

Stepping Up Coverage

*A symposium
on exploring
the role of
media to
reduce stigma
around mental
health issues*



May 3, 2013

Ohlone Community College
Fremont ■ California

Friday May 3, 2013

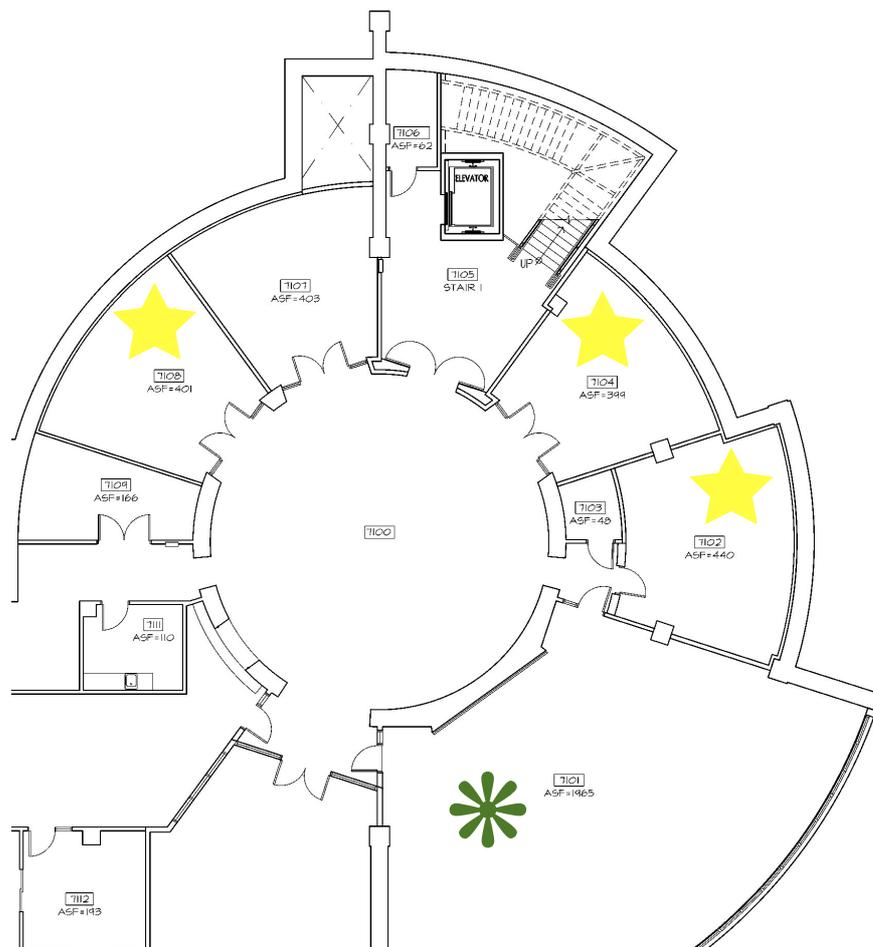
9:00am – 2:00pm

Ohlone Community College

Students Services Building 7 ■ 1st floor

43600 Mission Blvd ■ Fremont ■ CA

- ★ = Workshops
✻ = General Sessions
Lunch
Closing



Sponsored by

Ohlone College Student Health Center's STEP Up Program

Co-sponsored by

- American Foundation for Suicide Prevention
- Associated Students of Ohlone College
- Communication Department, Forensics Team & Speech Club
- Muslim Students Association
- Women and Gender Empowerment (WAGE) Club

Funding for this symposium is made possible through a grant from Alameda County Behavioral Health Care Services, as part of the Student Mental Health Initiative's Campus Mental Health Grant, with funds from the voter approved Proposition 63 Mental Health Services Act.

