental health promotion

School-based mental health promotion

Parental/maternal mental health promotion

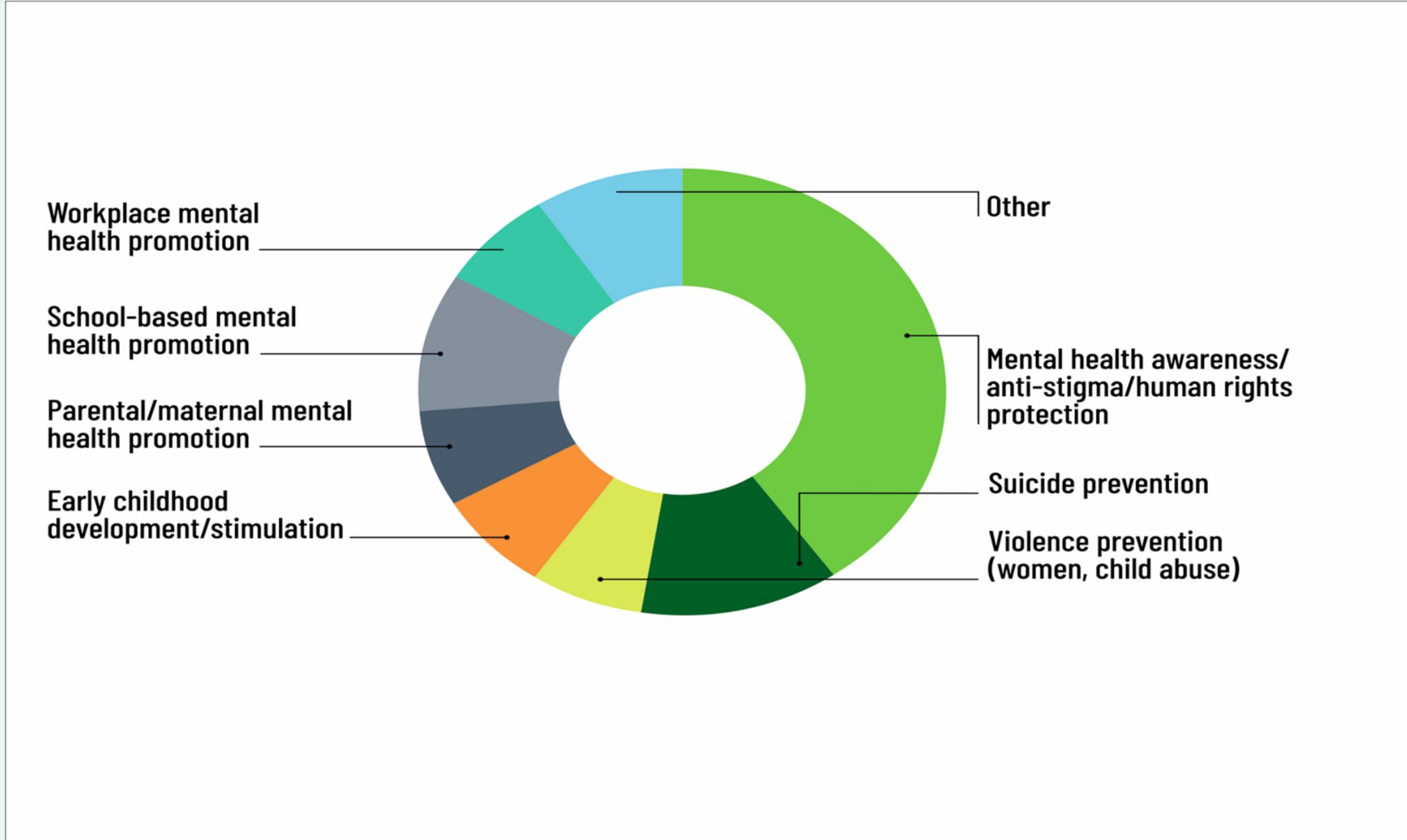
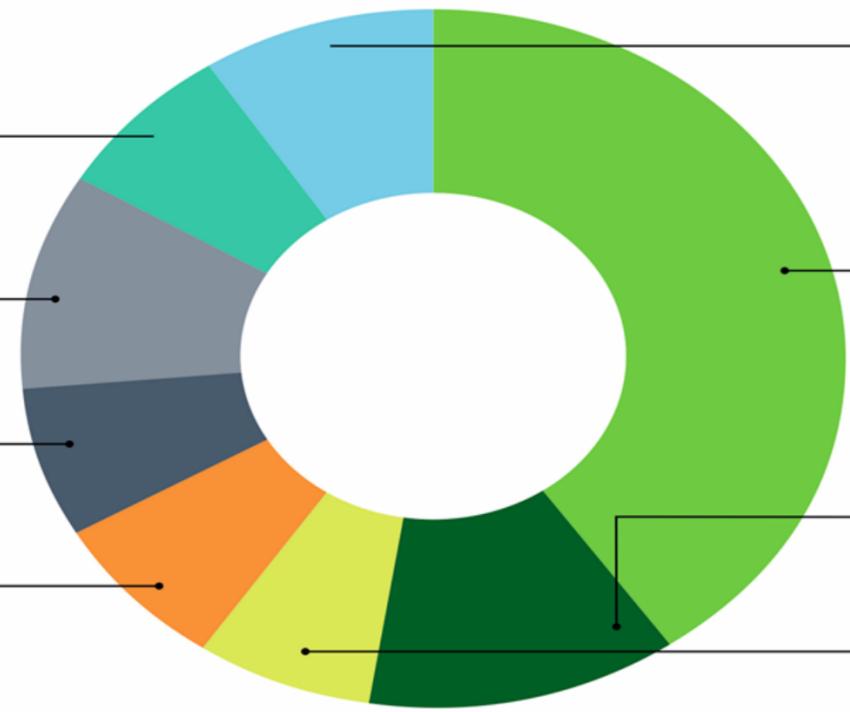
Early childhood development/stimulation

