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# Be the Change

# Purpose

Eliminate stigma around mental health and addiction conditions at Allina Health.

# Goals

1. Raise awareness of the problem of stigma around mental illness; recognize and acknowledge we have an issue within Allina Health
2. Share real stories personal to us
3. Engage employees in the effort to eliminate stigma around mental illness
4. Secure and demonstrate commitment and support from senior leaders and the board; leaders help create and model what a safe environment looks like

# Key elements

- Leader support
- Employee-led
- Robust communications plan
- Diverse range of activities
- Focus
- Results

# Leader support

- Executive-level support
- Leaders as champions
- Led by Mental Health and Addiction Services
- A key tactic in the Mental Health and Addiction Services strategic plan
- A key focus area of our Community Health Needs Assessment

# Employee-led

- Employee Champions
- Broad representation across the system
- Two-hour training
- Dedicated approved time

# Robust communications plan marketing collateral

## Mental Health Conditions & Addiction Affect Everyone

Mental health conditions are as common as **BROWN EYES**.

Mental health conditions are more common **THAN LEFTIES**.

Many people living with mental health conditions say that being **DISCRIMINATED AGAINST** in work and social situations can be a bigger burden than the illness itself.

**1 IN 5 PEOPLE** experience an addiction each year.

People with mental health conditions **DIE 20 YEARS EARLIER** than their peers.

**THERE ARE 19 MILLION** people living with depression and it affects everyone differently.



BE THE CHANGE to eliminate stigma around mental health conditions and addiction at Allina Health.

**1 in every 10 people** over the age of 12 is addicted to alcohol and drugs.

Eliminate stigma around mental health conditions and addiction.

Visit the Be the Change AKN page to learn more.

Allina Health



**Mental health conditions affect 1 in 4 adults.**

Be the Change aims to eliminate stigma around mental health conditions and addiction at Allina Health. Stigma is often harder to deal with than the mental health condition or addiction itself, and it stops people from getting help.

Our goal is for all patients to receive the same consistent exceptional care when they enter our doors, whether they present with a medical need, a mental health condition or addiction.

Visit the Be the Change AKN page to learn more.

### What you can do

- **Be compassionate:** See the person, not the illness. Treat people with mental health conditions and addiction with the same kindness as people with other illnesses.
- **Choose language carefully:** Be mindful of how your choice of words may affect others.
- **Educate yourself and others:** When you know better, you do better. Be knowledgeable and help fight stigma with facts.



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# Robust communications plan internal communications

- Intranet: Allina Knowledge Network
- Weekly newsletter articles
- President messages
- Employee forums
- Ronin screens
- Mailers to employee homes
- Poll question
- Videos

# Diverse range of activities

- Champion tool kit
  - Powerpoint presentations
  - Change Checks with discussion guide
  - Videos (five-minute and 60 second vignettes) with discussion guides
  - Huddle curriculum
- Be Fit challenges
- Promotion of NAMI and Recovery Walks
- Alternative phrase challenge

# Champion engagement

- Champion emails
- Lunch & Learns
- Monthly challenges
- Celebration



# Focus on language

- We all use it
- We all hear it
- We can all relate to it

# Results

## 2016 By the Numbers

- **513** champions trained
- **14,189** employees reached via champions through **636** activities
- More than **3,597** employees participated in the *Commit to Be the Change* interactive exercise

# Results

## 2016 By the Numbers

- **825** employees participated in the Alternative Phrase challenge
  - ‘This is driving me crazy!’
  - The winning phrase: ‘This is testing my patience today!’
- **85** employees & guests participated in Walk for Recovery
- **239** employees & guests participated in NAMI Walk

# So, how did we do?

- Initial and follow-up employee survey (AKN)
  - February 2016 and February 2017
  - Both surveys asked about perceptions of Allina Health culture around and personal attitudes towards mental health and addiction conditions.
  - Follow-up asked respondents about awareness and perceptions of effort.
- Employee assistance program
- Patient experience comments (in progress!)

