




United Behavioral Health

Community Education/Anti-Stigma		Policy Identifier/Number: CR-08	
Annual Review Completed Date: February 2018			
Policy Category: Government – Pierce Regional Support Network	Applicable Lines of Business: Medicaid	Entity/Plan: Optum Pierce Behavioral Health Organization	State: Pierce County, Washington
Approved by: Bea Dixon, Executive Director		Signature: 	

Policy Statement and Purpose

Optum Pierce Behavioral Health Organization (BHO) engages in a wide variety of community education and anti-stigma efforts to promote understanding of behavioral health issues and reduce the stigma associated with seeking behavioral health services.

To describe Optum Pierce BHO efforts related to Community Outreach and Anti-Stigma.

Policy Audience and Applicability

This policy is applicable to the Optum Pierce BHO and benefits administered through the Washington State Department of Social and Health Services (DSHS) current Prepaid Inpatient Health Plan (PIHP).

Policy Definitions

N/A

Policy Provisions

1. Optum Pierce BHO works to educate community members regarding mental illness and substance use disorders to diminish stigma.
2. Methods used for Community Outreach and Education
 - 2.1. Optum Pierce BHO routinely uses the following efforts to educate community members on behavioral health issues:
 - 2.1.1. *Speak Outs* and other public forums;
 - 2.1.2. Community member participation in BHO Boards and Committees;
 - 2.1.3. Outreach by Peer Counselors/Parent Partners in the BHO’s Recovery & Resiliency Unit;
 - 2.1.4. Preparation and distribution of program information sheets;
 - 2.1.5. Participation in community-wide health fairs; and
 - 2.1.6. Coordination with and support of local consumer and family organizations; efforts which may include some of the following:

Optum is responsible for adhering to all applicable state and/or federal laws governing activities within the scope of this policy, including the Mental Health Parity and Addiction Equity Act (MHPAEA) and the Health Insurance Portability and Accountability Act (HIPAA) privacy requirements, as well as the applicable requirements, standards and regulations as set forth by the Employee Retirement Income Security Act (ERISA), the Center for Medicare and Medicaid Services (CMS), the Department of Labor (DoL), and any applicable accrediting organizations.

- 2.1.6.1. *In Our Own Voice* presentations;
- 2.1.6.2. Distribution of brochures through library, community centers, and grocery store information kiosks; and
- 2.1.6.3. Presentations to and with local churches, schools and groups.

Because research shows that the best strategy for reducing stigma is to get to know someone with a behavioral illness, Optum Pierce BHO promotes the recovery stories of consumers in Pierce County willing to share their story with the media and the public

- 2.2. Through these and other available methods, Optum Pierce BHO provides information about behavioral health issues, the availability of treatment and treatment options.
- 2.3. Optum Pierce BHO makes available information to the public on issues including, but not limited to:
 - 2.3.1. Signs and symptoms of mental illness and/or substance use disorders;
 - 2.3.2. Vision for recovery;
 - 2.3.3. Access to Care Standards;
 - 2.3.4. Covered services under the *Title XIX* and state-funded programs;
 - 2.3.5. Access to member services and clinical staff;
 - 2.3.6. Grievance, appeal and fair hearing processes;
 - 2.3.7. Consumer rights and responsibilities;
 - 2.3.8. New and innovative services and initiatives;
 - 2.3.9. The network of providers and how to access services; and
 - 2.3.10. Dates and times of *Speak Outs* and other public forums.

3. Communicating a Vision for Recovery

- 3.1. Optum Pierce BHO works with consumers, families and other stakeholders to promote a vision of resilience, rehabilitation, recovery, reintegration and employment for people who have mental illness.
- 3.2. Optum Pierce BHO works with our Behavioral Health Advisory Board and Consumer and Family Advisory Subcommittee to establish a written and specific vision for recovery to be included in written materials distributed by the BHO
- 3.3. Optum Pierce BHO communicates that vision in a coordinated way through our public information campaign.

4. Anti-Stigma Plan

- 4.1. Optum Pierce BHO's Anti-Stigma Plan includes the following:
 - 4.1.1. Maintain a workplace which includes and supports people who are in recovery. Optum Pierce BHO's Recovery & Resiliency Unit has Parent Partners and Peer Counselors. Optum Pierce BHO also encourages the hiring of self-identified consumers for other staff roles in the BHO.
 - 4.1.2. Utilize a Quality Review Team comprised of consumers and family members. The Quality Review Team conducts *Speak Outs* and quality assurance reviews of system issues. The Quality Review Team listens to consumers and families and helps identify and address/eliminate any stigma-producing elements in the system of care.
 - 4.1.3. Support and access Washington State's existing anti-stigma activities,

part of the Mental Health Transformation Project. The three methods to be used to combat stigma include:

- 4.1.3.1. Promoting the concept of recovery by arranging for recovered persons to tell their stories publicly;
 - 4.1.3.2. Aggressively rebutting the uninformed stigmatization of people with mental illness or substance use disorders; and
 - 4.1.3.3. Educating the public about behavioral illnesses, how they can be addressed, and how stigma misleads many of us into fear that is not rational and not accurate.
- 4.1.4. Access, use, and distribute the Substance Abuse and Mental Health Administration (SAMHSA) anti-stigma campaign materials. The SAMHSA anti-stigma efforts focus on:
- 4.1.4.1. Helping people to learn about mental illness and substance use disorders, including statistics which show the prevalence of such disorders and the use of facts to disprove commonly believed myths;
 - 4.1.4.2. Helping people understand that supporting a friend or family member is instrumental in that person's recovery; and
 - 4.1.4.3. Helping spread the stories of people who suffer from substance use disorders or mental illness to show that we all have hopes and fears and that recovery from these illnesses is possible for everyone.

5. Approval of Materials for External Distribution

5.1. The following approval process is in place for written materials distributed as part of Optum Pierce BHO's Community Education/Anti-Stigma plan:

- 5.1.1. All materials have to be reviewed by the Optum Pierce BHO Executive Director and, as appropriate, the Optum legal counsel;
- 5.1.2. All materials related to any event or matter that is newsworthy or has previously attracted media attention must be reviewed and approved by Optum Public Relations; and

5.1.3. All media inquiries must be addressed to Optum Public Relations; no member of the BHO staff is authorized to speak to the media without prior approval from Optum Public Relations.

Related Policies, Procedures & Materials

- Pierce Behavioral Health Organization Policy: AD-02 - *Nondiscrimination*
- Pierce Behavioral Health Organization Policy: AD-05 - *Stakeholder Communications*
- Pierce Behavioral Health Organization Policy: CR-01 - *Consumer Rights and Responsibilities*

Attachments

N/A

Approval History

- Policy created and effective: 07/2009
- Policy and Procedure Committee review and approval: 10/26/2009
- Policy and Procedure Committee review and approval: 08/23/2010
- Policy and Procedure Committee review and approval: 09/26/2011

- Policy and Procedure Committee review and approval: 08/27/2012
- Policy and Procedure Committee review and approval: 12/02/2013
- Policy and Procedure Committee review and approval: 12/15/2014
- Operational Procedures and Standards Committee reviewed and accepted: 01/25/2017
- Optum Pierce BHO reviewed and accepted: February 2018