SCIENCE OVER STIGMA

COLLABORATING FOR IMPACT IN ADDRESSING MENTAL HEALTH & WELLBEING

A ROUNDTABLE EVENT HOSTED BY JOHNSON & JOHNSON

S O S

WORLD ECONOMIC FORUM SUSTAINABLE DEVELOPMENT IMPACT SUMMIT
More than 60 participants from organizations around the world gathered during a virtual World Economic Forum Sustainable Development Impact Summit Affiliated Session hosted by Johnson & Johnson to share information about their organizations and initiatives in mental health, discuss the challenge of stigma in a changing mental health landscape impacted by COVID-19, and share new thinking in breakout sessions about how to address stigma through collaborative and collective action.

During the session, Johnson & Johnson introduced a new global collaborative initiative – Science Over Stigma – to bring the social, biologic and medical sciences to bear on solving for stigma related to mental illness for people around the world.
PANEL DISCUSSANTS

Seema Kumar  
Global Head  
Office of Innovation, Public Health and Scientific Engagement  
Johnson & Johnson

Laurie Flynn  
Executive Director (Retired)  
NAMI

Garen Staglin  
Co-Chair  
Healthy Brains Global Initiative

Arnaud Bernaert  
Head of Shaping the Future of Health and Healthcare  
World Economic Forum

Paul Stoffel, MD  
Executive Vice Chairman and Chief Scientific Officer  
Johnson & Johnson

ROUNDTABLE & BREAKOUT LEADERS

Seema Kumar  
Global Head, Office of Innovation, Public Health and Scientific Engagement  
Johnson & Johnson

Craig Kramer  
Mental Health Ambassador  
Johnson & Johnson

Husseini Manji, MD, FRCP  
Global Head, Science for Minds  
Johnson & Johnson
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Garen Staglin
Daniel Shin
Nawal Roy
Ryan Triplette
Olivier Dullier
Kim Samuel
Naeem Dalal
Kenneth Cole
Joshua Gordon
Milena Osono
Murali Doraiswamy
Elisha London
Lisa Paulson
Phil Campbell
Shekhar Saxena
Ginger Smith Swintosky
Stela Meireles
Alexandra Prull
Eric Windeler
Phillip Schermer
Shuranjit Singh
Tom Chiodo
Alexander Winterling
Heather Stuart
Nicholas Ruesch
Matt Kaplan
Jeff Sparr
Diedre, Joy, Kim
Jennifer Sparr
Nicole Harburger
One Mind/HBGI
MCM
Holmusk
Canary Global Strategic
EMOTIV
Samuel Centre for Social Connectedness
Global Shapers Community
Kenneth Cole Productions
National Institute of Mental Health
International Committee of Red Cross
Duke University
United for Global Mental Health
Entertainment Industry Foundation
Springer Nature
Harvard T H Chan School of Public Health
Johnson & Johnson
Johnson & Johnson
Johnson & Johnson
Jack.org
Project Healthy Minds
Taraki
WETA.org
Huma
Ulm University
PeaceLove Foundation
PeaceLove Foundation
PeaceLove Foundation
PeaceLove Foundation
Mighty Good
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Guy Goodwin
Kimberly Allen
Siegfried Kasper
Allan Young
Andreas Meyer-Lindenberg
Robert Gebbia
Brad Herbert
Marion Leboyer
Ranga Krishnan
Scott Rauch
Gabriel Rebullón
Shawna Butler
Charles Lattarulo
Paul Gionfriddo
Cathy Baron
DJ Forza
Carlos Sanvee
Virginia Amann
Diane Pressman
Jessica Freifeld
Laurie Flynn
Kelly McCain
Evelyn Avilas
Daniel Gilson
Anisha Padukone
Mariel Sander
Tom Insel
Aimee Freund
John Gundlach

University of Oxford
Via Positiva
Meduniwien
King’s College London
zi-Mannheim
AFSP
Brad Herbert Associates and HBGI
Inserm
Rush University
McLean Hospital
Fundación Sangre Panamá
Johnson & Johnson
American Express
Mental Health America
Johnson & Johnson
YMCA
YMCA
Johnson & Johnson
Johnson & Johnson
Johnson & Johnson
NAMI
World Economic Forum
World Economic Forum
NAMI
Live Love Laugh Foundation
HBGI
Mindstrong Health
Mighty Good
Mighty Good
A NEW COALITION OF PUBLIC, PRIVATE, AND NON-GOVERNMENT ORGANIZATIONS COMMITTED TO ENDING STIGMA RELATED TO MENTAL HEALTH CHALLENGES

ABOUT THE SCIENCE OVER STIGMA INITIATIVE

There can be no health without good mental health.

Science Over Stigma aims to bring the collective power of individuals and organizations to bring the biologic, medical and social sciences to bear on ending the stigma that is a barrier to good mental healthcare.
PLATFORMS

ADVOCACY
Integrate the ecosystem

SCIENCE & RESEARCH
Demystify mental illness

ARTS & CULTURE
Engage hearts and minds at scale

FOR INFORMATION ABOUT SOS, PLEASE EMAIL OFFICE OF THE CHIEF SCIENTIFIC OFFICER, JOHNSON & JOHNSON RA-OBIUS-OFFICECSO@ITS.JNJ.COM
ADVOCACY

INTEGRATE THE ECOSYSTEM OF INITIATIVES TO IDENTIFY CONSISTENT MESSAGING AND OPPORTUNITIES FOR COLLECTIVE IMPACT.

