

FAITH LEADER OUTREACH to the community

Mental Health in
Southwestern
Pennsylvania



ACKNOWLEDGEMENTS & THE EIC TEAM

ACKNOWLEDGEMENTS

Involvement in health issues can be as simple as finding a research paper on the Internet, or as complex as delving into public policy and the philosophical opinions of specific interest groups. Most important is the perspective of people who dedicate their time to a cause.

ADVISORY COMMITTEE

Andrew Stockey, News Anchor at WTAE-TV

Ann Mitchell, Ph.D., Associate Professor, School of Nursing (University of Pittsburgh)

Anne Germain, Assistant Professor of Psychiatry, Department of Psychiatry (University of Pittsburgh School of Medicine)

Brian Dyak, President, CEO & Co-Founder of Entertainment Industries Council, Inc.

Carrie Moniot, Point Park University

Darcy Garda, Manager of Development and Marketing, NAMI (SWPA)

Dave Solomon, WQED Multimedia

Erika Beras, Behavioral Health Reporter/Producer, WDUQ

Gerard Magill, Ph.D., holder of the Vernon F. Gallagher Chair for the Integration of Science, Theology, Philosophy and Law, Tenured Professor in Duquesne University's Center for Healthcare Ethics

Harriet Baum, Mental Health Advocate

Jeffrey Peters, M.D., Vice President, Behavioral Health Services VA (Pittsburgh Healthcare System)

Jill Greenwood, Journalist, Pittsburgh Tribune Review

John Patterson, PCTV21

Jonas Chaney, Public Affairs Director, WPXI-TV

Joni Schwager, Executive Director, Staunton Farm Foundation

Laurie Barnett Levine, Executive Director, MHA of Westmoreland County

Maggie Patterson, M.F.A., Associate Professor of Journalism at Duquesne University, former reporter for The Pittsburgh Press

Maria Simbra, M.D., Medical Journalist, KDKA-TV

Mark Roth, Journalist, Pittsburgh-Post Gazette

Richard Citrin, Ph.D., President, Citrin Consulting

Robert A. Sweet, M.D., Professor of Psychiatry and Neurology, Vice-Chair, Institutional Review Board (University of Pittsburgh)

Safdar Chaudhary, M.D., Dir. S'eclairer Psychiatric Practice

Sheila Hyland, FosterHyland & Associates

Susan Brozek Scott, CEO and Founder of Afterschool Buddy, Inc., a Multimedia Production Company

THE EIC TEAM

Susan Brozek Scott, EIC Pittsburgh Regional Director

Larry Deutchman, EIC Executive VP, Marketing and Entertainment Industry Relations

Marie Gallo Dyak, EIC Executive VP, Program Services and Government Relations

Shawn King, Website Manager

Ashley Jupin, Program Manager, Writer

Monika Thum, Social Media Coordinator

Jeff Coppola, Production Coordinator, Writer

Christina Fedak, Editorial Coordinator, Writer

MediaForce PR, Layout and Design

TABLE OF CONTENTS

Forward

A Special Message from Joni S. Schwager, Staunton Farm Foundation	4
A Special Message from Brian L. Dyak, Entertainment Industries Council, Inc	5
Support from Policy-Makers	6
Learning about Mental Health	8
Checklist for Faith Leaders.....	9
Adding Mental Health to the Discussion	10
How to Avoid Using Stigmatizing Language	11
Forming a Support Group	12
Sample Support Group Meeting Agenda	13
Mental Health Terminology	14
Local Area Mental Health Resources	16
National Resources	18
End Notes	19



staunton farm
foundation

SPECIAL MESSAGE

from JONI S. SCHWAGER

Executive Director
Staunton Farm Foundation



The Staunton Farm Foundation is pleased to help nonprofit organizations in Southwestern Pennsylvania counties by providing resources to increase public awareness and understanding of behavioral health issues in their communities. In order to promote change and eliminate misconceptions, the Staunton Farm Foundation is collaborating with the Entertainment Industries Council, Inc., to launch a dynamic mental health awareness project including media training for mental health service leaders, detailed action strategies, and a special media recognition program.

The diagnosis of a behavioral illness should be something that begins a personal journey for both the consumer and his or her loved ones that will ultimately lead to a healthier and more fulfilling life. Instead, shame, embarrassment, and secrecy are still the emotions frequently tied to an individual's diagnosis.

Many people look to faith leaders for guidance. Some people are more comfortable coming to a spiritual leader for help. As a faith leader, you have the unique opportunity to clear up misconceptions of behavioral illness as you counsel people in need of assistance.

