



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Opening Minds Programs

Listed by province

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Background

Based on the recommendations of the 2006 Senate Committee report, *Out of the Shadows at Last*, the Mental Health Commission of Canada (MHCC) has been given a mandate by the Federal Government to develop an initiative to reduce the stigma and discrimination associated with mental health problems. Stigma comes from a Greek word referring to a mark or brand once burned into the skin of criminals or slaves so others knew to shun them. In today's world, people living with mental illness are not identified with a visual marker; however, they are often labelled, stereotyped, and feared as if they were.

Prejudice is the attitude; discrimination is the resulting behaviour. Prejudice and discrimination cause others to avoid living with, socializing with, or employing those who have mental health problems. Stigma is the primary reason two-thirds of those living with a mental illness don't seek help. Historically, stigma has also kept mental health issues in the shadows, away from the attention of the general public and off the agendas of government policy makers.

The scale of this issue is significant. More than seven million Canadians will experience a mental health problem in 2011. The WHO says by 2020, depression will be the second leading cause of disability worldwide after heart disease. Already the economic costs of mental illness in Canada total \$51 billion per year in lost productivity and healthcare services.

Reducing stigma and eliminating discrimination is essential to building a person-centered, recovery oriented, and culturally-safe mental health system.

Overview

Opening Minds (OM) is the MHCC's 10-year anti-stigma / anti-discrimination initiative designed to change the attitudes and behaviours of Canadians towards those living the mental health problems. This will be the largest systematic effort to reduce the stigma of mental illness in Canadian history. Rather than re-inventing the wheel, OM intends to build on successful programs. However, very few anti-stigma programs in Canada have been scientifically evaluated for their effectiveness. At present, there is no best practice for reducing the stigma and discrimination associated with mental illness. One of the most promising practices is contact-based education, where people with a lived experience of mental illness share their stories and engage program participants in discussion. Our goal is to identify successful programs and replicate them nationally. We intend to use a number of vehicles to promote best practices, including the extensive stakeholder network which is developing around OM, development of toolkits, publishing reports in the scientific literature, conferences and education initiatives, and a public awareness campaign. OM is also identifying gaps and working with partners to address these issues. This staged approach with an emphasis on contact-based education has drawn the attention of the World Psychiatric Association, the Carter Institute (U.S.A.), and the Center for Psychiatric Rehabilitation at the University of Chicago.

OM initiative has three basic components: pilot projects, public awareness, and media and professional education.

Pilot Projects

Pilot projects presently target three groups:

- **Children (under 12) and youth aged 12 to 18 years** – Early intervention makes an enormous difference to recovery and quality of life. For more than 70% of adults living with mental illness, onset occurred before they were 18 years old. About 40% of Canadian parents say they would not admit to anyone, not even their doctor, that they had a child with a mental illness.
- **Healthcare Providers** – Anecdotally, the medical frontlines are where people seeking help say they experience some of the most deeply felt stigma and discrimination.
- **The Workforce** – One out of every four to five employees is affected by mental health issues every year. Stigma is one of the main barriers to people in the workforce seeking help. Many workers choose to go untreated rather than risk being labelled as unreliable, unproductive, and untrustworthy. The cost of doing nothing includes absenteeism, presenteeism/lost productivity, disability claims, injuries/illnesses, grievances, turnover, and legal liability.

In April 2009, a Request for Interest (RFI) was issued, looking for projects aimed at children and healthcare providers. The primary criterion was that the project must include contact-based education, which, as noted earlier, is considered a promising practice in anti-stigma education. In the case of youth and healthcare providers, a panel of national and international experts selected 40 projects from almost 250 submissions. Workplace programs and pilot sites were identified through contact with our network of partners in 2010. Opening Minds is working with these projects to conduct thorough evaluations to determine effectiveness. Then, working with the successful projects, Opening Minds will create tool kits and educational resources which can be used across the country by schools, hospitals, community groups, and in public, private, and non-profit organizations. Projects targeting other audiences will be added in future years.

Public Awareness

This includes developing media campaigns aimed at reducing stigma and preparing important ground work for Opening Minds' key programs. It is the intent of OM to help promote successful programs and toolkits and engage the public using social marketing. In the interim, OM has produced and distributed a series feature stories about some of the programs and research that is being conducted. The stories use real people to help explain the programs and their impact. These are directed at weekly newspapers and professional publications. So far the uptake has been very good.

Media and Professional Education

The media can influence public opinion. It can also be a source to perpetuate stereotypes and misconceptions associated with mental illness. Because the language used to describe people with a mental illness can serve to reinforce or dispel stigma and discrimination, we are encouraging journalists and others to consider the impact of their words. Opening Minds is conducting specifically targeted symposiums to reach journalism students and other professional

groups. A media monitoring study has been undertaken to examine the language and tone used in news reports to determine if the media contributes to further stigmatizing people with mental illness. OM plans to work with the news media in Canada to develop resource to promote the fair and accurate reporting of mental health issues.

Evaluation

Each component of Opening Minds (Pilot Projects, Public Awareness, Media and Professional Education) has evaluation built into it. As individual projects are evaluated, that information is used to inform the next steps, for example, toolkit development, program replication, and media campaign development. These outputs are also evaluated and that information is used to determine future directions.

Document Organization

The following document itemizes Opening Minds activities in each area: Pilot Projects, Public Awareness, and Media and Professional Education. Categories are colour-coded by activity type/audience. Some are nationwide, but the majority is organized according to province. It is important to note that pilot projects are not distributed evenly across the country; while our goal is to have projects in every province and territory, in this early stage we must work with partners as they are prepared to act.

