

DISMANTLING STIGMA: A Practical Approach to Managing Anxiety and Depression

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DISCLOSURES

- Employee of the Centre for Effective Practice
- Part-time pharmacist at Mount Sinai Hospital
- Relevant financial/nonfinancial relationships: None

PRESENTATION OVERVIEW

- Why it matters
- Our intervention
- Results
 - Common questions
 - Barriers and enablers
- Conclusions
- Q&A



WHY IT MATTERS

16

People with anxiety disorders take a median of 16 years to seek help.¹



Nearly 50% of people who die by suicide see their primary care provider in the month before their death – indicating a missed opportunity to talk about mental health.²

1. Ontario Health Quality Standards. Anxiety disorders: Care in all settings. <https://www.hqontario.ca/evidence-to-improve-care/quality-standards/view-all-quality-standards/anxiety-disorders>. Accessed Oct 13, 2023. 2. Centre for Addiction and Mental Health (CAMH). Assessment & management of suicide risk. <https://www.camh.ca/en/professionals/treating-conditions-and-disorders/suicide-risk>. Accessed Oct 13, 2023.

In what ways have you seen patients or loved ones experience stigma associated with their anxiety or depression?

Nobody has responded yet.

Hang tight! Responses are coming in.

OUR INTERVENTION: Mental Health Academic Detailing and Practice Tools

Website and EMR tools: Guiding providers to have conversations about mental health in a non-stigmatizing way.

- **Guiding principles**
- **“Talking tips”**
- **Suggested phrases**

Academic detailing visits:

- **One-on-one conversations**
- **Help primary care providers care for patients with anxiety & depression**
- **Connect patients to local resources.**

KEY MESSAGES

Use validated screening tools to identify depression and anxiety disorders in a culturally sensitive, LGBTQ+-friendly, trauma-informed manner.

Use a stepped care approach to individualize therapy for anxiety disorders using shared decision-making.

KEY MESSAGES, continued

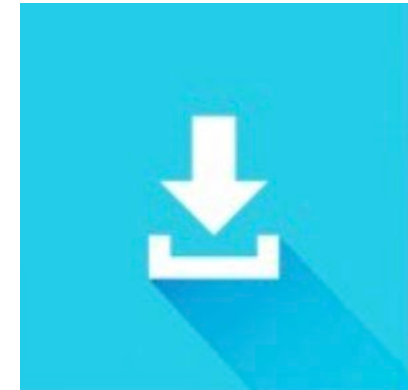
Individualize therapy for depression using shared decision-making, switching/augmenting therapy if poorly tolerated or insufficiently effective.

Help patients and their families/caregivers find accessible, affordable local supports and resources for depression and anxiety.

ANXIETY AND DEPRESSION: VISIT STATISTICS



**Average visit duration:
44 minutes**



**1,800 tool
downloads**

COMMON PROVIDER QUESTIONS

- Where can I find **free or affordable counselling resources** for my patients?
- How do I **start a mental health conversation** with patients?
- How do **antidepressants compare for efficacy?**
- **When do I need to worry** about QTc prolongation and serotonin syndrome?
- What **medication is best to use** for adolescents? Pregnancy and breastfeeding?



ACADEMIC DETAILING INSIGHTS: Barriers

- **Cultural stigma** around mental health and antidepressants
- **Long wait times** for programs/referrals
- **Lack of resources** in the office and community
- **Prohibitive cost** of counselling
- **Provider burnout**



TOOLS TO ADDRESS BARRIERS & STIGMA:

Free counselling:

- *Wellness Together Canada, Ontario Structured Psychotherapy Program*

Resources for specific patient populations

- *(e.g., Indigenous patients and new immigrants)*

Medical consult services:

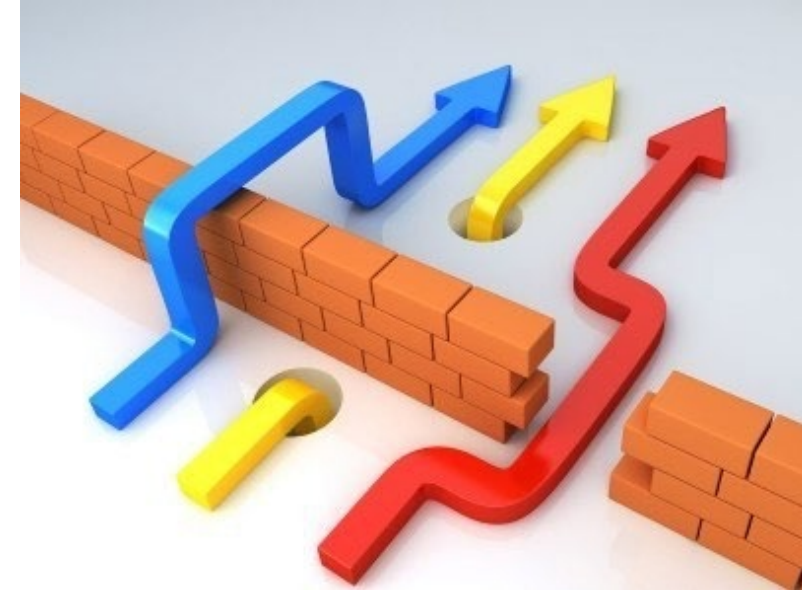
- *Allow providers to speak with a specialist within a week*

Provider resources/support:

- *SwitchRx, Credible Meds, Target Serotonin Syndrome, Frontline Workers support line*

CEP tools:

- *Talking points, patient resources*



CONCLUSIONS: Anxiety & Depression Topic

Our 10th detailing topic

Generated **high level of interest** among providers

We identified:

- ***Significant provider burnout***
- ***Need for more accessible resources***

Fortunately, in our **pre-visit training**, we implemented **several strategies that helped our detailers in responding to these challenges.**



WHAT'S NEXT



Given the significant need for supporting equity-deserving groups as identified through this topic, future tools and training will include a focus on:

- **Diversity**
- **Accessibility**
- **Inclusion**
- **Respect**

We also plan to increase the use of guest speakers to deepen our knowledge and partnerships with community organizations.