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

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
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

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Alfred P. Sloan Foundation; American Psychological Association; Bill & Melinda Gates Foundation; Elsevier; National Aeronautics and Space Administration; National Cancer Institute; National Institute on Aging; National Science Foundation; U.S. Army Research Institute for the Behavioral Sciences; U.S. Department of Health and Human Services; Office of the Assistant Secretary for Planning and Evaluation (ASPE); Substance Abuse and Mental Health Services Administration (SAMHSA); Teagle Foundation; William and Flora Hewlett Foundation