KEY IDEAS FROM THE BREAKOUT SESSION

Harness social media simultaneously and across ALL organizations and individuals, and in conjunction with influencers, to share stories with the broader public and particularly with young people.

Elevate government lobbying efforts by engaging multiple organizations simultaneously.

Identify and collectively leverage celebrity connections to influence film and entertainment depictions of mental illness.

Advocate for collective organizational reporting of productivity as a workplace mental health measure (vs suicide eg).

Develop best practice standards for collective communication that uses a common messaging framework, lexicon and standards of approach (eg bringing together facts with compelling narrative).

Conduct a messaging gap analysis and messaging and positioning workshop with multiple organizations.

Publish a compendium of programming, resources and initiatives.
SCIENCE & RESEARCH

CREATE UNDERSTANDING THAT MENTAL HEALTH IS PHYSICAL HEALTH.

KEY IDEAS FROM THE BREAKOUT SESSION

Organize a science journalist education initiative

Host "Science in the Public Square" community-based sessions with scientists, researchers, physicians and others to demystify mental illness

Consider adopting the term “Brain Health” vs mental health or psychiatric health across all organizations (changing the terminology could possibly help people understand that there is a scientific basis)

Create science communications materials for children and youth that can be used in classrooms by teachers to amplify understanding about mental health as brain health, and stigma

Partner with WEF to advance global dialog through a regular series authored by member organizations of SOS

Conduct a study to assess understanding of mental health as brain health and willingness to share about mental health conditions openly, as well as rationale for sharing or not sharing
ARTS & CULTURE

CAPTURE HEARTS AND MINDS AT SCALE WITH THE POWER OF STORYTELLING, THE EXPRESSIVE ARTS & CELEBRITY TO FUEL DIALOGUE.

KEY IDEAS FROM THE BREAKOUT SESSION

Need to better engage youth using mobile devices and more effectively and collectively migrate mental health messaging to digital models and platforms; go where they are

Leverage trusted sources with wide reach to share information and resources

Ensure mental health is understood as a civil rights issue, as many people with mental health conditions aren’t included in healthcare systems, which is a form of discrimination

Use arts to communicate that the problem is medical, but the treatments are medical and social; ensure focus on the fact that treatments work

Collectively partner with tech companies to ensure that mental health sources achieve "influencer" status on social media platforms like LinkedIn

Bring together related and comorbid focus areas - eg substance abuse with mental health conditions, with the aim of improving impact across both

Leverage arts and celebrity to reach healthcare providers, not just people suffering from mental health conditions, with messaging about stigma and stigma reduction
NEXT STEPS

"INDIVIDUALLY WE ARE POWERFUL, BUT COLLECTIVELY WE ARE A FORMIDABLE FORCE FOR GOOD"

DEAR FRIENDS:

We are so pleased you were able to join us for our Science Over Stigma event.

With the emergence of the COVID-19 pandemic, societal unrest and other challenges, we remain deeply concerned about the rising numbers of people suffering from mental health conditions including depression and anxiety, which affects hundreds of millions of people in the world. More needs to be done to address the growing mental health crisis, and especially to reduce stigma that causes people to suffer in silence and prevents access to resources that could help.

We are deeply appreciative of the work you do, and we are so glad we had an opportunity to hear from so many of you about what your focus areas are this year and ongoing. Together we made great progress in identifying some areas where we can make collective impact, and we hope you will help us continue the momentum. We invite you to join us as part of the Science Over Stigma coalition, which is open to individuals and public, private, and nongovernment organizations committed to ending stigma related to mental health challenges.

As an initial step in the creation of such a coalition, we are establishing three working groups to address the pillars we identified for collective action: Advocacy, Science & Research, and Arts & Culture. We invite you to join one of the three, which will begin meeting by the end of the year. Our aim is to catalyze action and outcomes that can be shared to a wider audience during the World Economic Forum Annual Meeting, now scheduled for May of 2021. We'll be in touch with Zoom links to all three working groups - please join those you are interested in.

With gratitude,
Husseini Manji, Global Head, Science for Minds
Craig Kramer, Mental Health Ambassador
Seema Kumar, Global Head, Office of Innovation, Public Health and Science Engagement
Johnson & Johnson
THANK YOU AGAIN FOR JOINING US. OUR SPECIAL GUEST SPEAKERS FROM PEACELOVE FOUNDATION INVITE YOU TO FIND PEACE OF MIND VIA A COMPLIMENTARY VIRTUAL CLASS.

Experience a PeaceLove Virtual Class

We invite you to participate in a simple creative activity and start your own journey to find peace of mind.

TRANSFORMATION COLLAGES
In this experience, you will begin an inspiring transformation of unhealthy behaviours and thought patterns into a positive alternative path.

Access the class: b.link/peacelove

For further information: PeaceLove.org