This toolkit is a resource to understand behavioral illness and direct people in need of help to the resources they need. Please utilize the enclosed information to make a difference in the way it is perceived by the public. We know that accuracy yields change, and thus, through education and informational resources, great things can be achieved in generating awareness about behavioral health. This toolkit continues our efforts to encourage early diagnosis, treatment, and support; shaping attitudes and beliefs towards behavioral health that are both factual and realistic.

SPECIAL MESSAGE

from Brian L. Dyak

President, CEO, and Cofounder
Entertainment Industries Council, Inc.



The Entertainment Industries Council, Inc. understands that Faith Leaders and mental health professionals make a variety of positive contributions toward promoting awareness of health and social issues. The Faith Leader has the ability to work with their congregation to influence the beliefs and attitudes toward mental health by providing accurate, timely, and newsworthy information. In many instances the public is reached by clergy through television and radio programming.

According to the National Institute of Mental Health (NIMH), about one in four adults in the United States suffer from a mental illness. The effects of mental illness may lead the patient to withdraw from normal activities, exhibit abnormal behaviors or feel afraid. The symptoms are often related to what the public perceives as a “mentally ill individual”. In truth, many people lead healthy lives that are virtually symptom-free mainly due to an appropriate diagnosis and treatment plan. When portraying and telling stories about behavioral health issues, faith leaders can inform and empower the public to seek medical attention and support by reducing the fear surrounding the meaning of a diagnosis.

This toolkit was designed specifically to provide you with the mental health information necessary to deliver accurate information to your faith community. In this toolkit you will find tips, local resources, and recent research that will help to create a more informed and aware community. As you know, the influence of faith leaders is immense, and with the use of accurate information, positive social and behavioral change is inevitable.

SUPPORT FROM POLICY-MAKERS

from Tim Murphy

United States Congressman,

18th Congressional District of PA, Co-Chair Congressional Mental Health Caucus



"We have really three issues we're dealing with when involving the media. First is the portrayal of mental illness; second is making sure we understand how it affects attitudes and beliefs about mental illness; and third, what can be done to break down some of the stigmas? We all have roles to play, information comes over the TV—that flat screen in people's homes—and it has an impact.

We recognize that impact is huge. About 54 million Americans suffer from some type of mental illness. According to mental health studies, suicide is the eighth leading cause of death in the United States, as well as a leading cause of death among adolescents and the elderly. About 30,000 Americans commit suicide annually, and 500,000 Americans attempt suicide annually, and these are folks who are looking for a sense of hope and oftentimes feel hopeless.

The exchange of ideas and information among a wide range of professionals, the media, the mental health field, families and others concerned, is essential. The media is a great avenue for this. I believe that in television news and in television entertainment, accurate portrayals of mental illness and getting behind the story actually makes for a more fascinating story.

Think of it this way: in some ways, we have not advanced much beyond the days of the Salem witch trials if all we do is see people with mental illness as people we want to be away from. We hear stories from people who don't want treatment facilities in their town, let alone their neighborhood, because they fear it is a bunch of drug addicts and other people who authorities may come searching after creating problems in their community. This is not the case.

Mental health professionals working with folks in the media can help provide background information that, without a doubt, will make for interesting stories and compelling television, newsprint and radio. Each story told in its own way contributes to the greater public awareness which is needed."

BIOGRAPHY

In January 2011, Congressman Tim Murphy began serving his fifth term in Congress representing the 18th District of Pennsylvania, encompassing the South Hills of Pittsburgh and portions of Washington and Westmoreland counties.

Congressman Murphy relies on his three decades as a psychologist to advocate for meaningful reforms in the US healthcare system. As one of only a handful of members of Congress with a background in healthcare, Tim quickly established himself as a leader on the issue. He is Co-Chair of the 21st Century Healthcare Caucus, Mental Health Caucus, GOP Doctor's Caucus, and Men's Health Caucus, providing him with a platform to educate other members of Congress and the public on ways to make healthcare more affordable and accessible for all families.

Congressman Murphy also serves as a Lieutenant Commander in the U.S. Navy Reserve Medical Services Corps, working with wounded warriors with Traumatic Brain Injury and Post-Traumatic Stress Disorder.

SUPPORT FROM POLICY-MAKERS

from Jake Wheatley

State Legislator,

19th Legislative District of Allegheny County, PA



"If you are under some directions and guidance and have some support system, you can definitely live and manage a very productive and long life. And so, for me, I'm very committed to this question of: What do we do, not only to raise and heighten the awareness around the question of mental health, but how do we develop support systems, real support systems, real ways to help people deal with their circumstances?"