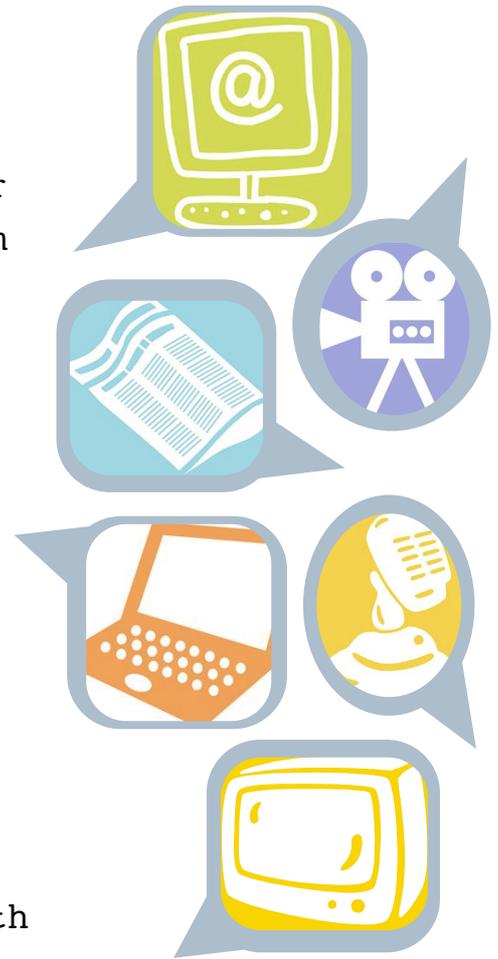
Welcome

This half day symposium brings together Ohlone College students from journalism and multiple broadcasting disciplines to examine the media's role in challenging stereotypes of individuals suffering from mental illness, and to examine how the media can help educate the general public about such issues.

Studies have indicated that contact-based educational interventions result in a reduction in stigma, with participants reporting that attendance at educational workshops had changed their views of people with mental health challenges.

The symposium features a panel presentation of individuals who will share their experiences of suffering from mental health challenges or those who have lost loved ones to suicide. Students will also participate in skills-building workshops on shaping storylines to reduce stigma and suggestions on how to cover such human interest stories. Pre and post tests will be administered to measure changes in beliefs and attitudes.

The goal is to prepare journalism and broadcasting students entering their respective careers with a better understanding of mental health issues and to show them how to be advocates for positive coverage.



Day at a Glance

| | | |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 8:45am – 9:15am | Registration and Breakfast, Complete Pre-test | 7101 |
| 9:15am – 9:25am | Welcome, Overview of Day | 7101 |
| 9:25am – 10:00am | Keynote address: Jules Bruff, documentarian filmmaker & star of <i>Part Time Fabulous</i> | 7101 |
| 10:00am – 10:35am | Panel Presentation: Personal Stories of Mental Health <i>Gordon Doughty, Khalil Iqbal & Jenny Schmidt, Moderator: Ann Burdett</i> | 7101 |
| 10:35am – 10:40am | TRANSITION TO WORKSHOP | |
| 10:40am – 11:25am | Workshop session #1 (3 workshops each session) | 7102, 7104 or 7108 |
| 11:25am – 11:35am | BREAK | |
| 11:35am – 12:20pm | Workshop session #2 (3 workshops each session) | 7102, 7104 or 7108 |
| 12:20pm – 1:05pm | LUNCH & DEBATE PANEL <i>Jennifer Hernandez, Pamela Hughes, Philip Enguancho & Nestor Santos, Moderator: Mat Weber</i> | 7101 |
| 1:05pm – 1:50pm | Workshop session #3 (3 workshops each session) | 7102, 7104 or 7108 |
| 1:50pm – 2:00pm | Closing, complete post-test, evaluations, drawing | 7101 |