Youth
Healthcare Providers
Workforce
Research
Public Awareness
Criminal Justice
Journalism Schools

Activities are further identified as follows:

Evaluation	A program has been identified as having the potential to reduce stigma and we are working with a partner to determine whether it is effective.
Program Development	A partner is designing a program that we think has the potential to reduce stigma and we will work with them to evaluate it once it is developed.
Research	We are working with a researcher to determine levels of stigma in a certain area, for example, Canadian news media reports.
Public Awareness	We are working with a partner to increase awareness in a specific group or the general public about mental illness stigma.
Media/Professional Education	These are activities aimed at specific professional groups that are in a strong position to influence stigma reduction.

The status of activities is defined as follows:

Data collection	The activity is current and pre- and post-activity surveys are being administered.
Data collected, awaiting analysis	The activity is complete and the surveys have been administered. The analysis has not begun.
Data analysis	The data has been entered and is being reviewed by the researchers.
Consultation	We are working with a partner to determine what anti-stigma activity would best suit the needs of their organization.
On hold	This indicates that we have a partner interested in participating in an activity but it cannot be undertaken at this time due to the workload of our research staff or organizational issues on the part of our partner. "On hold" projects will be brought on line as current activities are completed and/or the partner finds itself ready to proceed.

Other terms used in this document:

Partner	An organization, program provider, or recipient (hospital, academic institution, workplace, stakeholder group) that works with us to reduce stigma by running and evaluating an anti-stigma project.
Contact-based education	Education in which people with a lived experience of mental illness share their stories and engage program participants in discussion. In this case, the person with lived experience talks about the stigma and discrimination they have encountered and how it affected and continues to affect them.
Person with lived experience	This refers to an individual who has personal experience with mental illness. Opening Minds has convened a group of people with lived experience to provide advice and feedback on our initiative.

National: Healthcare Providers

Category	Partners	Name	Description	Status
Program Development	Mood Disorders Society of Canada, Canadian Medical Association, MDcme, Bell, North Bay Regional Health Centre, AstraZeneca	Continuing Medical Education Program for family physicians	<p>This working group plans to create an online education program aimed at reducing stigma. This course will be certified as continuing medical education, so that participating physicians will receive education credits from their professional organizations. The program will be pilot tested and eventually promoted by the partnering groups.</p> <p>Organizations playing an advisory role in this project are the Canadian Psychiatric Association, College of Family Physicians, and Royal College of Physicians and Surgeons.</p>	Field-testing in fall 2011.
Program Development	Canadian Psychiatric Association	Implicit Association Test (IAT)	The Canadian Psychiatric Association (CPA) is partnering with OM to create an online IAT for physicians to determine if they have a hidden bias against people with a mental illness. The test, which has been created for other population subgroups, usually shows individuals have more stigmatizing attitudes than they would have predicted. CPA and OM believe that the test results might serve as motivation for doctors to take an online anti-stigma course if they see they have prejudicial beliefs.	Awaiting proposal.
Evaluation	University of Saskatchewan, Saskatoon, SK; Dalhousie University, Halifax, NS; and Memorial University, St. John's, NL	Pharmacy Schools Joint Program	The University of Saskatchewan, Saskatoon, SK, Dalhousie University, Halifax, NS, and Memorial University, St. John's, NL, are delivering programs to pharmacy students which include people with lived experience of mental illness speaking about their lives and the stigma they have encountered. The inclusion of this program at each university is designed to increase knowledge and understanding around mental illness and also provide ways in which pharmacists can interact with individuals who have a mental illness.	Data collected at all three universities, last one in winter 2011. Data analysis underway.

National: Workforce

Category	Partners	Name	Description	Status
Evaluation	Canadian Forces	Canadian Forces Peer Support Program	This program was created and has been run by members of the Canadian Forces since 2002. While they have run internal evaluations, they are interested in working with the MHCC to have an external evaluation done.	In consultation: evaluation anticipated in 2012.

National: Research

Category	Partners	Name	Description	Status
Research	Statistics Canada	Rapid Response Module	Dr. Heather Stuart developed a “rapid response module” to measure peoples’ experience with stigma related to mental illness as well as public attitudes toward people with mental illness. This module was then attached to a larger survey conducted by Statistics Canada. The data from the Rapid Response Module is now available to OM researchers.	Data analysis in progress. A preliminary report is planned for the summer.
Research	McGill University, Dr. Rob Whitley	Media Monitoring	The research team at McGill University, which is reviewing news stories (English and French/print, radio, and television) focused on mental health/illness, is nearing completion of the first phase of its retrospective analysis (it has been looking back five years from January 1, 2010, at the archival material that is available). The study is focusing on stigmatizing language and tone. Researchers will also continue to monitor news reports until January 2012. Preliminary results indicate a very high level of stigmatization in Canadian news stories. A report will be developed to educate the media and help with the development of guidelines for news reporters.	First report expected in June 2011.

National: Public Awareness

Category	Partners	Name	Description	Status
Public Awareness	MuchMusic	Mental Health Initiative	MuchMusic has chosen mental health/stigma reduction as its social cause for the coming year. It is proposing an extensive series of activities including public service announcements to reduce the stigma of mental illness and encourage young people to seek help.	Scheduled to start in fall 2011.