They're all health issues. So I think this step today, the Picture This, trying to educate individuals, trying to popularize a different way of looking at this subject matter, I think, will go a long way in attacking the stigma of mental health.

I'm glad we're going to have this conversation, I'm glad, hopefully, that we'll start to see images and portrayals of people and regular everyday folks who live, for the most part, normal productive lives."

BIOGRAPHY

PA Rep. Jake Wheatley Jr., D–Allegheny, has been serving the people of the 19th Legislative District since 2002, which includes historic Pittsburgh neighborhoods such as: the Hill District, North Side, Downtown, and Oakland among many others.

He is a recognized United States Marine combat Veteran of Operation Desert Storm who received the Combat Action Ribbon, National Defense Service Medal and the Kuwaiti Liberation Medal. Rep. Wheatley holds a bachelor's degree in political science from North Carolina Agricultural and Technical State University where he graduated Magna Cum Laude. He received his Masters of Public Administration from the Graduate School of Public and International Affairs at the University of Pittsburgh.

LEARNING ABOUT MENTAL HEALTH

Mental illness can significantly disrupt someone's life. However, mental illness does not necessarily mean that a person will not be able to function. Below are resources to learn some facts about mental illnesses and to see the impact that it can have on peoples lives seeing how people deal with, live with, and ideally recover from their mental illnesses.



See what local caregivers, media and policy makers think about mental health in your area:
http://www.eiconline.org/resources/publications/z_localapproach/Pittsburgh%20Bklt.pdf

Find out some of the common myths and facts about mental illness (see page 12):
http://www.eiconline.org/resources/publications/z_localapproach/Pittsburgh%20Bklt.pdf

See what others are doing about mental health issues in your area:
<http://www.eiconline.org/wp-content/uploads/Caregiver-tollkit-reduced-file-size.pdf>

How well do you really know mental illnesses? Check definitions of mental health terms (see page 37): <http://www.eiconline.org/wp-content/uploads/Caregiver-tollkit-reduced-file-size.pdf>

POST TRAUMATIC STRESS DISORDER (PTSD)



Learn about how people deal with the traumatic experiences such as war, natural disasters, and assault.

http://www.eiconline.org/resources/publications/z_picturethis/63306_PTSD%20Book.pdf

See the personal stories of how people are coping with and dealing with PTSD (see page 20):
http://www.eiconline.org/resources/publications/z_picturethis/63306_PTSD%20Book.pdf

BIPOLAR DEPRESSION



Bipolar depression is often misdiagnosed or undiagnosed because there are a lot of myths about it. Learn what is real and what is not and how people have to sometimes struggle through choices heavily influenced by the illness:

http://www.eiconline.org/resources/publications/z_picturethis/Bipolar_FINALw%20linking.pdf

http://www.eiconline.org/resources/publications/z_picturethis/Pict_This_Web.pdf

DEPRESSION AND SUICIDE



A suicide can have a rippling effect throughout a community. Learn to see the warning signs from people who have seen tragedy strike their communities:

http://www.eiconline.org/resources/publications/z_picturethis/Disorder.pdf

CHECKLIST FOR FAITH LEADERS

Use this checklist to guide you through the activities necessary to incorporate a Mental Health Awareness Campaign into your practice or organization!

AS A FAITH LEADER...

✓	<p>■ TAKING ACTION Study the list of important steps to take when dealing with mental health concerns, located on page 10.</p>
✓	<p>■ INCREASING PUBLIC AWARENESS Create a sermon related to mental health issues. Use the example sermons located on the hyperlink on page 10.</p>
✓	<p>■ HOW TO HELP THE COMMUNITY Form a support group for members of your faith community who may want help dealing with mental health issues using the guidelines located on page 12.</p>
✓	<p>■ COMMON MISCONCEPTIONS ABOUT MENTAL HEALTH Create brochures using the myth/fact sheets located on the common myths and facts hyperlink on page 8.</p>
✓	<p>■ BECOME INFORMED Educate yourself on the numerous mental illnesses out there. For examples, refer to the hyperlinks on page 8.</p>



ADDING MENTAL HEALTH TO THE DISCUSSION

According to the National Alliance on Mental Health, “mental illness needs more exposure before faith communities. Information and encouragement from the pulpit can make a big difference in educating those who do not have mental illness and in welcoming those who do. You could devote a full day, or several days, for a series just prior to Mental Illness Awareness Week.”²