Keynote Speaker

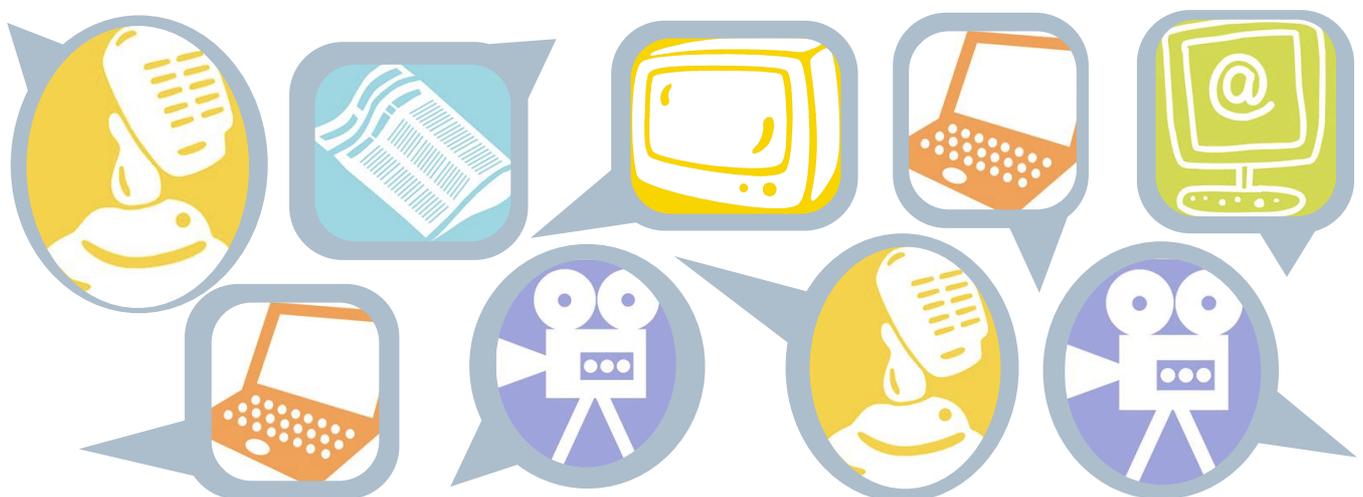
Jules Bruff

Jules Bruff co-wrote, produced and starred in indie sleeper hit *Part Time Fabulous*. The film has garnered 8 awards, 2 of which are Best Actress nods for her portrayal of the lead character, Mel. *Part Time Fabulous* was inspired with Ms. Bruff's own journey of recovery from living with Clinical Depression.

She completed her undergraduate BFA in Acting at the highly regarded University of Colorado at Boulder, where she was awarded the Best Actress Scholarship her senior year. Since moving to Hollywood, she has acted in theater, TV, film, new media and over 40 national commercials. Her first break came when she landed the pivotal role of Catherine Allen in David Fincher's highly acclaimed 2007 film *Zodiac*. She is currently in development on two feature films.

Workshop Sessions

| | Workshop Session #1 10:40am – 11:25am | Workshop Session #2 11:35am – 12:20pm | Workshop Session #3 1:05pm – 1:50pm |
|--------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ROOM 7102 | Shaping storylines: TV shows that tackle mental health issues Presenter: Jules Bruff | We observe but do we know? Presenter: Yonus Ansari | Shaping storylines: TV shows that tackle mental health issues Presenter: Jules Bruff |
| ROOM 7104 | The do's and don'ts of media coverage on mental health Presenter: Shannon Barry | The do's and don'ts of media coverage on mental health Presenter: Shannon Barry | From Lunatic to Mentally Ill: The Media's Role in Shaping Public Views of Mental Health Presenter: Jeanie R. Wakeland |
| ROOM 7108 | "Crazy," "wacko," "loony,": What not to say about mental health Presenter: Rosemary O'Neill | "Crazy," "wacko," "loony,": What not to say about mental health Presenter: Rosemary O'Neill | Your turn to STEP Up: Showcase of Ohlone's winning video entries Moderators: Kelly Bui & Luwissa Wong |



Session Descriptions

Shaping storylines: TV shows that tackle mental health issues

What do "Glee," "Gossip Girl," and "90210" have in common? They include strong characters who struggle with mental illness. This workshop will dissect some of the storylines from these and other popular TV shows, followed by a discussion on the role of entertainment in educating its consumers on mental health and help seeking behavior.

The do's and don'ts of media coverage on mental health

Studies have indicated that the likelihood of suicide among vulnerable individuals may increase due to certain types of news coverage—including dramatic images or suicide methodology. Earlier this year, the influential international news organization, The Associated Press, included a new entry in its Stylebook guidelines for reporting on mental illness. The American Foundation for Suicide Prevention also has on its website a set of recommendations for reporting on suicide. This workshop, presented by a local newspaper journalist, will discuss the do's and don'ts of media coverage on mental health.

"Crazy," "wacko," "loony,": What not to say about mental health

What is depression like? Do insane asylums still exist? Ever had any questions about mental health that you were afraid to ask? Come have them answered in this open Q&A session.

Session Descriptions

We observe but do we know?

Muslims are often portrayed in an aggressive, passive, or distressed manner. This workshop will attempt to provide insight into why harmful stereotypes about Muslims exist. In this workshop we will demonstrate through a group activity how media stereotypes about Muslims relate to mental health, and how we can appropriately address them.

Lunch time debate panel: *The United States Federal Government should prevent people with mental illness from purchasing a gun.*

Moderator: Mat Weber

For the Affirmative: Jennifer Hernandez & Pamela Hughes

For the Negative: Philip Enguancho & Nestor Santos

From Lunatic to Mentally Ill: The Media's Role in Shaping Public Views of Mental Health

Since New York World reporter Nelly Bly checked herself in at Bellevue Hospital ward for the insane to present day coverage of the Sandy Hook School shootings, the media has shaped the way the public views the mentally ill. How has coverage changed over the years? How can the media go beyond the "crazy" image to show the complexity and depth of the issue? How can the public give feedback to the media to create a more realistic image of the mentally ill beyond "crazy gunman" to people living with a chronic illness?