British Columbia: Youth

Category	Partners	Name	Description	Status
Evaluation	Canadian Mental Health Association – Caribou Chilcotin, Williams Lake	Challenge Day	A six-hour facilitated, experiential workshop for high school teens designed to break down the barriers, such as stigma and racism, that separate a person from other individuals. Youth come in, play games, and get to know each other on an entirely different level; when they leave, they are connected by a true understanding of each other and a new-found respect for those around them. This program will be evaluated to determine if it is an effective tool for reducing stigma and discrimination among students.	On hold, awaiting evaluation plan.
Evaluation	The Healthy Aboriginal Network, Vancouver	Health Literacy Comic Books	These comic books were created to specifically focus on health and social issues for youth. Topics covered are suicide prevention, gambling addiction, diabetes prevention, staying in school and, most recently, anxiety and child and youth mental health. The comics addressing mental health problems among youth, with a focus on aboriginal youth, will be evaluated to determine their effectiveness at reducing stigma among students.	Anticipated start fall 2011.

British Columbia: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	British Columbia Interior Health Authority, Castlegar, Kelowna, Williams Lake, Penticton, Cranbrook, Kamloops, and Salmon Arm	Castlegar Mental Health and Addiction Services	The British Columbia Interior Health Authority used the program developed by the Ontario Central LHIN for frontline staff (doctors, nurses, triage) in the emergency departments of seven interior hospitals and community clinics during the fall, 2010. See: "Ontario/Healthcare Provider Programs/Central Local Health Integration Network (LHIN)" for program description.	Data analysis and draft evaluation report nearing completion.
Evaluation	Stand Up For Mental Health, Vancouver, Victoria, and Prince George	Stand Up for Mental Health	This program uses comedy to reduce stigma and discrimination. People with lived experience of mental illness are trained as comedians who present routines about being diagnosed, taking medication, seeing counsellors, and surviving the healthcare system. Stand Up for Mental Health presents to second-year medical students. The program includes a video and a discussion between students and comedians.	Data collected; data analysis underway.

Category	Partners	Name	Description	Status
Evaluation	British Columbia	B.C. Practice Support Module for Family Physicians – Mental Health	An in-depth continuing medical education accredited program has been created and is being delivered to family doctors in BC. It includes contact-based education, and provides new tools to doctors so they have alternative methods (other than pharmaceuticals) to treat people with mental health problems. Patients also become more involved in their treatment and recovery. One-third of BC's 3300 family physicians have received the course. Forty-two percent of the doctors who have taken the module say they have reduced the number of drug prescriptions they write.	Permission granted by the British Columbia Medical Association to evaluate program. Arranging evaluation at sites where program delivery planned, as well as at a daylong program for family physicians at a national conference.

Alberta: Youth

Category	Partners	Name	Description	Status
Evaluation	Schizophrenia Society of Alberta, Calgary Chapter	Partnership Program	This is a panel presentation for high school students that aims to reduce the stigma and misconceptions associated with mental illness. Teams of three people – a person living with schizophrenia, a family member who has an ill relative, and a mental health professional – share their personal stories. The mental health professional also provides a clinical overview of the illness. A discussion follows. The program has delivered sessions at many Calgary schools and is currently booking other classroom presentations.	Data analysis contributed to initial evaluation presentation from Dr. Heather Stuart.

Alberta: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	Occupational Therapy Department, Faculty of Rehabilitation Medicine, University of Alberta, Edmonton	Client-Educator Programme	Over the course of eight weeks, first-year MScOT students in the Occupational Therapy program meet with people with lived experience of mental illness who are client-educators. The goal is for students to learn about persistent mental illness and the myths associated with it. Also includes a qualitative analysis on how people with lived experience who contributed to program were impacted by the experience.	Data collected, awaiting analysis; qualitative research analysis underway with client-educators.
Evaluation	University of Calgary, Calgary	The Mind Course	The Mind course is offered to all second-year medical students at the University of Calgary; it includes contact with people who live with a mental illness. Students learn how to diagnose, investigate, and manage clinical presentations, such as substance abuse and addiction, suicidal behaviour, panic and anxiety, psychoses, mood disorders, personality disorders, as well as family violence. It includes people with lived experience of mental illness in discussion with physicians. This course is 96 hours in length, highly interactive, and has resulted in a high degree of interest in the psychiatry specialization following completion of the MD program.	Data collected; analysis underway.

Alberta: Workforce

Category	Partners	Name	Description	Status
Evaluation	McElhanney Land Surveys Ltd., Calgary, with offices across Alberta and in Fort St. John, B.C.	What's Up with Biff?	This is a workplace anti-stigma education program developed by the Calgary CMHA. Targeting blue-collar workforces, it uses video presentation and group discussion to address mental illness in the workplace.	Data collection.
Evaluation	Canadian Pacific Railways, Calgary	What's up with Biff?	See description above.	On hold – low program uptake. Company is working on a strategy to increase participation.
Evaluation	Alberta Health Services	TBD	We are providing consultation to Alberta Health Services in determining the needs of their employees and identifying a program and pilot sites.	Needs assessment scheduled Oct. - Dec. 2011; program to be selected and implemented starting April 2012.
Evaluation	Health Canada, Alberta	TBD	We are providing consultation to Health Canada in determining the needs of their employees and identifying a program.	Needs assessment completed. Program implementation expected fall 2011.

Saskatchewan: Youth

Category	Partners	Name	Description	Status
Evaluation	Schizophrenia Society of Saskatchewan, Regina and Saskatoon	Partnership Program	See description under “Alberta/Youth Programs/Schizophrenia Society of Alberta, Calgary Chapter.”	Data analysis contributed to initial evaluation presentation from Dr. Heather Stuart. Additional data collection underway.

Saskatchewan: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	University of Saskatchewan, Saskatoon	Pharmacy Schools Joint Program	See description under “National Programs.”	Data collected at all three universities, last one during winter 2011. Data analysis underway.

