

If You Can't Join 'em, Beat 'em!
*Economic Development By and For
People with Serious Mental Health
Conditions*

SILBERMAN
SCHOOL
of SOCIAL
WORK

Jim Mandiberg, MSW, PhD. LCSW
Hunter College, CUNY

BRUCE CAMPBELL - JAMES EARL RAY - THE BEATLES - THE MONTEY PYTHON MOVIES - THE MONTY PYTHON MOVIES

MONTY PYTHON'S

**AND NOW FOR
SOMETHING
COMPLETELY
DIFFERENT**



The Real Deal

- How do excluded people gain power, influence, and choices about who they want to be, and where they want to be?
- The importance of market forces in bringing about change rather than exclusively relying on laws, policies, and services.
- Enticing but unhelpful offers by traditional mental health services that keep people dependent.

Community-Based MH Models

©

Type of Support →

Level of Intervention

Independence
thru Community
Support

Dependence
thru Staff
support

Mutual
Dependence thru
Family/family-like
Support

Interdependence
thru Mutual
Support



individual

	Type of Support			
	Independence thru Community Support	Dependence thru Staff support	Mutual Dependence thru Family/family-like Support	Interdependence thru Mutual Support
individual	I <ul style="list-style-type: none"> •Supported •Housing •Employment •Education •Psychiatric Rehabilitation 	III <ul style="list-style-type: none"> •Case Management •ACT/PACT •CMH out patient •Day Treatment •Traditnl Voc Rehab 	V <ul style="list-style-type: none"> • True Family Care • Foster Care • Vocational Parent (Japan) 	VII <ul style="list-style-type: none"> • Clubhouse (TE)
Collective	II <ul style="list-style-type: none"> •Enclave Employment 	IV <ul style="list-style-type: none"> •Hospitals •SNFs •Shelt Workshops 	VI <ul style="list-style-type: none"> • Group Homes • Intentional Communities • Fairweather Lodge • Yadokari no Sato (Japan) 	VII <ul style="list-style-type: none"> • Clubhouse (Units) • Clustered Apt Program (CAP) • Type B Social Cooperatives (IT) • Bethel no Ie (Japan)

Default

How do Excluded People thrive?

Individuals

- Four adaptation strategies of social minorities

Positive

1. Attain membership in the dominant community
2. Maintain membership in their own community
3. Become Bicultural: dominant & own community



Negative

4. Form a third community, not competent in either the dominant or own community

How do Excluded People thrive? Collectively

- How do immigrants and refugees attain status in new countries/communities?
- Example: Vietnamese-Americans
 - Refugees/immigrants scattered around U.S.
 - Within two years, moved to 3 enclave communities
 - Orange County, San Jose, Gulf Coast
 - Built successful enclave businesses
 - From enclave, three choices: Dominant community; enclave community; back-and-forth.

Research on Identity

- Types of Identity
 - Individual identity (I am this unique person)
 - Offers little protection against stigma and discrimination
 - Dyadic/relational identities (who you are with other individuals: you & partner; you & therapist)
 - Offers little protection against stigma and discrimination
 - Collective Identities (your group identities)
 - May offer protection against stigma and discrimination
 - When identity is proud
 - When identity is through a social movement





Identity Communities (ICs)

- *An interacting population, which may or may not be geographically bounded, with a shared sense of solidarity from common culture, experiences, history, world view or language who see themselves as having mutual interests.*
 - Examples
 - Ethnic groups
 - People with alcoholism
 - Football team fans
 - Seniors
 - Apple computer and phone enthusiasts
 - People in MH recovery

- Members of ***stigmatized*** identity communities share the experience of carrying discredited labels, leading them to be socially excluded and to exclude themselves from the broad community.
 - » This may result in social isolation (negative) or in supportive social relationships with others who share the stigmatized identity (positive).
- All identity communities have economies...
 - Ethnic and immigrant ICs have recognized economies
 - Enclave & ethnic economies
 - Stigmatized & Social Service ICs mostly do not: People who are deaf, have serious mental health conditions, are seniors, have alcohol addictions, are veterans.