Your turn to STEP Up: Showcase of Ohlone's winning video entries

This semester, STEP Up Ohlone held a video production contest on how to achieve and promote mental health well-being. Winning entries will be showcased followed by a discussion of storylines and messaging.

Speakers & Moderators



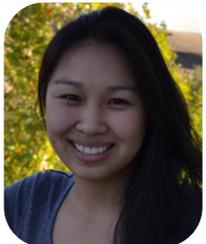
YONUS ANSARI

Yonus has been the president of the Muslim Student Association at Ohlone College since the fall of 2012, as well as a very active member in high school. Although he holds no credentials in Islam he has spent a favorable amount of time learning with scholars and interpreting the religion how it's supposed to.



SHANNON BARRY

For more than seven years, Shannon has served as a multifaceted reporter and editor with the ability to work both in the newsroom and the field using impeccable judgment, accuracy and time management. She currently serves as the schools reporter and Digital Editorial Specialist for Milpitas Post Newspapers, which publishes the weekly Milpitas publication and Fremont Bulletin along with the monthly Berryessa Sun. Barry is an award-winning reporter who most recently received a 2011 John Swett Award for Media Excellence by the California Teachers Association in addition to previous recognitions from the Association of California School Administrators, San Jose Councilman Kansen Chu and various other dignitaries and organizations. She has a deep understanding of the creative process, generating stories and consistently striving to improve upon her resourcefulness, innovation and interpersonal skills. Barry graduated with a bachelor of science in journalism with a magazine writing emphasis from San Jose State University in December 2006.



KELLY BUI

Kelly is currently a program assistant for Ohlone College. Kelly started her college career at Ohlone and then transferred to the University of California, Irvine where she majored in Public Health Policy. At UCI, she learned to advocate for Asian American and Pacific Islanders as well as reproductive justice. Because of her experience, she is now able to help Ohlone reach its goals. Kelly hopes to be the best person she can be and live a life she is proud of.



ANN BURDETT

Ann has worked at Ohlone College for 15 years. She is currently the Director of Disabled Students Program and Services (DSPS). Prior to being Director of DSPS, she was the Interpreting Services Supervisor, providing sign language interpreters to students and staff on campus as well as providing academic accommodations to DSPS students in the classroom. Ann has also worked as a Counselor for the Department of Rehabilitation in St. George Utah.



PHILIP ENGUANCHO

Philip is completing his second year at Ohlone and enjoys all aspects of performing. He is majoring in Communication and plans to transfer to San Francisco State.

Speakers & Moderators



GORDON DOUGHTY

Gordon and his wife Janis lost their daughter Amanda to suicide in 2004 at the age of 18. Amanda had been diagnosed with clinical depression at the age of 10. Gordon and his family now devote themselves to erasing the stigma of mental illness and suicide, educating the public about mental illnesses including depression and suicide. Speaking for the past 3 years around the Bay Area, Gordon brings his experience and education surrounding mental illness and suicide to the public in various educational and support forums. Gordon has been a volunteer Board Member with the Greater San Francisco Bay Area Chapter of the American Foundation for Suicide Prevention for the past 6 years and Board Chair for the past 3 years. Under Gordon's leadership the Chapter was recognized as AFSP Most Outstanding Chapter for 2012. Gordon also serves on Advisory Boards at San Francisco State University for their Student Mental Health Initiative and the Depression Center at UCSF's Langley Porter Psychiatric Clinic and Hospital. Outside of his involvement with AFSP, Gordon is a retired PG&E Manager who serves as Vice-Chair of the City of Pleasant Hill's Community Emergency Response Team where he teaches Disaster Preparedness, Search and Rescue and Disaster Psychology to the City's residents.



JENNIFER HERNANDEZ

Jennifer transferred to Ohlone from Cuesta College in San Luis Obispo. She is a Communication major and plans to transfer to San Francisco State.



PAMELA HUGHES

Pamela is completing her second year at Ohlone. She is majoring in Communication and plans to transfer to San Francisco State.



KHALIL IQBAL

Khalil is an Ohlone student who is pursuing acceptance into the PTA (Physical Therapist Assistant) program. He currently works part-time as a preschool teacher. Some of his hobbies include running, biking, yoga and reading. The Ohlone Student Health Center has been such a great asset to him as a student because it has helped to make him a better person mentally, physically and spiritually. Since his youth, he has dealt with depression and had a hard time finding an outlet to express the way he felt. He also had trouble finding people with whom he could share his feelings. Recently he had issues with anxiety and decided to go to therapy to deal with depression and anxiety.