THINK ABOUT BASING YOUR MESSAGE TO THE FAITH COMMUNITY ON SOME OF THE FOLLOWING SUBJECTS:

- Post-Traumatic Stress Disorder (*see stories on page 8 for examples*)
- Depression and Suicide (*see hyperlink on page 8*)
- Imprisonment because of a misunderstanding about mental illness
- Stories about Bipolar Depression (*see some examples on page 8*)
- Common misconceptions about mental health (*see myths and facts section page 8*)
- Helping and not shunning or shaming those suffering from mental health problems.
- Understanding that those experiencing mental illness or possibly no longer in full control of their actions and therefore deserve compassion and understanding

SOME QUESTIONS TO CONSIDER ARE:

- What is the proper language for conveying my message? (*see page 11*)
- How can my discussion of mental illness encourage someone to look into his or her own mental health and seek treatment if it is necessary?
- Does my message inspire someone to explore ways of helping raise awareness of mental illness in their own social circles?
- Am I spreading a message of hope for those suffering from mental illness regarding the benefits of treatment?

If you are interested in creating speeches related to mental health below is a link to some samples of sermons dealing with mental health:

http://www.nami.org/MSTemplate.cfm?Section=Sermon_Possibilities&Site=FaithNet_NAMI&Template=/ContentManagement/HTMLDisplay.cfm&ContentID=32393

HOW TO AVOID USING STIGMATIZING LANGUAGE

It is important to avoid language that enhances the negative connotations associated with mental illnesses and their symptoms. Here is a list of “Dos and Don’ts” when talking about mental health from Mental Health America in Allegheny County, PA:

DO

- DO** focus on what a person can do, not on what they can’t do.
- DO** stand up to people if they show a stigmatizing attitude.
- DO** describe mental illness as a biological or chemical disease.
- DO** contact expert resources to explain facts related to mental illness or to ask how to handle mental illness.
- DO** respect a person’s right to privacy for treatment.²²

DO NOT

- DO NOT** label people by their illness. For example, a person should not be called a “schizophrenic,” but rather, “a person with schizophrenia.”
- DO NOT** use a diagnosis casually. Use only exact and correct medical words. For example, do not use the word “schizophrenia” to describe an incident of delusional or hysterical thoughts or behaviors.
- DO NOT** portray a successful person with disabilities as “superhuman”.
- DO NOT** use terms that label people such as “retarded” or “mentally ill”.
- DO NOT** use language such as “crazy” or “weirdo”.²²

FORMING A SUPPORT GROUP

A support group brings together people with similar struggles, lifestyles, or experiences. Creating a mental health support group for your community will help members decompress and discuss experiences that accompany a diagnosis of a mental health condition. Support groups can help those involved explore their personal feelings about mental illness and utilize past experiences to help others overcome hardships in the present.

STEP 1	<ul style="list-style-type: none"> Decide upon a schedule. Take into account participant availability. How often and what times will your group meet?
STEP 2	<ul style="list-style-type: none"> Set a limit for the number of participants. If support groups are too big, they will not be effective.
STEP 3	<ul style="list-style-type: none"> Find a location. Make sure it is a safe environment that encourages sharing. It should be somewhere central among participants and easily accessed by public transportation.
STEP 4	<ul style="list-style-type: none"> Decide upon a meeting structure. Consider how your meeting will run, including roles of the moderator and participants.
STEP 5	<ul style="list-style-type: none"> Create a meeting agenda and stick to it so the meeting moves smoothly. See a <i>sample agenda on page 13</i>.
STEP 6	<ul style="list-style-type: none"> Center each meeting on group participation and mutual respect. Members are more likely to remain committed when they feel personally involved and respected.
STEP 7	<ul style="list-style-type: none"> Create ground rules for the group and enforce them. Make sure participants know that they may leave at any time if they feel uncomfortable.
STEP 8	<ul style="list-style-type: none"> Make sure to state that everything that goes on in the meetings is confidential. What happens in the meeting stays in the meeting.

SAMPLE SUPPORT GROUP MEETING AGENDA

BREAKING THE ICE

It is important to begin with a type of “get-to-know-you” activity. The majority of people will be nervous or scared and will need something to ease their stress. An icebreaker is particularly important in a support group because people need to feel comfortable around others if they are going to want to share their experiences.