Other

Mental health awareness/anti-stigma/human rights protection

Suicide prevention

Violence prevention (women, child abuse)





# METHODS OF MENTAL HEALTH PROMOTION

## Mental Health Education

Awareness campaigns:  
World Mental Health day, Suicide Prevention day

Target groups: patients, priority groups, leaders & decision makers

## Environmental Modifications

Provision for playgrounds, parks, healthy school environment

Healthy environment at work place

## Life Skills Education

Deal effectively with the demands and challenges of everyday life

10 various skills

## Nutritional Interventions

Maternal and child nutrition

Prevent substance abuse

## Lifestyle and Behavioural Modifications

Stay away from substance abuse, violence

Practice healthy lifestyle



# STIGMA AND DISCRIMINATION

- Stigma is a mark of shame, disgrace or disapproval, which results in an individual being shunned or rejected by others (World Health Organization)
- Discrimination is the unfair and less favourable treatment towards those who are stigmatized.



# WHY DOES IT HAPPEN?

- People with mental health disorder are sometimes stigmatised and discriminated against because they think and behave differently.
- Not knowing the facts about mental health disorders sometimes makes people afraid of those having any symptoms of mental disorders.
- Associations from sources such as movies that depict mentally ill persons in a very different way.

***Lack of knowledge creates fear***



# IMPACT OF STIGMA

For people with mental health issues, the social stigma and discrimination they experience can make their problems worse and can predispose them to frequent relapses and turning their illness chronic.