Manitoba: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	Brandon University, Brandon, and University of Winnipeg, Winnipeg	Brandon University Psychiatric Nursing Program	As part of a fourth-year Psychiatric Rehabilitation and Recovery course, students must complete a recovery narrative assignment. Recovery narratives demonstrate recovery and the inherent strengths of people who face the challenge of psychiatric disability. Students meet with an identified client over the course of the term (September to December) to construct a recovery narrative for that client. This program has taken place for the past 10 years at both the Brandon and Winnipeg sites.	Data collection planned for fall 2011. Qualitative research also underway involving the interviewing of people with lived experience who were part of the program.

Manitoba: Criminal Justice

Category	Partners	Name	Description	Status
Media/ Professional Education	Manitoba Criminal Justice Association, Winnipeg		OM co-sponsored a criminal justice symposium in partnership with the Manitoba Criminal Justice Association (MCJA); this conference was part of the MCJA's continuing education program for its members. Key speakers included: Deputy Chief Judge Allan Lefever, Provincial Court of Alberta; Honourable Justice Richard Schneider, Toronto Mental Health Court; and Dr. Patrick Baillie, Alberta forensic psychologist and lawyer. Other speakers: Mother of a young woman who lives with schizophrenia and has experience with the criminal justice system; members of the At Home/Chez Soi Winnipeg team, including an Aboriginal woman with lived experience who has experience with the justice system.	Completed November 2010.

Ontario: Youth

Category	Partners	Name	Description	Status
Evaluation	Ontario Shores Centre for Mental Health Sciences, Whitby	Durham Talking About Mental Illness (TAMI) Coalition	This is a two-part program that combines education, protest, and contact with those living with a mental illness. Part 1: For Teachers: A five-day curriculum with accompanying material, as well as professional development workshops. The program is delivered by representatives from community agencies, people with lived experience of mental illness (who tell their stories), and community volunteers. Part 2: For students: Stigma Summit, a one-day event that brings together students and teachers from various high schools at a mental health facility to receive education, experiential exercises, and contact with speakers.	Data collection complete; analysis underway.
	Canadian Mental Health Association Hamilton	Talking About Mental Illness (TAMI)	This program gives students in grades 7 to 12 the opportunity to hear stories of community members who have experienced mental illness, and also provides information about local resources that support youth coping with a family member or friend's mental illness. The program is designed to raise awareness, increase knowledge, provide early intervention, and bring about positive change in students' attitudes about mental health, while reducing the stigma that surrounds it.	Data collection beginning fall 2011.
	Canadian Mental Health Association Halton Health Region	Talking About Mental Illness (TAMI)	See above.	Awaiting parental approval to collect data.

Category	Partners	Name	Description	Status
	Canadian Mental Health Association, Champlain East Branch, Cornwall/Ottawa	Talking About Mental Illness/Parlons de la maladie mentale	With the goal of using education to reduce mental illness-related stigma, the program's key activities are: organizing awareness presentations in local high schools and other community venues; supplying teachers/educators with appropriate materials and support to enhance learning from the awareness presentations; providing high school students with information about mental illness, local youth-friendly resources for support, and an opportunity to learn from people who have experienced mental illness firsthand; and offering opportunities for people with lived experience of mental illness to build their capacity and receive support in their recovery.	Data contributed to the initial evaluation presentation from Heather Stuart. Additional data collection completed and is being entered for analysis.
Evaluation	Family Service Thames Valley, London	mindyourmind	This online program for Grade 11 students provides information about mental illness, resources, first person stories, and interactive coping tools. The objective is to improve knowledge about mental health and reduce stigma and other barriers to youth seeking help.	Data collection complete; analysis underway.
Evaluation	Family Outreach and Response, Toronto	Talk To Youth Lately	This program is a speaker presentation by young people who have either experienced a mental health problem or are a friend or family member of someone who has done so. Speakers, with the help of a youth facilitator, go to high schools and make a one-hour presentation to grade 11 and 12 students about their personal story, followed by a question and answer session. The major challenge faced by this program is receiving school board approval to evaluate the program's effectiveness in reducing stigma.	School board required active parental approval. Program proceeded, but lacked adequate participation rates, prohibiting analysis of data to date.
Evaluation	Canadian Mental Health Association, Grand River Branch, Guelph	Beautiful Minds/Beautiful Minds in Secondary Schools	This program includes a four-component package for teachers to adapt to fit the needs of their classroom. One component is a live presentation by a mental health facilitator and one or two people with lived experience of mental illness. People with lived experience receive eight hours of training before participating. School staff must be present to support students if needed. The program is most often delivered to grade 11 physical and health education classes.	Return rates on some pre and post data underway to determine if analysis possible. Still awaiting some school board approvals and will forward data when those are received.