*For ideas on icebreaker activities for small groups, visit
<http://communication.howstuffworks.com/business-communication-icebreaker4.htm>.*

INTRODUCTION OF MEETING FORMAT

- Review the format of the meeting and the activities that will occur. Also designate a concluding time for the meeting (e.g., “The discussion will last until the meeting adjourns at 9pm”).
- Discuss the ground rules for the meeting. Some rules may include:
 - When you are not sharing, please be respectful of those that are speaking.
 - If at any time you feel unable to abide by these rules or feel uncomfortable with the meeting topic, it is ok to excuse yourself quietly.
 - Give each participant the opportunity to introduce him or herself to the group by name and condition (e.g., “Hi, my name is Jim...”).

OPEN GROUP DISCUSSION

Facilitate open group discussion among the participants, ensuring that everyone who wants to share has a turn to do so. Often, commonalities among participants may be encountered during their introductions. Use this information for a beginning discussion topic.¹ Keep track of time through this process and give adequate notification of how much time is left.

CLOSE THE MEETING

Summarize what happened and give any closing remarks. Ask for feedback from the participants to determine what was helpful or what could be changed. Decide on future meeting times.

*For additional assistance on support group structure, including discussion topics, and tips for facilitators, visit:
<http://www.dbsalliance.org/pdfs/Detailed%20Meeting%20Agenda%20Sample.pdf>*

MENTAL HEALTH TERMINOLOGY

ADD (ATTENTION DEFICIT DISORDER): This is a non-contemporary term for ADHD. Often used interchangeably with Attention Deficit Hyperactivity Disorder (ADHD), many people incorrectly assume that this condition means a lack of focus without hyperactive behavior.⁷

ADHD (ATTENTION DEFICIT HYPERACTIVITY DISORDER): A disorder in which the individual experiences hyperactivity in conjunction with feelings of difficulty when staying focused, paying attention, and controlling behavior.¹⁷

BEHAVIORAL HEALTH: Personal attributes such as beliefs, expectations, motives, values, perceptions, and other cognitive elements; personality characteristics, including affective and emotional states and traits; and overt behavior patterns, actions, and habits that relate to health maintenance, to health restoration, and to health improvement.⁸ In this context, it is the person's response to mental health and substance abuse.

BIPOLAR DISORDER: Also known as bipolar depression; people with bipolar depression have episodes of both depression and mania. The symptoms of both major depression and bipolar depression include overwhelming feelings of sadness, worthlessness and hopelessness, as well as physical changes, such as difficulty concentrating and problems with appetite and sleep. Bipolar disorder, in addition to feelings of sadness, also involves episodes of mania, symptoms of which may include excessive energy, extreme irritability, or "out-of-control" behavior.⁹

DEPRESSION: An illness that involves the body, mood, and thoughts. It affects the way a person eats and sleeps, feels about oneself, and thinks about things. Symptoms include: sadness and lack of interest in activities that were once enjoyable. These feelings can last for weeks, months, or years without adequate treatment.¹¹

MANIA: Some symptoms of mania are an inappropriate sense of euphoria (excitement), reckless behavior, a need for little sleep, excessive energy, racing thoughts, talking too much, out of control spending, difficulty concentrating, irritability, abnormally increased activity, including sexual activity, poor judgment, and aggressive behavior.¹³

MENTAL DISORDER: A mental or nervous condition diagnosed by a practitioner according to the criteria in the DSM-IV and limited to severe impairment of a person's mental, emotional, or behavioral function on a daily basis.¹⁴

MENTAL DISTRESS: A disturbing or unpleasant mental or emotional state. This term refers to a wide range of experiences, from fear to chronic and severe conditions.¹⁵

MENTAL HEALTH: Can be categorized as good or poor (for poor see *mental illness*). A state of successful mental performance and functioning, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with adversity.¹⁵

MENTAL HEALTH TERMINOLOGY

MENTAL ILLNESS: An umbrella term that refers to all of the diagnosable mental conditions that prevent an individual from experiencing optimal mental health (see *mental health*).¹⁵

POST-TRAUMATIC STRESS DISORDER (PTSD): The symptoms of PTSD can range from constantly reliving an event of extreme stress or trauma to a general emotional numbing and possible conscious blackouts. Persistent anxiety, exaggerated reactions to a perceived threat, difficulty concentrating, nightmares, and insomnia are common symptoms. People with PTSD typically avoid situations that remind them of the traumatic event because they provoke intense distress or even panic attacks. It is not considered PTSD unless symptoms persist for longer than three months.¹⁸

PSYCHIATRIST: Psychiatrists are medical doctors concerned with prevention, diagnosis, and treatment of mental illness. They receive additional training and serve a supervised residency in their specialty. They can prescribe medication as treatment.¹⁹

PSYCHOLOGIST: A professional specializing in diagnosing and treating diseases of the brain, emotional disturbance, and behavior problems. Psychologists may have various qualifications, including Board certification. They use talk therapy as treatment and cannot prescribe medication.²⁰

TRAUMA: In mental health, referring to an experience that is emotionally painful, distressful, or shocking, and often results in lasting mental and physical effects.²²

Any labels referring to individuals' mental health should be used sparingly and cautiously unless diagnosed by a licensed mental health expert.