# AKN Survey: Big story

- Great response rate to both surveys
- As a whole, there was significant improvement in most areas measured on survey
- Though there was some variation by respondent groups, respondents were largely familiar with and felt positively towards the effort

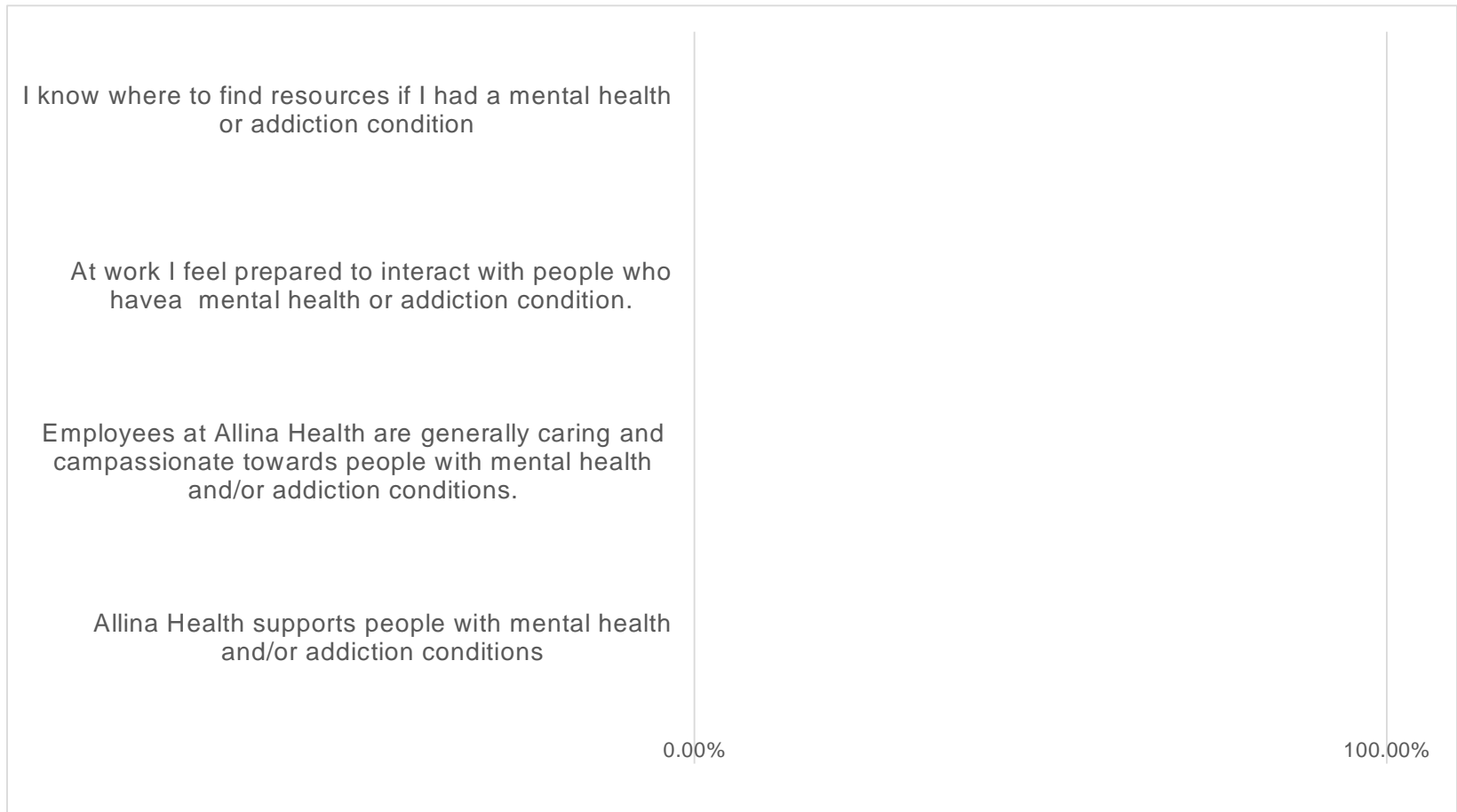
Woo hoo!!