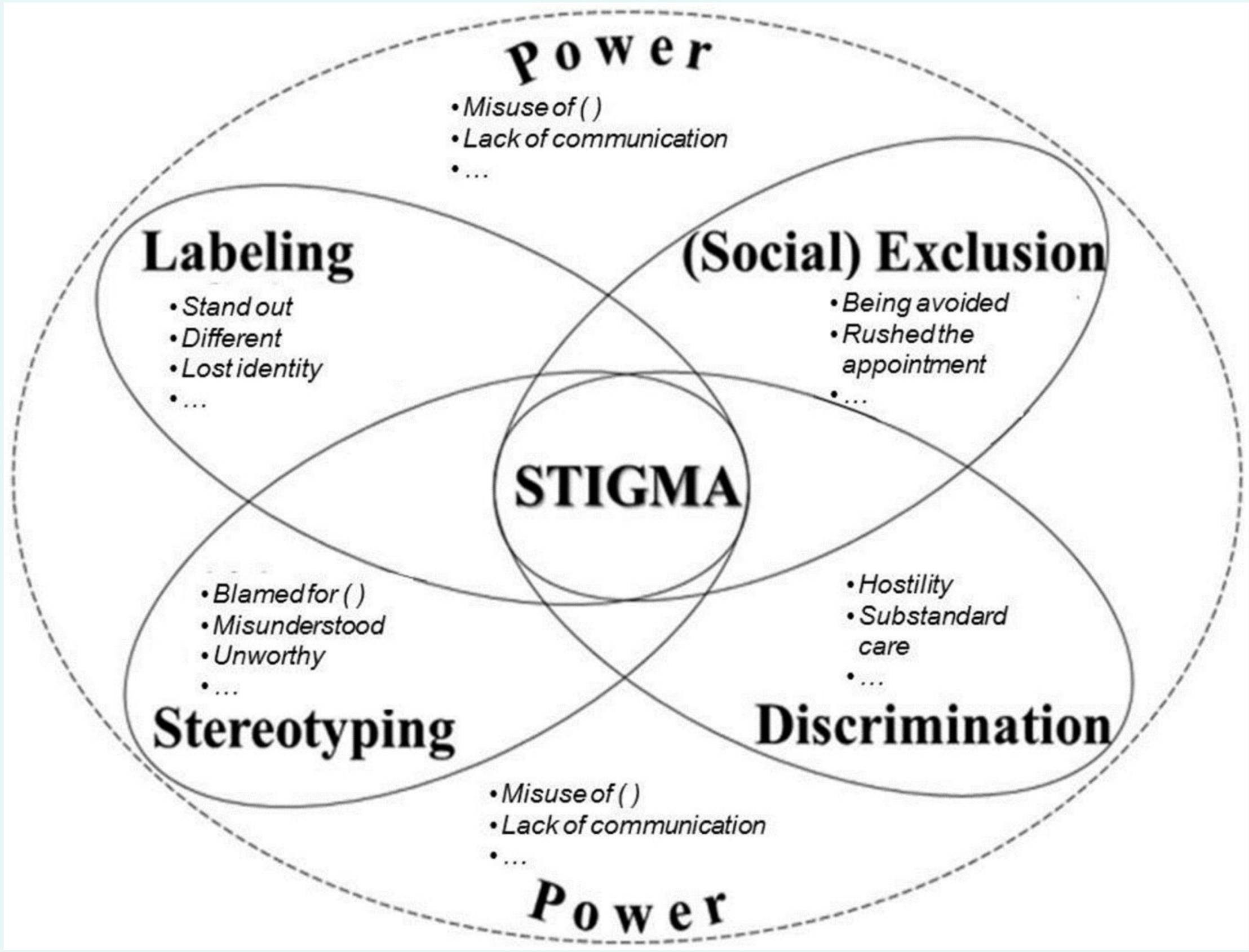
- A person suffering from a mental health disorder may be rejected by friends, relatives, neighbours and employers.
- A person who is rejected may then feel more lonely and unhappy and this will make recovery even more difficult



# TYPES OF STIGMA

Component	Public Stigma	Self Stigma
Stereotype	Negative belief about a group (e.g., dangerousness, incompetence, character weakness)	Negative belief about the self (e.g., character weakness, Incompetence)
Prejudice	Agreement with belief and/or negative emotional reaction (e.g., anger, fear)	Agreement with belief, negative emotional reaction (e.g., low self-esteem, low self-efficacy)
Discrimination	Behaviour response to prejudice (e.g., avoidance, withhold employment and housing opportunities, withhold help)	Behaviour response to prejudice (e.g., fails to pursue work and housing opportunities)







# HOW CAN YOU MINIMISE STIGMA & DISCRIMINATION?



## Educate the person with mental illness and their caregivers

- Provide adequate education to the person who is coming to get treated for mental health issues and for his or her family members. Ensure that they take medications regularly. Staying mentally fit can empower the person and help him or her lead a good quality of life.

## Be non-judgemental

- As a Community Health Officer, avoid being judgemental towards the person taking treatment and his family members. The support and care that we show to them will ensure that they come regularly for treatment and follow ups. Highlight the positive milestones that the patient has reached in his or her efforts to get better.



## Educate public to stop believing negative news about stigma

- A change in public attitude towards the persons with mental illness is the key to bringing down stigma. Educating the public about the myths and misconceptions, negative bias and stereotypes that they hold will make the community more informed about how they treat persons with mental illness.

## Support groups

- Identify support groups that you can refer persons affected with mental health disorders and their caregivers. This will help them in updating themselves on coping, treatment, skills training, benefits and their approaches if any. As a Community Health Officer you can work with the ASHA and MPW to create Patient and Caregiver Support Groups for mental health in the community.



# HOW CAN IT BE COUNTERED?

- Sharing accurate information about the problems
- Countering negative stereotypes
- Providing support and treatment to people with mental health problems
- Respecting the rights of people with mental health problems





# KEY MESSAGES

- Mental health promotion is the process of creating knowledge and awareness about mental health problems among the community so that they can **accept and support people with mental health problems**, instead of harming and isolating them.
- People with mental health problems face stigma and discrimination because their **experiences and conditions are not very well understood**.
- Stigma and discrimination can be **reduced by collective action** in the community.
- Discussions, informational materials, special events** and other such strategies integrated within existing community platforms can help reduce stigma and discrimination.





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# Thank You