Stigmatized Identity Communities

Reactive Identity Community

Identity through the reaction of others



Passive Identity Community

Identity through interaction with “institutions”

- Laws & Regulations
- Services
- Markets
- Benefits



Proactive Identity Community

Taking control of stigmatized identity

- Social Movements
- Identity Work
- Creating Community/Economy

Additional Concepts

- All communities have economies (& potential markets), but may not recognize that they do!
 - Identity communities have economies
 - Therefore, identity community economic development is possible
- Identity community members have little influence on large broad markets ...
 - but they have a large influence on smaller identity community markets.

How to Conceptualize People with Serious Mental Health Conditions?

Individual

- Mental illness
 - Neurobiological abnormality
 - Can be ameliorated
 - Medication
 - Physically, e.g., ECT
 - Someday fixed?
- Psychiatric disability
 - Learned response to distress
 - Can be unlearned
 - Can be accommodated

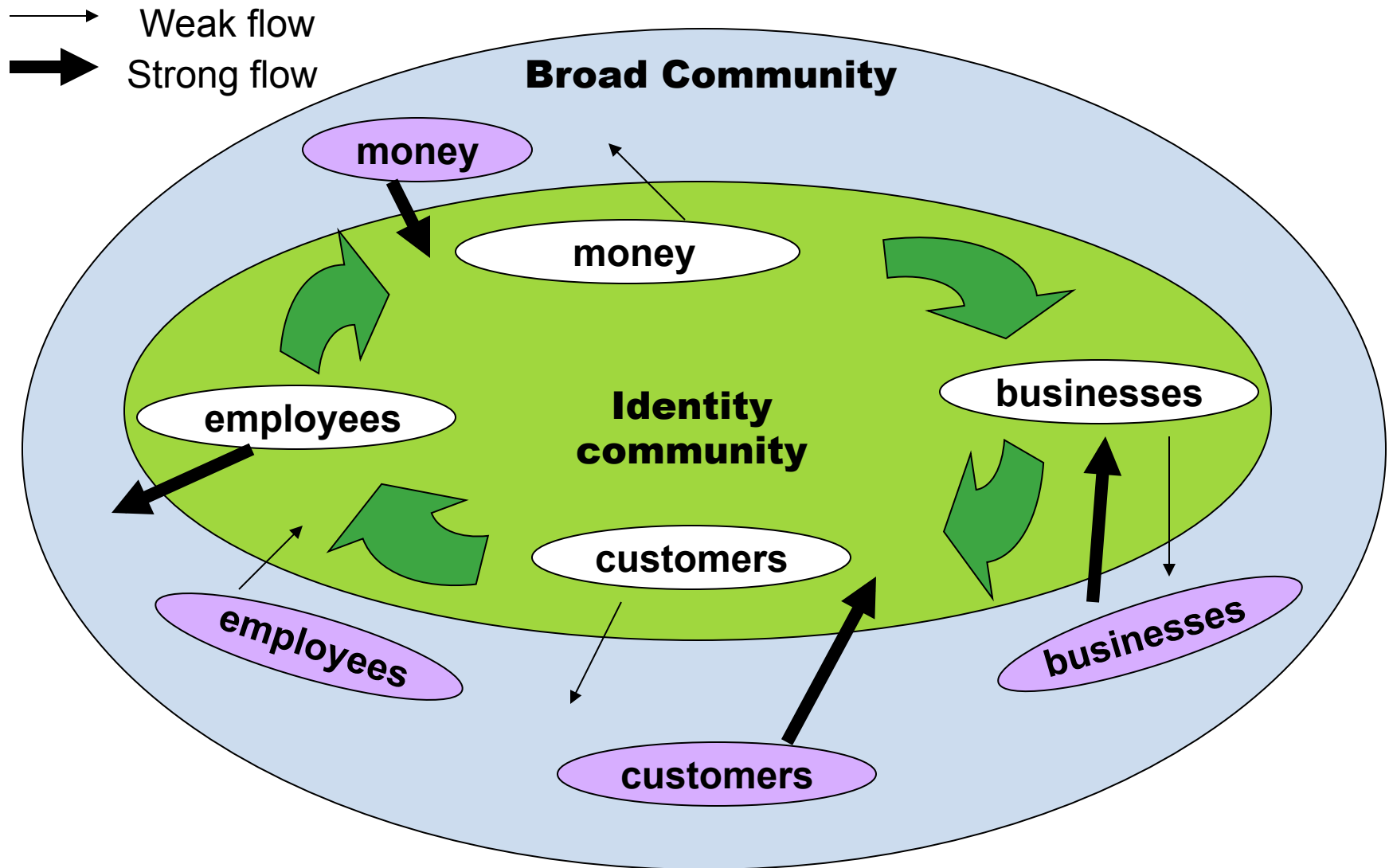
Collective

- Identity Community
 - Enclave, e.g., ethnic/immigrant
 - Nongeographic. e.g. deaf community; Recovery Community
- Market
 - e.g., “silver (senior) market”
- Political/Social movement
 - e.g., civil/women’s/disability rights movements
- Culture
 - e.g., deaf culture

The identity community

- Anything that people in recovery buy from the broad community, they could buy from themselves/each other.
 - It requires building
 - Capacity (e.g., skills, knowledge)
 - Opportunities for using those skills and knowledge
 - Infrastructure (e.g., businesses, housing, supportive institutions)

