

Stand Against Stigma Committee
Hill Country CARE Center - 1401 Gold St.
MINUTES
March 12, 2019
1:30-2:30 p.m.

Mission statement: The Stand Against Stigma Committee works to promote mental wellness, increase community awareness of mental health, and end the stigma surrounding mental illness and substance abuse.

Committee Members – Bernadette Bird, Circle of Friends; Tina Short, Olberg Wellness Center; Marci Fernandes; Connie Webber, MHADAB; Samantha Breton, Hill Country CARE Center; Robin Ivins, Redding Rancheria Head Start

Shasta HHS Staff – Gene Ward, CMHW; Lindsay Tibbetts, Suicide Prevention Workgroup Coordinator; Amy Sturgeon, PH Program & Policy Analyst; Kim Limon, HHS; Rhonda Schultz, Whole Person Care; Pamela Heisler, CHA

Agenda Item	Discussion	Notes & Actions	Individuals Commenting
1. Welcome & Introductions	<i>Your name, role in the community and what you are doing to fight stigma.</i>		
2. Special Guest, Presentation and/or Discussion	Supporting the Homeless Navigation Center	The proposed Homeless Navigation Center has ignited some strong feelings in the community, playing into several commonly held stigmas about low-barrier shelters, people experiencing homelessness, and people living with mental illness and/or substance use issues. The committee had a focused conversation to generate ideas for outreach and education (see attached notes).	
3. February in Review	Speaking Engagements <ul style="list-style-type: none"> • Feb. SASC meeting, UPrep Community Outreach <ul style="list-style-type: none"> • None Events <ul style="list-style-type: none"> • Hope Is Alive! Open Mic 	Carrie Jo provided a review of past events.	
4. Upcoming Events, Presentations and Outreach	Speaking Engagements <ul style="list-style-type: none"> • March – IOT (3/18), • April – One Safe Place (4/8 & 4/19), IOT (4/11), Shasta College Sociology (4/29) 	Carrie Jo providing information on upcoming events.	

	<ul style="list-style-type: none"> • May – Tehama County Behavioral Health (5/2); Minds Matter (5/10); SASC Meeting in Burney (5/14) <p>Community Outreach</p> <ul style="list-style-type: none"> • March – Compass Health & Wellness Fair (3/8), International Women’s Day (3/9) • April – Take Back The Night (4/3), Sportsman’s Expo (4/6-4/7); Whole Earth and Watershed Festival (4/20) <p>Events (* = Tentative)</p> <ul style="list-style-type: none"> • April <ul style="list-style-type: none"> ○ Restoration: Healing through Art. Spoken Word Workshop High School Tour and Hope Is Alive! Open Mic for youth - 4/1-4/5, 2019. ○ Hope Is Alive! Open Mic for Youth – 4/5/2019 6-9 p.m. at Old City Hall; performer sign in at 5:30 p.m. • May <ul style="list-style-type: none"> ○ Minds Matter – Friday, May 10th, 5-9 p.m. at the Sundial Bridge; Resource Fair 5-9 p.m., Headline Musical Acts 5-6 p.m., Hope Is Alive! Open Mic 6-9 p.m. ○ Intermountain Mental Health Week – <ul style="list-style-type: none"> ▪ M - 5/13 – Mental Health First Aid ▪ T – 5/14 – SASC Mtg. in Burney ▪ W – 5/15 – Resilience Screening ▪ F – 5/17 – Hope Is Alive! Open Mic at the Rex Club ▪ Mindfulness Activity? • July <ul style="list-style-type: none"> ○ Stand Against Stigma Visioning Meeting – Tuesday, July 9, 2019, 8 a.m.-5 p.m., Location TBA. 		
5. Gallery	<p>New portraits</p> <ul style="list-style-type: none"> • Coming soon – David Wharton, Chris Paradis, Crystal Johnson, Aiden Mares, Denise Green. <p>Currently on display at:</p> <ul style="list-style-type: none"> • Shingletown Medical Center, HHS Office of the Director, Wintu Museum, WHS, Opportunity Center, One Safe Place 	Carrie Jo provided updates on the Gallery.	