LOCAL AREA MENTAL HEALTH RESOURCES

<p>Active Minds http://www.activeminds.org/ 202.332.9595</p>	<p>Family Behavioral Resources http://www.familybehavioralresources.com/ 724.850.8118</p>
<p>Allegheny Coalition for Recovery http://www.coalitionforrecovery.org/ 412.325.0369</p>	<p>Family Services of Western PA http://www.fswp.org/ 888.222.4200</p>
<p>Allegheny HealthChoices Inc. http://www.ahci.org/ 412.325.1100</p>	<p>Greater Pennsylvania Alzheimer's Association http://www.alz.org/pa/ 412.261.5040</p>
<p>Autism Society of America www.autismsocietypgh.org 412.856.7223</p>	<p>The Greater Pittsburgh Psychological Association http://www.gppaonline.org/ 412.441.7736</p>
<p>Center for Mind and Body Wellness http://www.mind-body.org 814.333.5060</p>	<p>Heritage Valley Health System http://www.heritagevalley.org/ 412.741.6600</p>
<p>Children's Hospital of Pittsburgh http://www.chp.edu/CHP/Home 412.692.5325</p>	<p>International Society for Bipolar Disorders http://www.isbd.org 412.802.6940</p>
<p>Community Psychiatric Centers http://www.communitypsychiatriccenters.com 877.899.6500</p>	<p>IRETA Institute for Research, Education, and Training in the Addictions http://www.ireta.org/ 412.391.4449</p>
<p>Consumer Health Coalition http://www.consumerhealthcoalition.org/ 412.456.1877</p>	<p>Jewish Family & Children's Service of Pittsburgh http://www.jfcsppgh.org/ 412.422.7200</p>
<p>Department of Human Services Allegheny County http://www.alleghenycounty.us/dhs/ 412.350.5701</p>	<p>Mel Blount Youth Home of PA http://www.melblount.com/ 724.948.2311</p>
<p>Depression and Bipolar Society of America, Pittsburgh Chapter http://www.dbsalliance.org 800.826.3632/412.246.5588</p>	<p>Mental Health America, Allegheny County http://www.mhaac.net/ 412.391.3820/877.391.3820</p>
<p>Duquesne University School of Nursing http://www.nursing.duq.edu 412.396.6550</p>	<p>Picture This: Mental Health in Pittsburgh http://www.eiconline.org/resources/publications/z_localapproach/Pittsburgh%20Bklt.pdf</p>
<p>Facing Bipolar http://www.facingbipolar.com 1.800.236.9933</p>	<p>The Plea Agency http://www.plea-agency.org/compeer.html 412.243.3464</p>
<p>Mercy Behavioral Health http://www.mercybehavioral.org/ 877.637.2924</p>	<p>Pressley Ridge http://www.pressleyridge.org/ 412.872.9400</p>