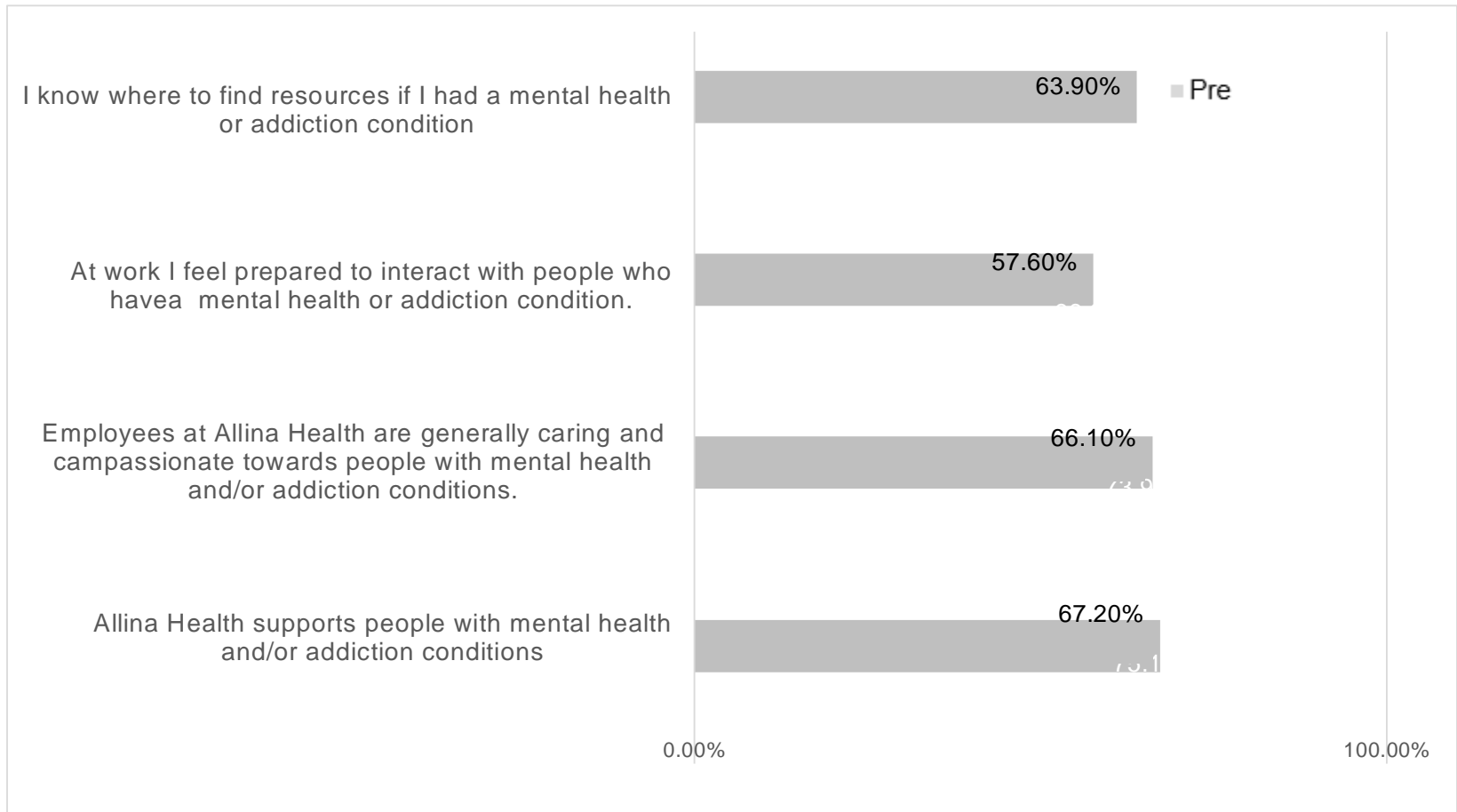
# Who answered our follow-up survey?