Category	Partners	Name	Description	Status
Evaluation	The Dream Team/Houselink, Toronto	The Dream Team	This group of people with lived experience in mental health and addictions issues advocate for more supportive housing for people who live with chronic mental health and addictions issues in Ontario. By telling their personal stories, advocating for policy reform, conducting and presenting research, and educating the public on issues of stigma and human rights, the members of the Dream Team demonstrate the life-altering benefits of supportive housing and strive to create an environment where people with a mental illness can thrive. Dream Team members take their message to politicians, schools, universities, public servants, service agencies, and the general public to increase awareness about the lives of people with mental health issues and their contributions to the community.	The program is currently working to obtain school board approval to collect data. Some data collected in spring 2011. Assessment of return rates underway to determine if analysis possible.
Evaluation	Iris the Dragon (Charity), Perth	Iris the Dragon Series and Brave New Minds Walk	The Iris books for children were designed to address children's mental health challenges in a non-threatening and supportive way. The books help educate readers about mental health and wellness, at the same time showing how a caring community can support children to reach their potential. The books tackle several topics, including Bipolar, Anxiety Disorder, ADHD, and Asperger's Syndrome.	Evaluation plan underway, with PhD student undertaking research project.
Evaluation	Mood Disorders Association of Ontario, Toronto	Stop the Stigma	In partnership with the Toronto Catholic District School Board, this program has presenters with lived experience deliver information about mental health issues to high school students.	Data collection completed in spring 2011; analysis underway.
Evaluation	Mixed Company Theatre, Toronto	Cobblestone Youth Theatre Project	Working with a core group of 10 to 15 people who have experience with mental health issues and homelessness, each Cobblestone Youth Troupe is guided over a three-week period to develop a 75-minute play as a means of creative expression and to educate their community. The plays tour at community gathering places (hostels, shelters, job training centres) and national and international mental health, poverty, and activist organizations. The Troupe's use of Forum Theatre and actors from within the homeless community provides multiple perspectives, encourages understanding of different lifestyles, and helps make people aware of the consequences of their actions.	Anticipated start fall 2011.

Category	Partners	Name	Description	Status
Evaluation	Workman Arts, Toronto	Rendezvous in the Classroom	Within a 75-minute class, high school students screen short films that address mental illness, and then engage in discussion with a panel of people, including a filmmaker and those with personal and/or professional experience with mental illness. A resource guide is made available to teachers prior to the screenings. Students from Ontario, both with and without a diagnosis of mental illness, serve as curators to choose the movies included in "Rendezvous in the Classroom." This program builds on the success of Rendezvous with Madness Film Festival's youth program.	No data collected due to lack of approval from Toronto Public School Board.
Evaluation	Children's Mental Health Ontario and The Provincial Centre of Excellence for Child and Youth Mental Health at CHEO, Toronto	The New Mentality	This project engages youth from across Ontario (both with and without personal experience of mental illness) to address the stigma associated with mental health, and advocate for more accessible mental health services for children and youth.	Anticipated start fall 2011.

Ontario: Healthcare Providers

Category	Partners	Name	Description	Status
Program Development and Evaluation	The Children's Hospital of Eastern Ontario (CHEO), Ottawa	Setting the Benchmark and Evaluating 18 ERs	The program will involve healthcare providers at the Children's Hospital of Eastern Ontario and at 18 emergency departments at hospitals in the region. CHEO is creating a professional development program for staff and physicians aimed at reducing stigma and discrimination in the emergency department. OM has also added questions to a CIHR-funded study using a parent/patient satisfaction survey to test for stigma experienced by people with mental illness visiting the emergency department.	Delivery of pilot Phase I created project to take place early September 2011. Plans underway for Phase II involving 18 regional hospital ERs.

Category	Partners	Name	Description	Status
Program Development (Video)	Central Local Health Integration Network (LHIN), Markham	Understanding the Impact of Stigma: Mental Illness and Addictions DVD	The video/DVD in use is American and outdated. In partnership with the Central LHIN, Opening Minds has created a new video/DVD with Canadian people with lived experience of mental illness and healthcare professionals who talk about stigma, its negative impact, how healthcare professionals have made a positive difference, and what more can be done to reduce stigma experienced by people with lived experience seeking help from healthcare providers.	Complete.
Evaluation	Central Local Health Integration Network (LHIN), Markham	Understanding the Impact of Stigma: Mental Illness and Addictions	The Central LHIN, north of Toronto, created and delivered a program to hospital workers in its region. It was evaluated by Opening Minds early in 2010 and has proved to be successful at reducing stigma. The program is now being used and evaluated at other locations in Canada to determine its success in different hospitals (see Castlegar and IWK projects). During the two-hour program, people with lived experience of mental illness talk to frontline hospital workers about the impact stigma plays on their recovery and what helps make a positive difference. These firsthand stories complement and reinforce other content of the training course, such as a power point presentation, a participant workbook, a video/DVD, interactive activities, and a discussion with people with lived experience.	Report complete. An article is being prepared to send to scholarly journals as submission for publication.
Program Development	Central Local Health Integration Network (LHIN), Markham	Central LHIN Phase II	Preliminary results of the evaluation of <i>Understanding the Impact of Stigma: Mental Illness and Addictions</i> indicate some form of “booster” or follow-up program is needed to maintain improved levels of stigma-reduction. Discussions are underway between the LHIN and Opening Minds to create a next step for the LHIN to ensure changes to attitudes are maintained in healthcare settings which have received <i>Understanding the Impact of Stigma</i> workshop above.	In development.