Structure of an identity Economy



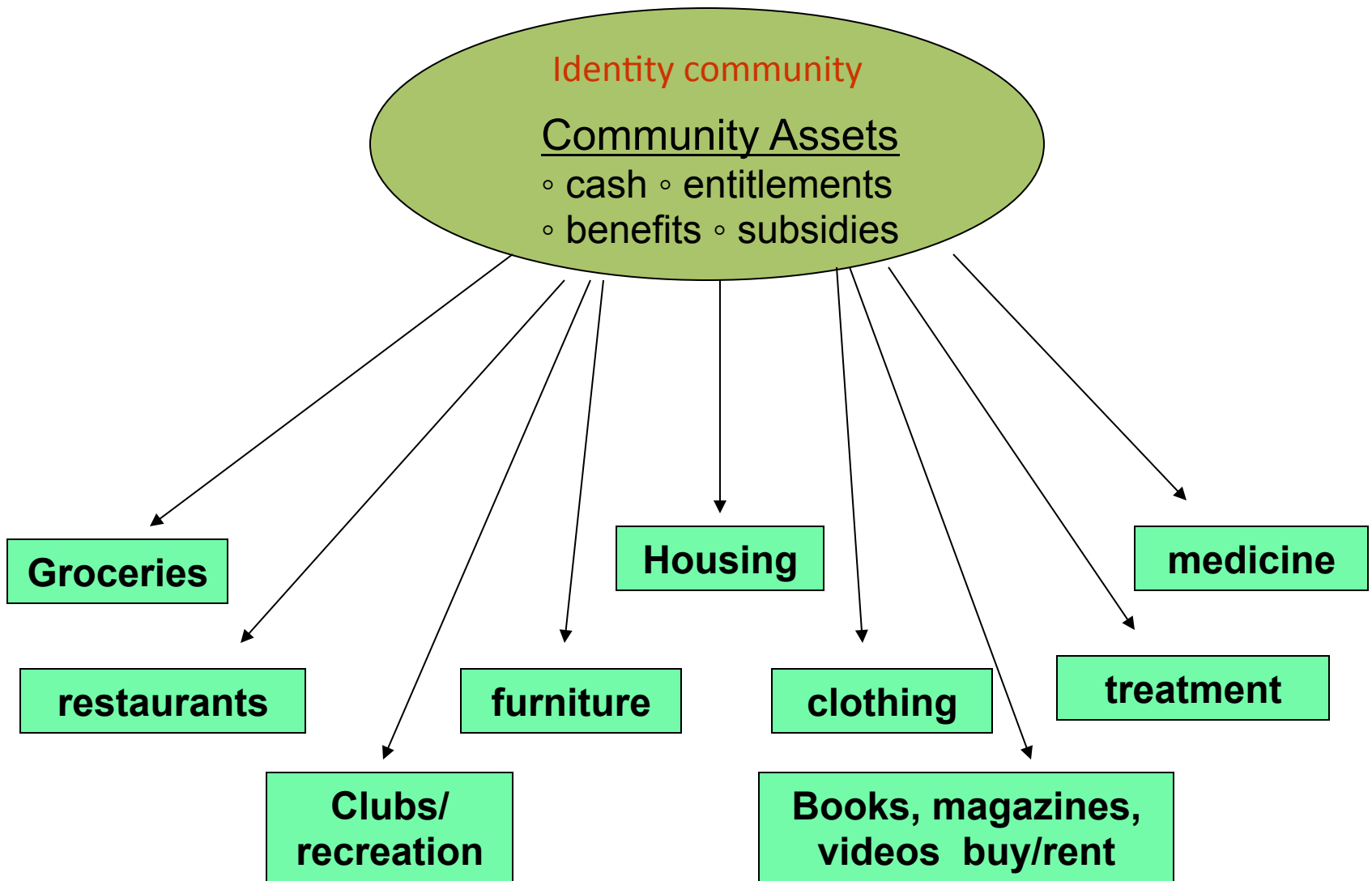
Simple Community Economic Development

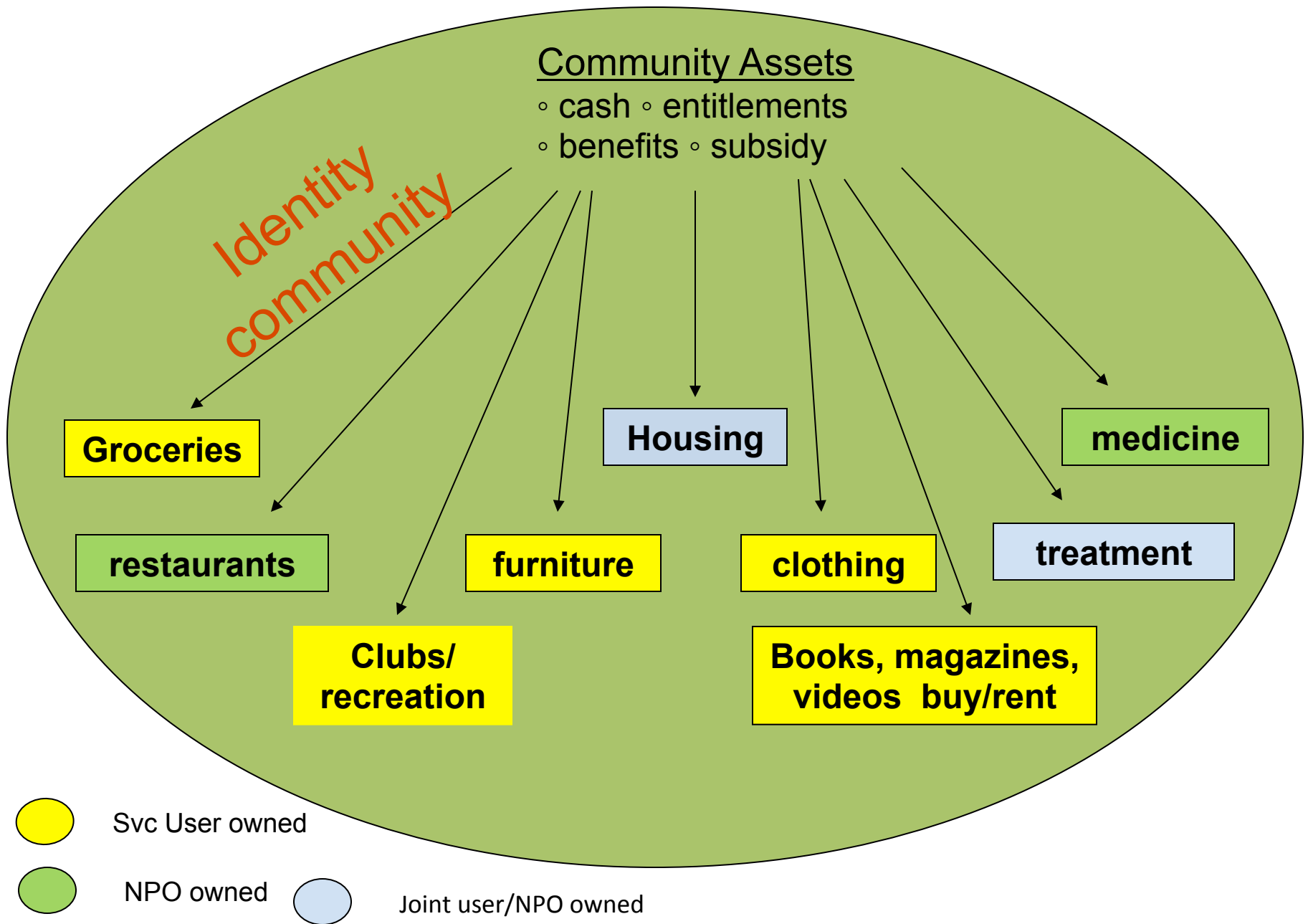
- Survey the assets of the community
- Identify which assets flow out of the community
- Target outflows for economic development

