

NATIONAL RESEARCH COUNCIL

OF THE NATIONAL ACADEMIES

DIVISION OF BEHAVIORAL AND SOCIAL SCIENCES AND EDUCATION
Board on Behavioral, Cognitive, and Sensory Sciences

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COMMITTEE ON THE SCIENCE OF CHANGING BEHAVIORAL HEALTH SOCIAL NORMS

Workshop: Opportunities and Strategies to Promote Behavior Change in Behavioral Health April 15, 2015

The National Academies' Keck Center ♦ Room 100
500 5th Street NW ♦ Washington, DC 20001

FULL AGENDA

DAY ONE - Wednesday, April 15, 2015

8:00 AM Workshop Check-in

8:30 *Welcome From the National Research Council*

Barbara Wanchisen, Director, Board on Behavioral, Cognitive, and Sensory Sciences

8:45 *Workshop Overview And Goals*
David Wegman, Committee Chair
Lisa Vandemark, Study Director

9:00 *Keynote Address*
Alan I. Leshner
CEO Emeritus, American Association for the Advancement of Science

9:30 *PANEL I ► Domestic Perspectives*

Panel Synopsis: Panelists will present on successes and challenges of U.S. national, state and local campaign efforts aimed at changing behavioral health social norms.

Moderator: Judith Warner

Discussant: Patrick Corrigan, Committee Member

Panelists:

- *Structural Stigma and the Health of Lesbian, Gay, and Bisexual populations: Implications for changing social norms:* Mark Hatzenbuehler, Columbia University.
- *Peer Counselor: Wounded Healer Please Apply:* Peggy Swarbrick, Rutgers University

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- *Culture and How It Shapes and Protects against Mental Illness stigma: Empirical illustrations from Chinese groups:* Lawrence H. Yang, Columbia University
- *The Role of Clinical Practitioners in Community and Institutional Promotion of Mental Health and Addiction Treatment: Toward Structural Competency:* Helena Hansen, New York University

10:45 BREAK

11:00 PANEL II ► Implementing Change in the U.S. Context: Critical Evaluations

Panel Synopsis: How can SAMHSA implement change based on evidence from previous campaigns?

Moderator: Judith Warner

Discussant: Beth Angell, Committee Member

Panelists:

- *CAMHSA/ Patrick Corrigan, Committee Member*
- *Results from A School-Based Intervention to Changes Norms About Mental Illnesses/Bruce Link, Columbia University*

12:00	LUNCH
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1:00 **Presentation:** *A Cultural Cognitive Approach to Communicating about Child Mental Health*

Presenter: Nathaniel Kendall-Taylor, The Frameworks Institute

Moderator: Vicky Rideout, Committee Member

2:00 PANEL III ► Implementing Change in the U.S. Context: Strategies for Reaching Audiences

Panel Synopsis: Reflections on panel presentations in the context of the lived experiences of consumers, advocates, family-members, and practitioners.

Moderator: Rebecca Palpant Shimkets, Committee Member

Panelists:

- *Clarence Jordan, Committee Member*
- *Ruth Shim, Committee Member*
- *Susan Rogers, National Mental Health Consumers' Self-help Clearinghouse*
- *Joe Powell, Association of Persons Affected by Addiction*

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3:15 BREAK

3:30 PANEL IV ► Perspectives from Outside the United States

Panel Synopsis: Panelists will present on successes and challenges of campaign efforts aimed at changing behavioral health social norms outside of the United States.

Moderator: Beth Angell, Committee Member

Discussant: Patrick Corrigan, Committee Member

Panelists:

- *Evaluation of England's National Time to Change Anti-stigma Campaign: Results from phase one:* Sara Evans Lacko/King's College, London
- *The Opening Minds Initiative of the Mental Health Commission of Canada:* Robert Edwards Whitley/McGill University
- *Changing Behavioral Health Social Norms: Interventions and Outcomes from Australia:* Anthony Jorm/University of Melbourne

4:45 **CONCLUDING COMMENTS**

- David Wegman, Committee Chair

5:00 **ADJOURN**

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