Category	Partners	Name	Description	Status
Evaluation	Lakeridge Health, Oshawa	Lakeridge Health Opening Minds	This team in the Central East LHIN region is delivering 45-minute anti-stigma workshops to hospital Emergency Department staff in three hospital campuses. The workshop is based on the Central LHIN project (see above), with some variations including sustainability components such as online post-session information, access to related videos, and the provision of resource booklets and lanyard magnets reflecting the empowering message: “Mental Health and Addictions: I have a Role in Recovery.” Remaining components of the Central LHIN program will be delivered two months following the initial workshop as booster sessions, including the screening of the newly created DVD about stigma in healthcare settings.	Data collection in spring 2011; data input required.
Evaluation	South East LHIN, Belleville	South East LHIN Opening Minds	This team in the South East LHIN region is delivering workshops based on the Central LHIN project (see above), with some variation, including the screening of the newly created DVD about stigma in healthcare settings.	On hold – low program uptake. Company is working on a strategy to increase participation.
Program Development	Progress Place and the University Health Network (UHN), Toronto	Healthcare Professionals Champion an Anti-Stigma Approach	Healthcare providers in three hospitals in the University Health Network will participate in this anti-stigma training program. The program, delivered by Clubhouse members from Toronto’s Progress Place, will take place onsite at each of the hospitals and will include members telling their personal stories of mental illness and the road to recovery.	In development.
Evaluation	Centre for Building a Culture of Recovery, Penetanguishene	Extra Ordinary People	This 109-minute DVD documentary deals with the stigma and discrimination endured by people with a mental illness from a variety of backgrounds, such as aboriginal youth. It aims to show the power of dignity, spirit, and hope found in recovery.	On hold, status to be reviewed fall 2011.
Evaluation	Canadian Mental Health Association, Thunder Bay Branch	Photovoice: Exposing Our Path to Wellness	Through a photograph presentation and discussion, audiences are educated about living with a mental illness and issues surrounding the recovery process. The photographs were taken by people with lived experience of mental illness. They were given disposable cameras to create images that represent what that experience is like for them and the stigma they have encountered.	In discussion. Anticipated start winter 2012.

Category	Partners	Name	Description	Status
Evaluation	The Self Help Alliance, Guelph	Recovery Education	This venture involves a program led by a person with lived experience of mental illness and explores the theme of recovery. When making presentations, the person with lived experience tells his or her personal story first, and then talks about the concept of recovery and the changes needed to organizational policies and services to enhance recovery for individuals with a mental illness. The speaker also explains what it is like being a person experiencing a mental illness in the mental health system.	Ongoing contact and collaboration. Evaluation under discussion.
Program Development	North Bay General Hospital, North Bay	Addiction and Mental Health	North Bay General Hospital is amalgamating three hospitals (one of which is a mental health hospital) into one new hospital and wants to reduce stigma before amalgamation takes place. This project will involve healthcare providers at North Bay General Hospital listening to persons with lived experience of a mental illness tell their stories.	On hold. Principal contact laid off.
Program Development	Ontario Shores Centre for Mental Health Sciences, Whitby	Walk a Mile in my Shoes	An innovative web-based video format presents simulations of interactions with patients who have mental illnesses. The educational content is a recovery-based curriculum aimed at emergency room nurses.	In active discussion; anticipated start in fall 2011.
Evaluation	School of Social Work, Faculty of Liberal Arts and Professional Studies, York University, Toronto	Combating Stigma and Discrimination among Social Work Professionals and Students	This three-hour program takes place in a class for social work students and addresses different types of stigma. Two people serve as facilitators – one is a person with lived experience of mental illness, the other is a social work instructor who may also be a person with lived experience. The program includes a lecture explaining mental health, recovery, and information on mental health recovery as critical to social work. The <i>Extra Ordinary People</i> documentary (see above) is viewed, followed by a discussion.	Conducting own evaluation and will share results with MHCC.

Category	Partners	Name	Description	Status
Program Development	CAMH (Centre for Addiction and Mental Health) and three Community Health Centres (South Riverdale, Central Toronto and Unison), Toronto	Community Health Centres (CHC) Program	CAMH and the three CHCs are working together and partnering with OM to reduce stigma related to mental illness. They will develop or tailor an anti-stigma intervention to reach different cultural groups in their communities.	Under development.

Ontario: Workforce

Category	Partners	Name	Description	Status
Evaluation	Government of ON: Ministries of Health, Education, Colleges and Universities, Government Services, Community and Social Services, Toronto	TBD	These four ministries are exploring implementing workplace anti-stigma education programs at different office locations across the province. Discussions as to which programs to use and the implementation strategy are underway.	Consulting: implementation is anticipated in fall 2011.
Evaluation	TELUS, Barrie and Scarborough	Healthy Minds	TELUS has developed a mental health promotion plan that they plan to pilot with their call-centre employees; we are working with them to identify and evaluate the anti-stigma component(s) in the program.	Evaluation is anticipated to begin summer/fall 2011.

Category	Partners	Name	Description	Status
Evaluation	Region of Peel	Mental Health Works	The Region of Peel and the Canadian Mental Health Association have adapted the <i>Mental Health Works</i> program to a video format in three modules for use with municipal employees. This is an opportunity to evaluate the effectiveness of contact-based education when it is moved to a video format.	Data collection.
Evaluation	Mood Disorders Association of Ontario, Toronto	Mind Matters	The MDAO presented this full-day seminar including contact-based education, expert panel discussion, and small group work to federal and Ontario provincial government managers in February, 2011.	Data analyzed from one session. A second session may be held and evaluated in fall 2011.

Ontario: Journalism Schools

Category	Partners	Name	Description	Status
Media/ Professional Education	Carleton University, Ottawa	Journalism School Symposium	The format for this symposium was similar to the one at Mount Royal College (now University) in 2009. André Picard, the health policy reporter for the Globe and Mail, spoke as a working journalist about stigma. Rob Whitley, McGill University, spoke about his research concerning stigma in news reports which focus on mental health and illness. People with lived experience of mental illness also spoke to students about their mental illness, the stigma they have experienced and how it affected them, and how they now manage living with the mental illness (recovery).	Complete.