LOCAL AREA MENTAL HEALTH RESOURCES

Milestone Centers Inc. http://www.milestonecentersinc.org/ 412.243.3400	S'eclairer http://www.seclairer.com/ 724.468.3999
National Alliance on Mental Illness Southwestern Pennsylvania http://www.namiswpa.org 888.264.7972/412.366.3788	Shepherd Wellness Community http://www.swconline.org/ 412.683.4477
National Black Nurses Association, Inc. http://nbna.org 301.589.3200/800.575.6298	Turtle Creek Valley Mental Health/Mental Retardation Inc. http://www.tcv.net/ 412.351.0222
Obsessive Compulsive Foundation of Western Pennsylvania http://www.ocfwp.org/ 412.363.6231	UCLID at University of Pittsburgh http://www.uclid.org 412.692.6300
PA/MidAtlantic AIDS Education and Training Center http://www.pamaaetc.org/ 412.624.1895	University of Pittsburgh Center for Minority Health http://www.cmh.pitt.edu 412.624.5665
Pennsylvania Training & Technical Assistance Network (PaTTAN) http://www.pattan.k12.pa.us 412.826.2336	Department of Epidemiology http://www.epidemiology.pitt.edu 412.246.5953
People's Oakland http://www.peoplesoakland.org/ 412.683.7140	University of Pittsburgh Institute on Aging http://www.aging.pitt.edu/ 866.430.8742
Persad http://www.persadcenter.org/ 412.441.9786	University of Pittsburgh Medical Center http://www.upmc.com/Pages/Home.aspx 412.647.8762/1 800.533.8762
Pittsburgh Action Against Rape http://www.paar.net 412.431.5665	University of Pittsburgh School of Medicine http://www.medschool.pitt.edu/ 412.648.8975
Pittsburgh AIDS Task Force http://www.patf.org/ 888.204.8821/412.345.7457	UPMC Western Psychiatric Institute http://wpic.upmc.com/ 412.624.1000/877.624.4100
Pittsburgh Mercy Health System http://www.pmhs.org/ 412.232.7920	The Watson Institute http://www.thewatsoninstitute.org/ 412.741.1800
Pittsburgh Regional Health Initiative http://www.prih.org/ 412.586.6700	West Penn Allegheny Health System http://www.wpahs.org/ 866.680.0004
Pittsburgh Social Anxiety Support Group http://www.pittsburghsocialanxiety.com/ 412.255.1155	Staunton Farm Foundation http://www.stauntonfarm.org/ 412.281.8020

NATIONAL RESOURCES

AMERICAN MENTAL HEALTH COUNSELORS ASSOCIATION (AMHCA)

A Professional organization composed of almost 6,000 mental health counselors with the mission of enhancing the profession of mental health counseling.

www.amhca.org ■ 703-548-6002 ■ W. Mark Hamilton President and CEO ■ mhamilton@amhca.org

AMERICAN PSYCHIATRIC FOUNDATION

A professional organization focused on the advancement of public understanding surrounding mental illnesses, as well as promoting awareness, and the effectiveness of treatment.

www.psychfoundation.org ■ 703-907-8512 ■ Paul T. Burke, Executive Director ■ pburke@psych.org

THE ENTERTAINMENT INDUSTRIES COUNCIL, INC. (EIC)

To bring the power and influence of the Entertainment Industry to bear on communication about health and social issues.

www.eiconline.org ■ 703-481-1414

MENTAL HEALTH AMERICA (MHA)

The MHA is a not-for-profit advocacy organization addressing mental health issues and their effects nationwide. This organization works to inform, advocate, and enable access to quality behavioral health services for all Americans.

www.nmha.org ■ 703-642-7722

NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI)

NAMI is a mental health advocacy organization dedicated to offering hope, reform, and help to the American community through awareness, education, and advocacy focusing on Mental Illness.

www.nami.org ■ 703-524-7600 ■ Media Relations: Bob Corrolla ■ bobc@nami.org

NATIONAL INSTITUTE OF MENTAL HEALTH (NIMH)

A division of the National Institutes of Health (NIH) with a mission to transform the understanding and treatment of mental illnesses through basic and clinical research, paving the way for prevention, recovery, and cure.

www.nimh.nih.gov ■ 866-615-6464

SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION (SAMHSA)

SAMHSA is a government agency focused on the mission of reducing the impact of substance abuse and mental illness on America's communities.

www.samhsa.gov ■ Media Services: 240-276-2130 ■ Director of Communications: Hardy Stone ■ Hardy.stone@samhsa.hhs.gov