<><><><>

e.g., A grain growing community without a mill...

- Grain (asset) sent out of community for milling, which the community pays for (outflow).
- Econ Devel: a low cost mill in the community
- Community retains assets formerly paid for milling!





Warner & Polak

ASSETS IN (non ranked)**

1. Welfare/Soc. Sec.
2. *Psych treatment*
3. Wages – competitive
4. Pension, trust, spouse
5. *Rent subsidy*
6. *Medication*
7. Wages – sheltered
Meals
8. *Shelter*
9. Food stamps
10. *Transportation*
11. Other & misc.

ASSETS OUT (ranked)

1. Psych Treatment
2. Rent
3. Food
4. Medication
5. Transportation
6. Meals out
7. Medical care
8. Clothing
9. Alcohol
10. Gas/electricity
11. Cigarettes

** BLACK=CASH; *BLUE = NON-CASH*



Mental Health Social Enterprise Pharmacy

(1990 - RWJF: with Warner, Polak, Mosher & Viale)

- Three Models
 1. MH system owned with revenues to the system
(Santa Clara County model-Viale & Mandiberg)
 2. Consumer cooperative (Ideal model - Mandiberg)
 3. MH system owned w/ some profits to MH consumers
(Boulder/Montgomery County models-Warner & Mosher)
- **Can & will the MH identity community support a community-serving business?**
 - Reinforce sense of community
 - Reduce power disparities with MH professionals
 - Change identity from consumer to owner
 - Create paid work opportunities
 - Income stream not tied to government contracts
 - Identity community benefits from profits

Some other examples

- Making the entrepreneurial turn
 - Bethel House, Japan
 - Empowerment Center, NY
- Business incubators
 - Helping people in recovery own businesses
- Empowerment Federal Credit Union
 - A bank owned and operated by people in recovery
- Social Cooperatives
- An entire identity community economy
- Arts and Music infrastructure

Bethel no Ie - Japan

- Kombu Business
- Community store
 - For example, members turn their voices into products
- Media Company (MC Media)
 - Music CDs
 - Books
 - Magazines
 - Videos
- Seminars and trainings





お徳用

ばら
ばら
昆布



¥300
17
17
¥300

津河町役場

まぢは
逃げまじう

国立身体障害者リハビリ

—Видеть, видеть—

443?

?!.





When someone else controls
the job: Employment
(competitive; Supported; IPS)



When you control the work;
Social Enterprise/cooperatives;
user/program owned
businesses; WISEs



Can people w/SMI diagnoses successfully own & operate small businesses?