Quebec: Youth

Category	Partners	Name	Description	Status
Evaluation	Louis H. Lafontaine Hospital, Montreal	Key 56	A filmmaker was hired by the hospital and given a key (Key 56) to unlock the doors in the psychiatric ward. He followed two patients from the time they arrived on the ward until they were back in the community, and created several short episodes which can now be seen on YouTube. The hospital is screening the episodes for high school students to determine the film's effectiveness at reducing stigma.	Data collection completed spring 2011, now being entered for analysis.
Evaluation	Mental Illness Foundation, Montreal	Partners for Life	Partners for Life is a depression awareness-raising program targeting teenagers and the adults around them. The goal is to create awareness of depression as a risk factor for suicide. The program has toured the province since 1998 giving presentations annually to an average of 60,000 students in grades 9, 10, and 11 and their parents, as well as school and CLSC staff.	Data collection during spring 2011, now being entered for analysis.

Quebec: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	Montreal	Mike's Story	Mike Santoro has lived with schizoaffective disorder for 28 years and makes presentations, in both English and French, to various groups interested in his personal story. "The 80/20 Project," a video Mike has created about his mental illness, spotlights the steps he takes in his daily life to remain as healthy as possible and live his life to the fullest. After showing his video, Mike conducts a question/answer discussion. OM surveyed the audience at a presentation to healthcare workers at the Centre de la santé et des services sociaux (CSSS) de la Montagne about the effectiveness of the program at reducing stigma.	Additional data collection at other delivery sites required for statistical validity. Plans in progress.

Category	Partners	Name	Description	Status
Program Development	Centre hospitalier universitaire, Sherbrooke	Centre de formation et de preceptorat en santé mentale	This project involves a panel presentation with a person with lived experience of mental illness, a psychiatrist, a caregiver, and a journalist, each discussing mental illness-related stigma. The person with lived experience shares his or her story and the other panel members offer their perspectives; this is followed by a facilitator-led discussion. Participants are healthcare providers or healthcare providers in training.	In development.

Quebec: Workforce

Category	Partners	Name	Description	Status
Evaluation	Mental Illness Foundation, Montreal	Nothing's working?	For over 10 years, the Mental Illness Foundation has been extremely successful in providing the public with programs that help raise awareness of mental health issues such as depression and anxiety. <i>Nothing's Working?</i> is designed to help organizations address the issue of mental health problems among staff.	Consultation, anticipate implementation in winter 2012.

Nova Scotia: Youth

Category	Partners	Name	Description	Status
Evaluation	Laing House, Halifax	Youth Speak	A peer-to-peer education approach is used to increase knowledge, awareness, and understanding of mental illness while decreasing the stigma and discrimination often associated with it. The interactive workshops, led by Laing House members with lived experience of mental illness, encourage the audience to seek help, speak out, and engage in dialogue to break down the barriers of mental illness.	Data collection completed during spring, 2011; data entry now underway to allow for evaluation.

Category	Partners	Name	Description	Status
Evaluation	Digby Clare Mental Health Volunteers Association, Digby	Mental Health Matters	This initiative delivered a program at four high school assemblies (approximately 250 students at each assembly). The presentation included a panel with a psychiatrist and two youth who have personal experience with mental illness. The presentation involved each member discussing mental illness-related stigma, with people with lived experience of sharing their stories with the audience as well as participating with other panel members. Following the presentation, a facilitator led an audience discussion.	Data collected; analysis underway.

Nova Scotia: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	Halifax	Izaak Walton Killam (IWK) Health Centre	The IWK Children's Hospital has offered to be a test site for the Central LHIN program in an emergency department of a children's hospital (see "Ontario/Healthcare Provider Programs/Central Local Health Integration Network (LHIN)"). A new youth video/DVD is also being produced, with assistance from OM.	Implementation March 2012.
Evaluation	Dalhousie University, Halifax	Pharmacy Schools Joint Program	See description under "National Programs."	Data collection.
Program Development	Cape Breton Regional Health Authority, Cape Breton	Mental Health Services	This program is still being developed and will be aimed at frontline staff in the hospital emergency department.	In development.

Nova Scotia: Journalism Schools

Category	Partners	Name	Description	Status
Evaluation	King's College Journalism School, Halifax,	Journalism School Symposium	See "Ontario/Journalism Schools/Carleton University."	Data collection complete March 2011; evaluation underway.

Newfoundland: Healthcare Providers

Category	Partners	Name	Description	Status
Evaluation	Memorial University, St. John's	Pharmacy Schools Joint Program	See description under "National Programs."	Data collected at all three universities, last one in winter 2011. Data analysis underway.
Method of Evaluation TBD	Canadian Mental Health Association – Newfoundland Division, St. John's	Changing Minds	An innovative, multi-use, educational DVD about mental illness has been created to address a community need for mental health education, stigma reduction, and a better understanding of mental health and mental illness. The DVD contains the personal stories of 10 people with lived experience and has been used to train healthcare providers.	Method of Evaluation TBD

Northwest Territories: Youth

Category	Partners	Name	Description	Status
Program Development	Children and Family Services, Health and Social Services, Government of the Northwest Territories, Yellowknife, and Durham TAMI Coalition, Whitby	Northern Youth Anti-stigma Program	This working group intends to develop a culturally sensitive anti-stigma program for youth in the north. Building on the success of the Durham TAMI Program, the project is aimed at students in grades 7 and 8. It will be pilot tested by the two school boards in Yellowknife. There are also discussions about eventually adapting the program for use in a correctional facility for young offenders and a youth club.	Field testing in late fall 2011.