END NOTES

- ¹ The Entertainment Industries Council, Inc. "Picture This: Mental Health Pittsburgh"
http://www.eiconline.org/resources/publications/z_localapproach/Pittsburgh%20Bklt.pdf
- ² National Alliance for Mental Health "Sermon Possibilities" http://www.nami.org/MSTemplate.cfm?Section=Sermon_Possibilities&Site=FaithNet_NAMI&Template=/ContentManagement/HTMLDisplay.cfm&ContentID=32393
- ³ National Institute of Mental Health "Mental Disorders in America" Received from:
<http://www.nimh.nih.gov/health/publications/the-numbers-count-mental-disorders-in-america/index.shtml#Intro>
- ⁴ Substance Abuse and Mental Health Services Administration, Results from the 2009 National Survey on Drug Use and Health: Mental Health Findings. <http://www.oas.samhsa.gov/NSDUH/2k9NSDUH/MH/2K9MHRResults.htm>
- ⁵ Medicine Net "Alzheimer's"
<http://www.medterms.com/script/main/art.asp?articlekey=2213>
- ⁶ National Alliance on Mental Illness "Anorexia"
http://www.nami.org/Content/ContentGroups/Helpline1/Anorexia_Nervosa.htm
- ⁷ National Institute for Mental Health "ADHD"
<http://www.nimh.nih.gov/health/publications/attention-deficit-hyperactivity-disorder/complete-index.shtml#pub10>
- ⁸ Gochman, D. S., ed. (1997). Handbook of Health Behavior Research. New York: Plenum
- ⁹ The Entertainment Industries Council, Inc. "Picture This: Bipolar Depression"
http://www.eiconline.org/resources/publications/z_picturethis/Pict_This_Web.pdf
- ¹⁰ National Alliance on Mental Illness "Bulimia" <http://www.nami.org/Content/ContentGroups/Helpline1/Bulimia.htm>
- ¹¹ Medicine Net "Depression" <http://www.medterms.com/script/main/art.asp?articlekey=2947>
- ¹² National Institute of Health (2001). "Cognitive and Emotional Health: The Healthy Brain Workshop" Received from:
<http://trans.nih.gov/cehp/NINDSSummary.pdf>
- ¹³ Pacificare Behavioral Health (2001). Received from:
http://www.pbhi.com/Providers_public/PractitionerManual/GeneralManual/Practman_P00.asp#8
- ¹⁴ Changes "12 Steps to Mental Distress" received from: http://www.changes.org.uk/html/mental_distress.html
- ¹⁵ The Surgeon General "Mental Disorders are Disabling" Received from:
http://www.surgeongeneral.gov/library/mentalhealth/chapter1/sec1.html#mental_points
- ¹⁶ Medicine Net <http://www.medicinenet.com/paranoia/symptoms.htm>
- ¹⁷ Medicine Net "Phobia" <http://www.medterms.com/script/main/art.asp?articlekey=4878>
- ¹⁸ The Entertainment Industries Council, Inc. "Picture This: Post Traumatic Stress Disorder"
http://www.eiconline.org/resources/publications/z_picturethis/63306_PTSD%20Book.pdf
- ¹⁹ Medicine Net "Psychiatry" <http://www.medterms.com/script/main/art.asp?articlekey=15157>
- ²⁰ Medicine Net "Psychologist" <http://www.medterms.com/script/main/art.asp?articlekey=5109>
- ²¹ Medicine Net "Stress" <http://www.medicinenet.com/stress/article.htm#what>
- ²² Medicine Net "Trauma" <http://www.medterms.com/script/main/art.asp?articlekey=8171>

First Draft® –Your best source for immediate answers to your questions about depicting health issues and social trends.



The source to turn to for free research-based, fact-based, or anecdotal information on a myriad of health or social –when you need it, where you need it, how you need it.

Some of the issues EIC's First Draft service regularly helps top television shows, feature films, news media and comic book and graphic novel writers research:

Aging
Alzheimer's Disease
Healthy Lifestyles

At Risk Children and Youth
Foster Care
Incarceration
Runaway Homeless Youth

Heart, Blood, and Lung
Diabetes
Lung Cancer

Homeland Security
Disaster Preparedness
Terrorism

Human Trafficking

Humor and Healing

Infectious Disease
HIV and AIDS
Sexually Transmitted Infections

Injury Prevention
Firearm Safety

Intellectual Disabilities

Mental Health
Bipolar Disorder
Depression
Post Traumatic Stress Disorder (PTSD)
Suicide Prevention

Nutrition
Eating Disorders
Healthy Diet
Healthy Living
Obesity

Orphan Diseases

Science, Engineering, and Technology

Skin Cancer and Sun Safety

Substance Use and Abuse
Addiction
Alcohol Use
Drug Abuse
Smoking and Tobacco Use
Substance Abuse Prevention
Treatment and Recovery

Traffic Safety
Safe Driving
Seat Belt Use

Violence
Conflict Resolution
Domestic Violence

Women's Health
Cancer
Disease Prevention and Screening
Reproductive Health

...and any other health or social issue!

Distinguished Experts • Personal Stories • Script Feedback • Set Design
Research Assistance • Tailored Briefings • Phone or Face-to-Face Consultation

For more information about First Draft contact
Larry Deutchman, lddeutsch@eiconline.org or go to www.eiconline.org.

West Coast: 818-840-2016 • East Coast: 703-481-1414 • firstdraft@eiconline.org

The logo for the Entertainment Industries Council (EIC) consists of the lowercase letters "eic" in a white, sans-serif font, set against a solid green square background.

Entertainment Industries Council

–Encouraging the Art of Making a Difference