



**White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI)
Educate, Engage, Empower (E3!)**

Mental Health



Participants at the White House AAPI Behavioral Health Forum on May 9, 2014 (Photo courtesy of WHIAAPI)

E3! is a youth engagement program that discovers, develops, and defines a new generation of young leaders committed to advocating for Asian Americans and Pacific Islanders (AAPIs). The [E3! Ambassadors Program](#) affords young leaders the opportunity to brainstorm and implement their own unique ideas to help improve the overall quality of life for AAPIs across the country.

The mission of E3! is to **Educate, Engage, and Empower** young leaders to increase awareness around critical issues facing the AAPI community and to highlight key federal programs and resources in which AAPIs may be underserved.

The inaugural class of 31 E3! Ambassadors came from 29 different cities and hosted more than 55 events during the 2014-2015 year. Whether it was setting up a table to share resources at a campus fair, facilitating a workshop during a conference, or even utilizing social media, E3! Ambassadors and other young leaders conducted outreach within their campuses and communities.

The E3! Ambassadors are focused on raising awareness around **four** major issues.

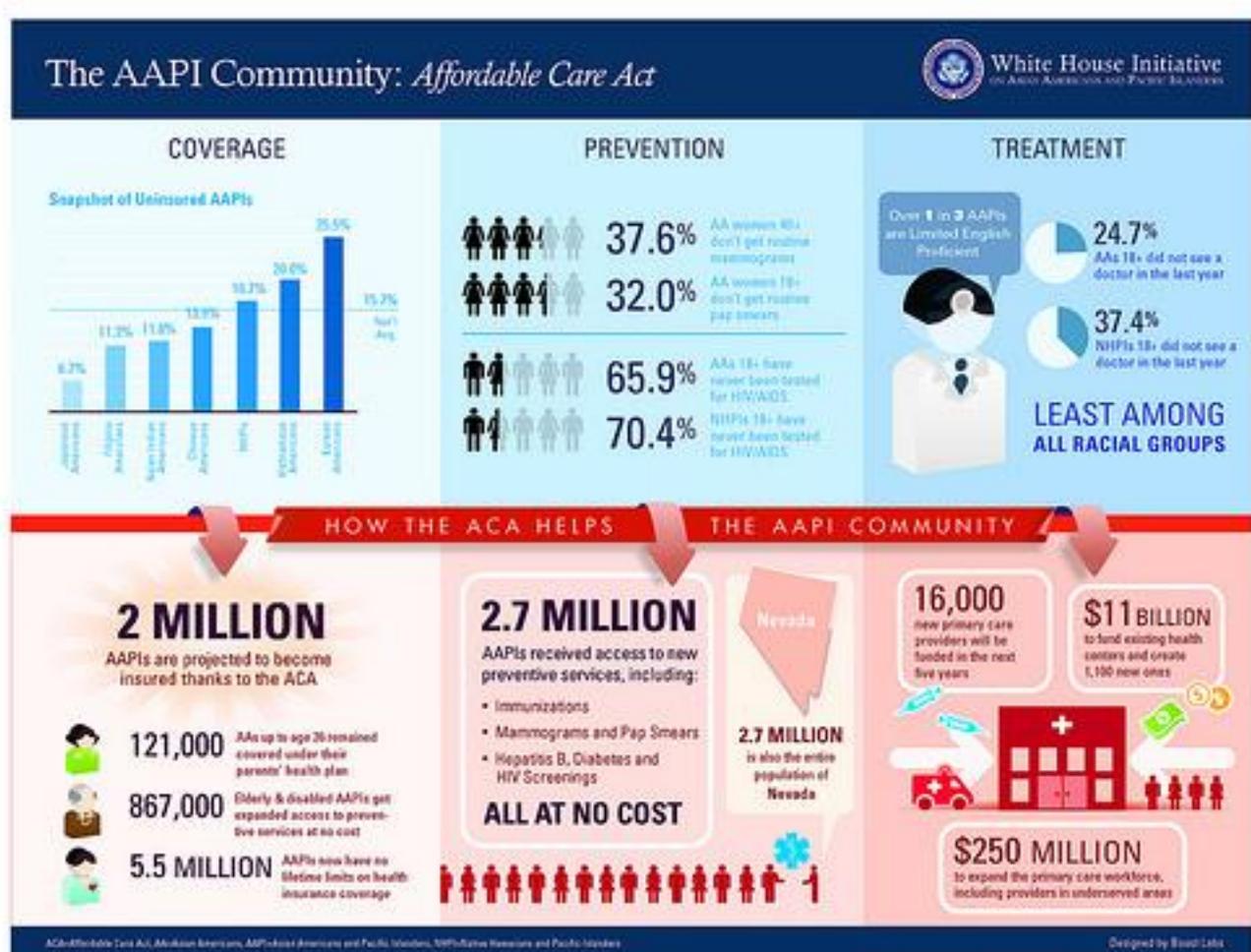


To help you get started, we have created a toolkit that caters to each specific area! These toolkits are to help you get started – do not feel limited to the ideas and resources we have compiled for you! Let this be a starting point for you and let your creativity take off from here. This toolkit is focused on **Mental Health**.