Opening Minds Project Selection Panel

Mike Kirby, Chair, Mental Health Commission of Canada
Ella Amir, Executive Director, AMI-Québec; Chair, Family Caregivers Advisory Committee Mental Health Commission of Canada
Daryl Bishop, Program Director, Like Minds, Like Mine, New Zealand
Roger Bland, Professor Emeritus, Department of Psychiatry, University of Alberta
Don Buchanan, McMaster University
Andy Cox, Mental Health Commission of Canada
J. Rock Johnson, SAMHSA, Person with lived experience
Francine Lemire, College of Family Physicians
Hugh Schultz, World Psychiatric Association
Phil Upshall, Mood Disorders Society of Canada, Person with lived experience

Invited, but unable to attend:

Dr. Pat Corrigan, Executive Director of the Center for Psychiatric Rehabilitation, University of Chicago
Dr. Wolfgang Gaebel, University of Dusseldorf

Opening Minds Research Team

Dr. Carolyn Dewa, Principal Investigator, Economic Impact of Stigma Reduction; Senior Scientist in the Health Systems Research and Consulting Unit, Social and Epidemiological Research Department, Centre for Addiction and Mental Health
Dr. Keith Dobson, Principal Investigator, Workforce Projects; Head, Department of Psychology, University of Calgary
Dr. Bonnie Kirsh, Principal Investigator, Workforce Projects; Associate Professor, Department of Occupational Science and Occupational Therapy, University of Toronto
Dr. Terry Krupa, Principal Investigator, Workforce Projects; Professor, School of Rehabilitation Therapy, Queen's University

Dr. Scott Patten, Principal Investigator, Healthcare Projects; Professor, Community Health Sciences, University of Calgary

Dr. Heather Stuart, Senior Consultant and Principal Investigator, Youth Projects; Professor, Department of Community Health and Epidemiology, Queen's University

Dr. Robert Whitley, Principal Investigator, Media Monitoring; Assistant Professor, Psychiatry, McGill University

Opening Minds Partners

Professional Associations

Canadian Medical Association

Canadian Psychiatric Association

College of Family Physicians

Royal College of Physicians and Surgeons

Program Providers

Canadian Mental Health Association

- Calgary
- Caribou Chilcotin, Williams Lake
- Champlain East Branch, Cornwall/Ottawa
- Grand River Branch, Guelph
- Hamilton
- Newfoundland Division, St. John's
- Thunder Bay Branch

Centre for Addiction and Mental Health, Hamilton, Ontario

Canadian Mental Health Association, Ontario

Centre for Building a Culture of Recovery, Penetanguishene, Ontario

Children's Mental Health Ontario

Digby Clare Mental Health Volunteers Association, Digby, Nova Scotia

Dream Team/Houselink, Toronto, Ontario

Family Outreach and Response, Toronto

Healthy Aboriginal Network, Vancouver, British Columbia

Iris the Dragon (Charity), Perth, Ontario
Laing House, Halifax, Nova Scotia
Mental Illness Foundation, Montreal, Quebec
Mike Santoro
mindyourmind, London, Ontario
Mixed Company Theatre, Toronto, Ontario
Mood Disorders Association of British Columbia, Vancouver
Mood Disorders Society of Canada mindyourmind, London, Ontario
Mood Disorders Association of Ontario
Progress Place and the University Health Network (UHN), Toronto, Ontario
Provincial Centre of Excellence for Child and Youth Mental Health, CHEO
Schizophrenia Society of Alberta, Calgary Chapter
Schizophrenia Society of Saskatchewan, Regina Chapter
Schizophrenia Society of Saskatchewan, Saskatoon Chapter
Self Help Alliance, Guelph, Ontario
Stand Up For Mental Health, Vancouver, British Columbia
Working Together Consortium
Workman Arts, Toronto, Ontario

Health Service Providers

Alberta Health Services, Alberta
British Columbia Interior Health, Castlegar, British Columbia
Cape Breton Regional Health Authority
Central Local Health Integration Network (LHIN), Markham, Ontario
Centre hospitalier universitaire, Sherbrooke, Quebec
Children's Hospital of Eastern Ontario, Ottawa, Ontario
Izaak Walton Killam (IWK) Health Centre, Halifax, Nova Scotia
Louis H. Lafontaine Hospital, Montreal, Quebec
North Bay General Hospital, North Bay, Ontario
Ontario Shores Centre for Mental Health Sciences, Whitby, Ontario

Universities

Brandon University, Brandon, Manitoba
Carleton University, Ottawa, Ontario
Dalhousie University, Halifax, Nova Scotia

McGill University, Montreal, Quebec – Dr. Rob Whitley
Mount Royal University, Calgary, Alberta
Memorial University, St. John's, Newfoundland
University of Alberta, Edmonton, Alberta
University of British Columbia, Vancouver, British Columbia
University of Calgary, Calgary, Alberta
University of King's College Journalism School, Halifax, Nova Scotia
University of Saskatchewan, Saskatoon, Saskatchewan
University of Winnipeg, Winnipeg, Manitoba
York University, School of Social Work, Faculty of Liberal Arts and Professional Studies, Toronto, Ontario

Employers – Private

Canadian Pacific Railways, Calgary, Alberta
McElhanney Land Surveys Ltd., Calgary, Alberta, with offices across Alberta and in Fort St. John, British Columbia
TELUS, Barrie and Scarborough, Ontario

Employers – Public

Alberta Health Services
Canadian Forces
Government of Northwest Territories: Department of Health and Social Services
Government of Ontario: Ministry of Education; Ministry of Colleges and Universities; Ministry of Government Services; Ministry of Community and Social Services
Region of Peel, Ontario

Other

Alberta Criminal Justice Association
Canadian Human Rights Commission
Manitoba Criminal Justice Association
Statistics Canada