

A photograph of a family in a bright, sunlit room. A woman with long dark hair, wearing a light pink long-sleeved shirt, is smiling and looking towards a young child. The child is wearing a blue long-sleeved shirt and is also smiling. To the right, a man with a beard, wearing a blue long-sleeved shirt, is smiling and looking towards the woman and child. The background is a bright window with light streaming in, creating a warm and positive atmosphere.

Start the Conversation, Stop the Stigma

NAMI Idaho Conference
Dr. Amy Edwards

January 26, 2019



OPTUM®

Optum Idaho

- Optum manages outpatient behavioral health benefits for Idaho Medicaid members.
- It is our commitment to help transform Idaho's behavioral health outpatient system by focusing on helping people reach recovery in their own health journey.

Optum Idaho

- One person, one family, one community at a time. Every individual and every family has a unique road to wellness, health, and hope.
- Every community has its own ways to support and assist the people who live there.



Start the
conversation

Stop the
stigma

The vision:

Replace misinformation with new understanding and knowledge, create awareness about how stigma affects people with mental illnesses, and develop a sense of what it means to walk in the shoes of a person with mental illness

Foster an environment where everyone feels understood and supported, encouraging individuals to talk more openly about mental illnesses, and enabling people living with SUD/mental illness to seek treatment.

1 in 5 Americans experience a diagnosable mental health disorder

Nearly 21 million people suffer from substance use disorders (SUDs) each year.



Only 1 in 10 receives treatment for SUD.²



60% of adults with any mental illness didn't receive mental health services in the previous year.³

Suicide

Nearly **45,000** lives lost to suicide in 2016

Suicide rates went up more than **30%** in half of states since 1999.

More than half of people who died by suicide did not have a known mental health condition.

“Stigma often causes people with mental illnesses to become so embarrassed or ashamed that they conceal symptoms — and avoid seeking the very treatment, services, and support they need and deserve.”

SAMSHA

Stopping stigma in Idaho

Activities designed to start the conversation

Mental Health Awareness Month – May 2018

Optum distributed 50,000 green bracelets

Hundreds of people posted photos

Green Glow Celebration at Capital



Stopping stigma in Idaho

Activities designed to start the conversation

National Recovery Month – September 2018

Optum sponsored the Idaho Recovery Open awareness Ride (IROAR)

In total 69 riders participated in the 1,400 mile ride

The ride stopped at all of Idaho's recovery centers where Optum made a \$15,000 donation to each recovery center



Optum Idaho & NAMI Partnership

#mymentalhealthidaho #stigmafree

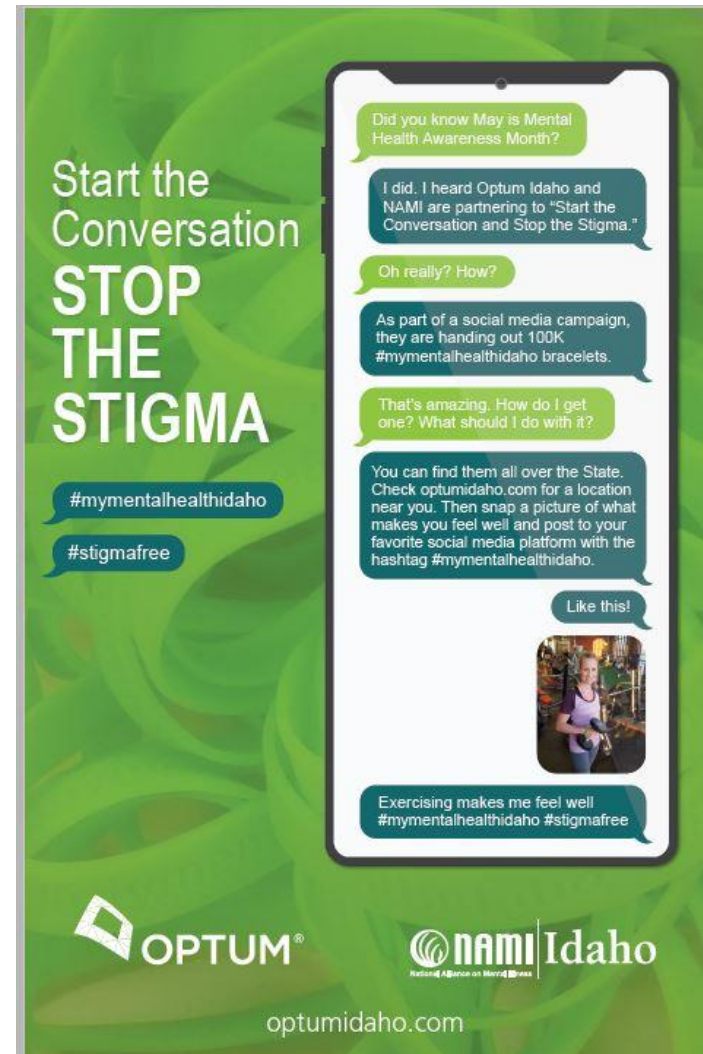
Mental Health Awareness Month – May 2019

- Partner with NAMI to distribute 100,000 #mymentalhealthidaho #stigmafree bracelets
- Launch social media campaign inviting Idahoans to share images of themselves wearing the bracelets while doing things that make them feel well
- Sponsor NAMI bike ride and walks to support the association
- Sponsor NAMI Peer Support trainings

The conversations starts today!

Next Steps

- Pick up your bracelets and flyers
- Create a distribution target list
- Spread the word and share the bracelets
- Send questions or bracelet requests to mymentalhealthidaho@optum.com





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