MENTAL HEALTH: The Issue

A recent [study](#)¹ conducted by the Department of Health and Human Services discovered that a high percentage of certain ethnic groups within the AAPI community experience mental health conditions, such as Post-Traumatic Stress Disorder (PTSD) and depression. This has resulted in some segments of the AAPI population having higher than average rates of suicide. For example, the suicide rate of Chinese-American women is 10 times higher than among white women.

Speaking publicly about these topics is important because AAPI communities and families struggling with behavioral health issues often suffer in silence and without access to culturally and linguistically appropriate services that could help them combat social stigma. With the passage of the [Affordable Care Act \(ACA\)](#)², nearly 2 million uninsured AAPIs gained access to health insurance through the Health Insurance Marketplace, and an estimated 8 in 10 qualify for financial assistance to purchase health care. The ACA includes mental health and substance use disorder services as part of the essential benefits and requires parity in coverage.



¹ <http://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&lvlid=54>

² <http://www.ed.gov/edblogs/aapi/files/2013/03/ACA-Infographic.pdf>

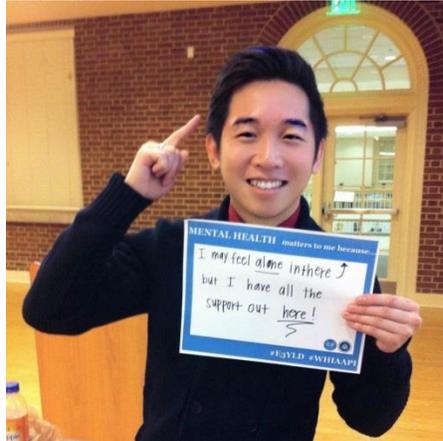
The target outreach months for
Mental Health are
November and December 2015.

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Outreach Ideas

Use the suggested outreach ideas below to get an idea of what activities you should host during these months.

- Reach out to student organizations and ask them to help raise awareness on **mental health** within the AAPI community.



2014-2015 E3! Ambassador Viet Tran shares the importance of mental health on social media (Photo courtesy of Priyanka Varma)

- Include resources and information about mental health and the ACA on student organization websites.
- Write a blog or op-ed about your own personal story on mental health.
- Use social media! Check out [@WhiteHouseAAPI](#) on Twitter and Facebook for examples.



- Become involved in any local health clinics. Translators are always in demand for assistance with clients!
- Host sessions about the ACA and ACA enrollment on campus!

Mental Health Materials

Where can I find information on mental health?

- Visit [MentalHealth.gov](http://www.mentalhealth.gov)¹ for more information
 - [Young People and Mental Health](http://www.mentalhealth.gov/talk/young-people/index.html)²
- [Office of Behavioral Health Equity](http://beta.samhsa.gov/behavioral-health-equity)³

What resources are available to those within the AAPI community with mental health issues?

- [Behavior Health Treatment and Services](http://www.samhsa.gov/treatment)⁴
- [Get Help Coping with a Traumatic Event](http://www.samhsa.gov/trauma)⁵
- [Getting Through Tough Economic Times](http://www.samhsa.gov/economy)⁶
- In case of emergencies, please call 1-800-273-TALK (8255) to reach a 24 hour [suicide prevention lifeline](http://www.suicidepreventionlifeline.org)⁷
- [Disaster Distress Hotline](http://www.samhsa.gov/find-help/disaster-distress-helpline)⁸

Where can I find data on mental health among youth and within the AAPI community?

- [Data on Mental Health Amongst Youth](http://www.samhsa.gov/data/NSDUH/2k12MH_FindingSandDetTables/2K12MHF/NSDUHmhr2012.htm#ch4?utm_source=FindYouthInfo.gov&utm_medium=website&utm_campaign=Did%20You%20Know)⁹
- [Mental Health and Asian Americans](http://minorityhealth.hhs.gov/templates/content.aspx?ID=6476)¹⁰

How can we destigmatize mental health within the AAPI community?

- [Resource Center to Promote Acceptance, Dignity and Social Inclusion](http://promoteacceptance.samhsa.gov/)¹¹
- [Understanding mental illness](http://www.samhsa.gov/mentalhealth/understanding_mentalillness.aspx)¹²

What role can youth play in supporting those who may be experiencing mental health problems?

- [Supporting Friends with Mental Health Problems](http://www.samhsa.gov/mentalhealth/understanding_mentalillness.aspx)¹³

How can I better prepare myself to talk about mental health?