	and Anderson Teen Center, Circle of Friends, Shasta County Admin Building (1/2-3/31/2019)		
6. Social Media/Website	<p>Facebook</p> <ul style="list-style-type: none"> • Minds Matter TV trailer (coming soon) • Facebook events for Hope Is Alive! Open Mic <p>Instagram</p> <ul style="list-style-type: none"> • @shastabravefaces <p>Website</p> <ul style="list-style-type: none"> • Revamp expected soon and will include Minds Matter Media 	Carrie Jo provided updates about social media.	
7. Minds Matter TV/Podcast	<ul style="list-style-type: none"> • Housing as Treatment for Mental Health Issues with Chante Catt and Donnell Ewert – currently being edited. • ACEs with Crystal Johnson and Rick Crowley – in editing. • Minds Matter TV Trailer - coming soon to social media. 	Carrie Jo provided updates on the Minds Matter TV/Podcast	
8. Resource Sharing	<p>Community Partner Updates – Open to all</p> <p>Carr Fire Recovery Mental Health Related Resources</p> <ul style="list-style-type: none"> • www.shastareddingrecovers.org • California HOPE Shasta Update (NVCSS) 	There were no updates from community partners.	
9. Community Planning, Education and Collaboration	None		

What are the stigmas associated with the people who will use the Navigation Center?

- There's an assumption that everyone that is experiencing homelessness has a substance use issue.
- Some people who might have a social anxiety disorder are nervous to approach.
- There is a myth that people want to be homeless. Get a chance to myth bust, and show evidence that supports the reality.
- Give an ACEs presentation to the Board of Supervisors. Use ACEs as an argument against the stigma by creating understanding why not everyone can pull themselves up by their bootstraps.
- Some people see homelessness as someone else's issue is an easy way to brush it off.
- The local media focuses on when camps get cleaned out instead of success stories, perpetuating stigma.
- Emphasize that it is a "navigation center" that gives information, guidance, and direction like how to reenter the workforce.
- Educate about how long it takes to get to appointments on foot or using public transportation.
- If you look at the circumstances that have been presented recently. During PIT counts, when you offer services while you are conducting outreach people want to use those resources.
 - Good comparison Local Assistance Center during Carr Fire
- Some of the community feels that they don't belong here and they didn't come from here.

What are the actual barriers to being sheltered?

- Paranoia - might not accept services.
- Transportation
- Lack of affordable housing
- Sense of security
- Lack of access to communication. .
- Need someone that can assist them in getting back their documents.
- Help with resumes.
- Numbers of people or having a waiting list.
- Too many rules. There's more freedom living outside of a shelter.

What reaction do you have about these stigmas?

- Frustration, sometimes the stigmas individuals experiencing homelessness hear over and over turn into self-fulfilling prophecies.
- The reality that it's your survival.
- Some people react with "you're rewarding someone by giving them this nice place".
- How do we deal with people who are going to resist the help?
- It would be nice if we could find some of then same compassion we all saw last summer during the Carr Fire.
- We're challenging cultural philosophy that is difficult to change.

Where is more work needed to address these stigmas?

- More peer support - here is it limited
- The schools
- Educating the community on ways we can help. Visiting schools
- Addressing paranoia - not trusting that they don't really want to help they're just trying to corral them.
- Addressing the fact that some lose access to services because their time was up.
- Mythbusting - highlighting what is actual
- Op-Ed
- Getting the media on board with de-stigmatization efforts.
- Toolkit for media working with the homeless.
- Power of repetition.
- Getting people to understand that is costs more in policing and medical services

What outreach do we need to do?

- Brochures
- Education training
- Police officer training - CIT training
- Bus shelter advertisements
- Website
- Speaking at the schools
- Housing for students
- Paradigm shift - it's a system failure, not keeping everyone's needs in mind. Interpersonal and social fails and systems level.