- 1,442 employees took the follow-up survey
  - 2,301 took initial survey
- Representation from across the system
  - 95 Allina Health worksites had at least one survey respondent
- 88% do not manage or supervise other staff
- 43% provide clinical care at Allina Health

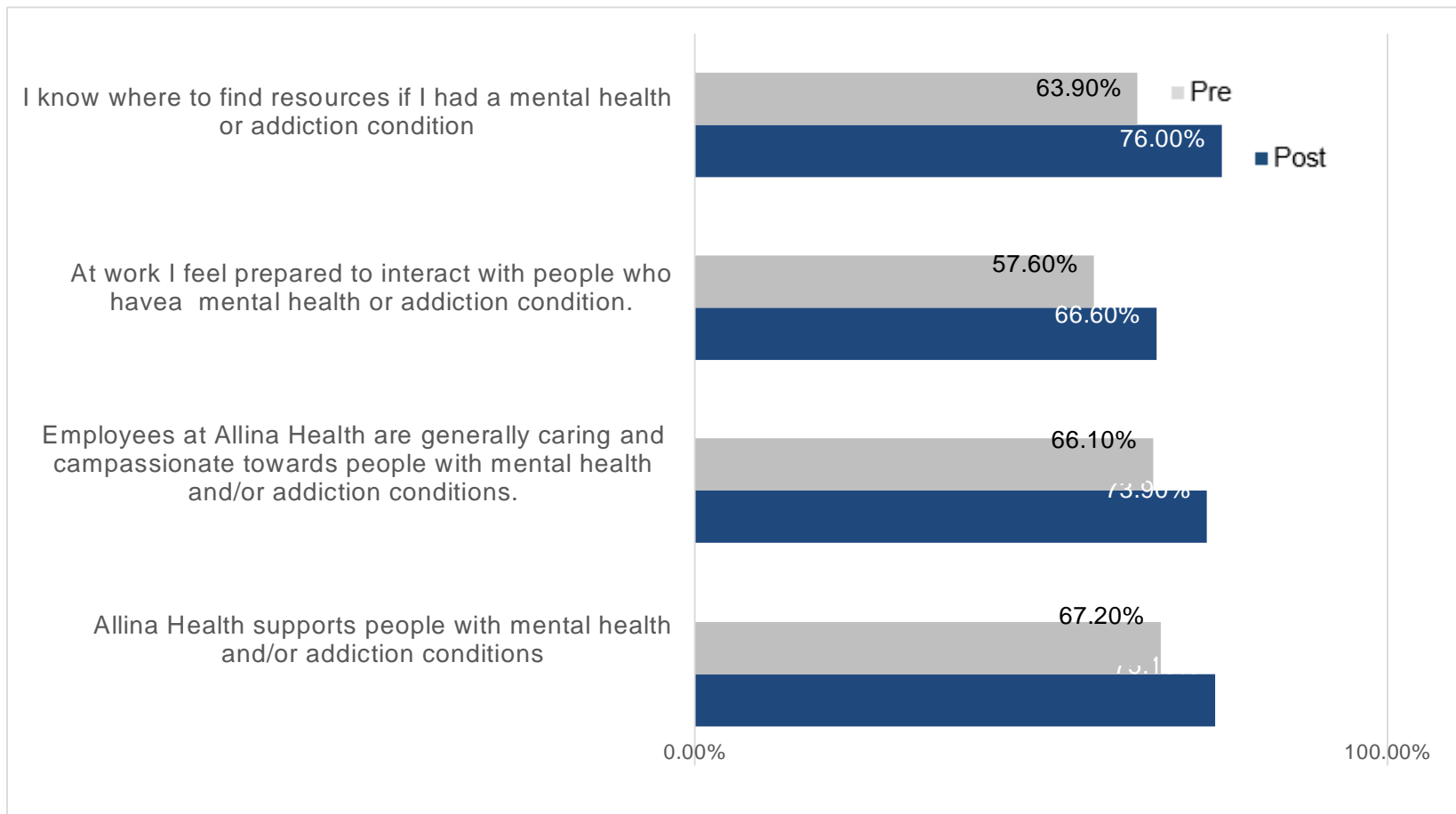
# Culture Change



# Culture Change



# Culture Change



# Challenges and Areas for Improvement

- There was no significant difference between initial and follow-up surveys in respondents' comfort in seeking help if they had a mental health or addiction condition.
- Most common suggestion was to focus the effort on improving access to care/service provision or changing Allina Health personnel policy, rather than language.

# 2018 Plans

- Promote a fresh communications strategy
- Reinvigorate Champions
- Develop and implement focus areas:
  - Leadership engagement and education
  - Champion toolbox enhancement
  - Focused content for specific employee groups
- Continue to embed *Be the Change* into our culture

# Questions?

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