Speakers & Moderators



ROSEMARY O'NEIL

Rosemary is a Licensed Marriage, Family Therapist, and Professional Certified Life Coach (PCC). Rosemary developed this program and is now in her 9th year at Ohlone College, providing support and services to students, faculty and staff. Rosemary has a breadth of experience working with and supporting students, who want to embark on a positive course of personal discovery, overcome blocks to achievement, realize goals and successfully navigate transitions and change. If everything is going great, students may want to see Rosemary for Life Coaching, to help you stay on your course of action and plan for future success.



NESTOR SANTOS

Nestor is working full time and attending Ohlone. He is majoring in Communication and plans to transfer to CSU East Bay in the Fall of 2013.



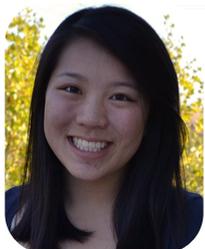
JEANIE R. WAKELAND

Jeanie R. Wakeland is an adjunct faculty at Ohlone College and the adviser to the Ohlone Monitor student newspaper. She also taught at Chabot College, Diablo Valley College and De Anza College. Before teaching, she was a reporter and editor for 30 years, serving as News Editor for the TimesLedger Newspapers in Queens, N.Y.; assistant features editor for ANG Newspapers (Oakland Tribune group); and city editor and reporter for the Hayward Daily Review. She also worked as a reporter at the Contra Costa Times for 14 years. She received her master's degree in journalism at the University of Oregon and her bachelor's degree from Pitzer College.



MAT WEBER

Mat is majoring in Communication at Ohlone and is currently involved with the Speech Club, the Music Club and Campus Activities. He plans to transfer to San Francisco State.



LUISSA WONG

Luwissa is currently working as a Mental Health Program Assistant with STEPup Ohlone. Recently, she graduated with a Bachelor's Degree in Public Health Policy from the University of California, Irvine. Luwissa enjoys working as a Program Assistant and is passionate about helping others. In the near future, she hopes to further her education to become a nurse professional. During her free time, she enjoys spending time with her family and friends.

Planning Committee



SALLY BRATTON

Sally has been the Director of the Ohlone Student Health Center since it opened in 1996. Besides her administrative duties, she also provides primary care to Ohlone's 12,000 students. She is a graduate of the UC Davis Nurse Practitioner/Physician Assistant Program. Sally has also been a long time leader within the community college student health center network. She is serving her third term as the Northern California area representative on the Health Services Association of California Community Colleges (HSACCC) Board of Directors, the professional organization for the directors of 72 California Community Colleges health centers.



ROSHINI DOCTOR

Roshini is a psychology major at Ohlone. Along with being a senator in ASOC, helping people is her passion and she hopes to become a counseling psychologist someday.



EMILY GRANTZ

Emily has worked at the Ohlone College Library since 2010 as a library technician. She is a co-advisor for the Women's & Gender Empowerment Club, and got her start with feminism while getting her BA at Mills College. She's involved in LGBT, feminist, and animal rights activism.



CHRISTINE LEE

Christine is a program assistant for the STEP Up program. She graduated in 2011 from University of California, Irvine (UCI), where she earned a BS in biological sciences and a BA in anthropology. In her spare time, she is a coach on the Dieselfish dragonboat team, where she enjoys racing with her fellow teammates and leaving her worries on the water. She is currently applying to physician assistant and public health schools, pursuing a future career in healthcare, with a professional goal to serve the Asian American population.

Planning Committee



SONIA PATEL

Sonia is the ASOC Vice President and serves as the chair for ICC. Her third semester at Ohlone College, Sonia plans on transferring to a university to pursue a degree in Biological Psychology and Business. Her career goal is to become a Pediatric Nurse Practitioner.



JENNY SCHMIDT

Jenny, MLIS, has been an Adjunct Librarian at Ohlone for twelve years. She has experience with mental health issues and is a patient advocate. Jenny has struggled with postpartum depression and with depression and anxiety, and is supporting STEP Up Ohlone's efforts in raising awareness about mental health issues and the wide range of support available to help students.