- There are several resources available to you, MentalHealth.gov touches upon many scenarios. [Click here](http://www.mentalhealth.gov/talk/index.html)¹⁴ to view them.
- Learn how to start the conversation [here](http://www.mentalhealth.gov/talk/community-conversation/index.html)¹⁵

¹ <http://www.mentalhealth.gov/what-to-look-for/substance-abuse/index.html>

² <http://www.mentalhealth.gov/talk/young-people/index.html>

³ <http://beta.samhsa.gov/behavioral-health-equity>

⁴ <http://www.samhsa.gov/treatment>

⁵ <http://www.samhsa.gov/trauma>

⁶ <http://www.samhsa.gov/economy>

⁷ <http://www.suicidepreventionlifeline.org>

⁸ <http://www.samhsa.gov/find-help/disaster-distress-helpline>

⁹ http://samhsa.gov/data/NSDUH/2k12MH_FindingSandDetTables/2K12MHF/NSDUHmhr2012.htm#ch4?utm_source=FindYouthInfo.gov&utm_medium=website&utm_campaign=Did%20You%20Know

¹⁰ <http://minorityhealth.hhs.gov/templates/content.aspx?ID=6476>

¹¹ <http://promoteacceptance.samhsa.gov/>

¹² http://www.samhsa.gov/mentalhealth/understanding_mentalillness.aspx

¹³ http://www.samhsa.gov/mentalhealth/understanding_mentalillness.aspx

¹⁴ <http://www.mentalhealth.gov/talk/index.html>

¹⁵ <http://www.mentalhealth.gov/talk/community-conversation/index.html>

Affordable Care Act (ACA) Materials

Why is health insurance coverage important?

- [Why Should I Have Health Coverage?](#)¹
- Brochure: [Value of Health Insurance](#)²

How does the ACA help young adults?

- [ACA Benefits for Students by U.S. Health and Human Services \(HHS\) Secretary Sebelius](#)³
- [The Top 5 Things Young Adults Should Know About the ACA](#)⁴
- Video: [Kalwis Lo's Story](#)⁵

How does the ACA help AAPIs?

- Fact Sheet: [ACA and AAPIs](#)⁶
- Infographic: [ACA and AAPIs](#)⁷

How can we raise awareness of the ACA and encourage more AAPIs to enroll?

- **HealthCare.gov:** This official website is the best source for the latest and most accurate information about the Marketplace. You have access to shop for plans, apply, and enroll online. The website has resources, videos, and checklists - and live web chat available 24/7.
- **Toll-free call center:** Consumers can call 1-800-318-2596 to speak with a trained customer service representative 24/7 with assistance available in over 150 additional languages.
 - Brochure: [Getting Help in Another Language](#)⁸
- **Consumer Assistance:** Consumers can get help with selecting health plans, enrolling and other questions about health insurance over the phone and in-person through a number of [Consumer Assistance Programs](#)⁹. These programs and consumer assistance resources can be found via HealthCare.gov and at [localhelp.healthcare.gov](#)¹⁰.
- **Materials:** Brochures, fact sheets, posters, infographics, videos, and talking points are available for viewing and download at [marketplace.cms.gov](#)¹¹. You can order materials at no charge at [productordering.cms.gov](#)¹² and through [SAMHSA](#)¹³.
- [Stay up-to-date with the Marketplace](#)¹⁴ through [HealthCare.Gov](#).

¹ <https://www.healthcare.gov/why-should-i-have-health-coverage/>

² <http://marketplace.cms.gov/getofficialresources/publications-and-articles/value-of-health-insurance-english.pdf>

³ http://www.huffingtonpost.com/sec-kathleen-sebelius/class-of-2013-graduate-wi_b_3319763.html

⁴ <http://www.hhs.gov/iea/acaresources/brochures/young-adults-top5.pdf>

⁵ <https://www.whitehouse.gov/blog/2015/01/29/kalwis-lo-s-getcovered-story>

⁶ <http://www.hhs.gov/healthcare/facts/factsheets/2012/05/asian-americans05012012a.html>

⁷ <http://www.ed.gov/edblogs/aapi/files/2013/03/ACA-Infographic.pdf>

⁸ <http://marketplace.cms.gov/getofficialresources/publications-and-articles/getting-help-in-a-language-other-than-english.pdf>

⁹ <http://www.cms.gov/CCIIO/Resources/Files/Downloads/marketplace-ways-to-help.pdf>

¹⁰ <http://www.samhsa.gov/economy>

¹¹ <http://www.marketplace.cms.gov>

¹² <http://www.productordering.cms.gov>

¹³ <http://store.samhsa.gov/product/SMA14-4818>

¹⁴ <http://healthcare.gov>