– Issues:

- Working for others is not for everyone
- There are entrepreneurs in every group, but not everyone is an entrepreneur
- Failure of job retention and workplace inclusion
- Assumption that MH consumer-survivors could not successfully own & operate businesses
- Adjust the person to the job, or job to the person?

– Paradigm Shift: No necessary relationship between clinical condition & success

– Project: Create a MH business Incubator

Enterprise People Incubator

- | | |
|--|--|
| <ul style="list-style-type: none">• Business education• Back office supports<ul style="list-style-type: none">• Bookkeeping,• Legal• Accounting | <ul style="list-style-type: none">• Office/business space• Business mentoring• Access to capital• Business Plan writing• Marketing |
|--|--|

- Entrepreneurial ideas from ident. community
- Series of increasingly higher hurdles
- Convert clinical issues to business planning issues. e.g.,
 - A person with recurring symptoms
 - Psyc medication leads to morning sleepiness
- Pair with mentor from same industry

Outcomes

- ~ 20 businesses
- Mostly “low barrier to entry” (easy to start; low capital & training requirements)
 - Personal service: Gardening service, pet care, “concierge,” transportation, arts, bookkeeping
- Largest: publisher of self-help books
 - Transnational business relationship → possibility to develop transnational economic relationships
- Biggest problem: Access to capital





**EMPOWERMENT
FEDERAL
CREDIT
UNION**

People First Banking



**Federally-chartered
Federally-insured savings
Owned by you, its members**

Higher interest rates on savings
Lower rates on loans

Empowerment Federal Credit Union
20 East First Street Suite 304
Mount Vernon, New York 10550
Phone: 914 699-5036
Fax: 914 699-5036
E-mail: peoplefirst@theempowermentcenter.org

Empowerment Federal Credit Union

- Member Owned-Builds community
- 4 months away from opening
- Services
 - No fee accounts
 - Electronic banking + ATM cards
 - Financial education
 - Able to be trustee and Representative Payee
 - Secured and unsecured loans for those eligible
 - Able to extend some loans for business
 - Manage and fund housing trusts







RISTORANTE
GRIFONE

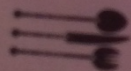
GRIFONE







caffè teatro verdi



COOPERATIVA
LAVORATORI
UNITI
FRANCO BASAGLIA

TOTALE Pz.
EURO

Phoenix Collective

By Fountain House Members

- Providing business support services to 4 social cooperative
 - Jewelry Coopertive
 - Happy Homes (Pest Extermination)
 - Wild Path (Greeting Cards)
 - La Luna (Originally food service, now maintenance)

<http://www.fountainhouse.org/content/news/social-co-ops-support-entrepreneurship>

Legitimizing the artistic and musical products of artists who are service users

- Many people with psychiatric and developmental disabilities produce art & music, in programs
 - Seen as hobby or therapy
- If career is a goal, they are told it is unrealistic
- Is there a way to “legitimize” economically?
 - Build on *Art Brut/Outsider Art* recognition
- Model arts infrastructure for non-disabled artists



What would it take to create enabling Infrastructure?

Infrastructure	Artists	Artists with disabilities
Studio space	Yes	No/yes – programs only
Gallery space	Yes	No
Agents	Yes	No
Schedulers	Yes	No
Intellectual Property protection	Yes	No
Marketing supports (magazines, etc.)	Yes	No

Leveraging existing assets, for example...

- There are many MHSB coffee shops, restaurants, bakeries with empty walls: possible display space?
 - What would make those walls usable?
 - A MHSB that scheduled and coordinated the art to be displayed at the different venues



FOUNTAIN GALLERY

MORE THAN A GALLERY. A MOVEMENT.



Also...

Art has commercial value

- Additional income, career, and business opportunities for members of the MH identity community



CHARITY BOX

www.lush.com
LUSH JAPAN CO., LTD. MADE IN JAPAN

