



## Change Direction Jam Topics and Content Categories June 11-13, 2019

### Topics

Cultural Barriers  
Education  
Policy  
Prevention  
Trauma  
Work Environment

### Content Categories

Corporate  
Faith-based  
Healthcare & Service Delivery  
LGBTQ  
Military & Veteran  
Policy  
Sports & Entertainment  
Youth

### Topic descriptions:

#### Cultural Barriers

**Tagline:** Changing culture to improve mental health

**Question:** What indicators tell us that we are making progress in changing the culture around mental health – and what are the barriers that are the most difficult to remove?

**Description:** Culture change typically doesn't happen in a linear fashion – nor does it happen overnight. What are the best levers to use to amplify our collective effort? Perhaps there are key players yet to join this conversation. If so, how do we get them involved? Finally, how can we capitalize on the change we are beginning to see and do more to address emotional pain and suffering around the world?

#### Education

**Tagline:** Public health education is key

**Question:** How can we work collectively – and what are the best tools available to us – to reach more people with the basic information that will drive mental health culture change?

**Description:** We have seen the power of education to change attitudes, policies and behaviors. We know that knowledge is a powerful tool that can be used to combat stigma, stereotypes, prejudice and discrimination. If we believe that culture change begins with education, how do we harness the best resources and distribution channels available to us to drive the change we seek?

## Policy

**Tagline:** Changing behavior and culture through policy

**Question:** If our goal is to ensure access to effective mental health care – which includes treatment for substance use disorders – how can we successfully and consistently create and implement policies that support this goal?

**Sponsored by:** Okay to Say

**Description:** Policies are important drivers of change – and yet it can be difficult to build and maintain consensus and coordination among the many stakeholders in the mental health space. What are the elements necessary for building consensus? What role does leadership play and how can we keep our efforts coordinated?

## Prevention

**Tagline:** Prevention and early identification are primary

**Question:** How can we encourage communities and healthcare systems to adopt models and programs that focus on prevention – as well as early identification – to ensure that those in need get the help they deserve?

**Description:** Given that research consistently demonstrates the value of prevention and early identification for good mental health – in terms of cost effectiveness and overall wellbeing – it is time for advocates, subject matter experts and those with lived experience to work together to ensure that prevention and early identification efforts are adopted across all sectors of society. What tools and partners are not yet involved in this effort?

## Trauma

**Tagline:** Improving trauma support and treatment

**Question:** What are the barriers that prevent effective responses and care for those experiencing trauma and what programs and efforts are working well?

**Description:** Exposure to traumatic events is a common human experience – and yet we struggle to talk about and address the needs of those who have been traumatized. Indeed, we struggle with the definition of trauma as well as what constitutes “trauma informed” care. While one size doesn’t fit all when it comes to care, we can share and learn from solutions that are helping those who are suffering.

## Work Environment

**Tagline:** Good mental health is good for the bottom line

**Question:** How can we encourage the business community to move more quickly to adopt policies and practices that support a mentally healthy work force?

**Description:** Emotionally healthy employees are more productive than those who are suffering with unaddressed mental health challenges or substance use disorders. Some companies are leading the way in adopting policies and practices that focus on emotional health and well-being – others are reluctant to support practices or provide quality resources. How can we do more to drive change within the business community?

### Content Category descriptions:

**Corporate:** The idea or solution primarily comes from, affects or benefits public and/or private businesses.

**Faith-based:** The idea or solution primarily comes from, affects or benefits those in the faith-based community and/or is in line with faith-based values and beliefs.

**Healthcare & Service Delivery:** The idea or solution primarily comes from, affects or benefits healthcare professionals - including physical, mental health and substance use disorders professionals - and/or addresses the issues/challenges faced by the industry and those they serve.

**LGBTQ:** The idea or solution primarily comes from, affects or benefits the LGBTQ (lesbian, gay, bisexual, transgender and questioning) community.

**Military & Veteran:** The idea or solution primarily comes from, affects or benefits active duty military, veterans and/or their families

**Policy:** The idea or solution affects funding, laws and/or regulations within the government or business sector.

**Sports & Entertainment:** The idea or solution comes from, affects or benefits those in sports and/or the entertainment industry including athletes and those who work in television, film, theater, music, podcasts and radio.

**Youth:** The idea or solution primarily comes from, affects or benefits youth.