SANG LENG TRIEU

Sang is the Program Manager for STEP up Ohlone where she oversees the planning, implementation, and evaluation of the program. She has been with Ohlone since 1999 serving in many roles, including HIV Test Counselor, Health Educator, and Researcher. Sang holds a doctorate in public health and conducts research on sexual and reproductive health issues.

Organizations



| | |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Associated Students of Ohlone College (ASOC) | The ASOC helps to ensure that students receive the best possible experience while studying at Ohlone College. As the governing student body of Ohlone College, the ASOC's role is to act as a liaison between the College administration and the student body, and to serve as a forum to express student opinions and concerns. |
| American Foundation for Suicide Prevention (AFSP) Bay Area chapter | The AFSP Bay Area Chapter focuses on eliminating the loss of life from suicide by: delivering innovative prevention programs, educating the public about risk factors and warning signs, raising funds for suicide research and programs, and reaching out to those individuals who have lost someone to suicide. |
| Communication Department, Forensics Team & Speech Club | The Communication Department/Forensics (Speech & Debate) & the Speech Club all stimulate interest in the field of communication, promote and encourage professional development for communication students, provide an opportunity to discuss and exchange ideas, and promote the application of competent communication to improve the quality of human life and use the knowledge of communication to solve human problems. |
| Muslim Students Association | The Muslim Students Association goals are to help Muslims and non-Muslims understand the true meaning of Islam through the medium of events, club tables, and talks while building strong Islamic leadership skills. |
| Women and Gender Empowerment (WAGE) | Ohlone College's WAGE aims to promote the self-empowerment of all based on the inherent equality of all peoples. The club hopes to act as a catalyst of change towards gender equality and especially focuses its energies to promote, provide and protect an empowering environment for women and others gender groups that, for various and complex reasons, have been systemically stigmatized by society. |

Resources

STEP Up Ohlone

We care about you and your academic, physical, mental, and social well-being. Please let us know how we can help you be successful at Ohlone.

Ohlone College Student Health Center

Building 7, 3rd floor, Room 7302, Fremont Campus

510.659.6258 ■ www.stepupohlone.org

On-campus Resources for Personal and Academic Counseling

www.stepupohlone.org/oncampus-resources

Community and Online Resources

www.stepupohlone.org/oncampus-resources/helpful-links

Veterans Affairs

www.stepupohlone.org/resources/resources-for-veteran-students

Ohlone College Disabled Students Programs and Services (DSPS)

Students with disabilities are encouraged to use the resources of DSPS for academic accommodations. The DSPS staff is happy to assist students towards success at Ohlone College or with career paths and community resources.

Building 7, 2nd floor, Room 7217, Fremont campus

510.659.6079 ■ www.ohlone.edu/org/dsps

Asian Community Mental Health Services

Integrated network of services tailored to the needs of children, adolescents, adults, families and seniors in three areas: Behavioral Health Care, Developmental Disabilities, and Family Support Services.

310 8th St., Oakland, CA

510.451.6729 ■ www.acmhs.org

Office hours: Monday - Friday from 9am-12pm and 1pm-5pm

Narika

Provides advocacy, support, information, and referrals for emotionally or physically abused South Asian women (India, Pakistan, Bangladesh, Bhutan, Sri Lanka, Nepal, and all women who trace their origins to these countries). Free.

P.O. Box 14014, Berkeley, CA 94712

Helpline: 1.800.215.7308 ■ www.narika.org

Office hours: Monday - Friday from 9am-5pm

Pacific Center for Human Growth

Mental health counseling serving the gay, lesbian, bisexual, transgender, and questioning community.

2712 Telegraph Ave., Berkeley, CA

510.548.8283 ■ www.pacificcenter.org

Office hours: Monday - Friday from 4pm-10pm and Saturday from 11am-5pm

Many Thanks to the Planning Committee

Sally Bratton (STEP Up Ohlone)

Sonia Patel (ASOC)

Roshini Doctor (ASOC)

Jenny Schmidt (WAGE Club)

Christine Lee (STEP Up Ohlone)

Sang Leng Trieu (STEP Up Ohlone)

Emily Grantz (WAGE Club)

to our Speakers & Moderators

Shannon Barry ■ Jules Bruff ■ Kelly Bui ■ Ann Burdett ■ Philip Enguancho

Gordon Doughty ■ Jennifer Hernandez ■ Pamela Hughes ■ Khalil Iqbal

Farhan Khan ■ Yonus Ansari ■ Rosemary O'Neil ■ Nestor Santos

Jeanie Wakeland ■ Mat Weber ■ Luwissa Wong

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United in Learning



www.stepupohlone.org