MHSA-Funded Statewide PEI Projects

Background, Status & What’s on the Horizon

Santa Clara County
Mental Health Services Act Steering Committee

October 17, 2012
Presented By:
Stephanie Welch, MSW
CalMHSA Program Manager
Presentation Goals

- Overarching Goals of PEI Statewide Projects
  - Prevent Suicides
  - Improve Student Mental Health
  - Reduce Mental Health Stigma and Discrimination
- Major Activities over 4 years of the Program
- Overview of PEI Statewide Projects Evaluation
CalMHSA is an organization established by county governments to improve mental health services and outcomes.

PEI Statewide Programs are funded by the MHSA from counties choosing to participate in the CalMHSA-administered initiative.
Reaching Our Goals*

**STRUCTURE**
What PEI capacities & resources are PPs developing and implementing?
- Networks
- Needs assessment
- Service expansion
- Outreach
- Training & technical assistance
- Screening
- Educational resources
- Marketing campaigns
- Cross-system collaboration
- Policies & protocols

**PROCESS**
What intervention activities are delivered, and to whom?
- Participation in training & education
- Exposure to outreach
- Exposure to media
- Access to and use of services
- Quality and cultural appropriateness of services

**SHORT TERM OUTCOMES**
What are immediate targets of change?
- Knowledge
- Attitudes
- Normative behavior
- Mental & emotional well-being
- Help-seeking

**KEY OUTCOMES**
What negative outcomes are reduced?
- Suicide
- Discrimination
- Social Isolation
- Student failure/disengagement

*Evaluation Logic Model, RAND 6/29/2012
Statewide PEI Initiatives

- Suicide Prevention
- Stigma and Discrimination Reduction
- Student Mental Health

Leveraging opportunities between initiatives
Synergy across initiatives

MHSA Funding at Work

Initial Work Plan approved by MHSOAC

- Phase 1 Planning: 7.5%
- Program Funding: 70.5%
- Administration: 9.5%
- Contingency Reserve: 5.0%
- Evaluation: 7.5%

**Total Work Plan Budget:**
$136,210,400

MHSA Funding at Work

Funding Allocated after CalMHSA Work Plan Amendment and Plan Update

- 80.0% Program Funding
- 7.5% Administration
- 7.5% Contingency Reserve
- 3.0% Evaluation
- 2.0% Phase 1 Planning

Updated Work Plan Budget:
$146,785,998
Suicide Prevention – Program 1

Statewide Suicide Prevention Network Program

- Build infrastructure for effective, long-term statewide suicide prevention.
- Provide culturally sensitive suicide prevention services to populations and regions that have not yet been reached.
- Assure use of best practices throughout the State - and beyond.
- Oversee coordinated statewide data collection to inform stakeholders, facilitate advocacy, and save lives.

County Role: Get involved in one of the 5 Regional Taskforces

Lead Contact: Lyn Morris, MFT
Didi Hirsch Mental Health Services
(310) 895-2305
Lmorris@didihirsch.org
Regional Lead: Paul Muller, Muller and Smith, Bay Area Coordinator
pmuller@mullerandsmith.com

Bay Area Suicide and Crisis Intervention Alliance (BASCIA)
http://bascia.org

Next Meeting:
State Suicide Prevention Network – Regional Meeting
Tuesday, November 13, 2012
350 Twin Dolphin Drive,
Redwood City, CA
Please pre-register on website
Suicide Prevention – Program 2

In the following counties- San Francisco, Contra Costa, Santa Clara and San Mateo:

• Develop and expand internet chat, text and email counseling services
• Expand outreach activities in above counties to the following communities; Latino, African American, Asian/Pacific Islander, LGBTQ, Adolescents, Young Adults, Transition Age Young Adults, Middle Age Adults and Seniors.
• Develop stronger relationships with warm lines and provide suicide prevention training and referral programs
• Expand outreach to the rural communities
• Assure that all crisis centers in the Bay Area obtain accreditation or become reaccredited with the American Association of Suicidology.
This program supports San Francisco, Contra Costa, San Mateo, and Santa Clara county residents:

- **Research:** An online survey and youth focus groups were completed in support of establishing electronic crisis counseling programs. A best practices report was developed on how to reach rural populations in a county.

- **Electronic Counseling:** Two of four counties (San Francisco and Contra Costa) have established electronic crisis programs. San Mateo and Santa Clara will be next.

- **Warm Lines:** Each participating county identified all warm lines in their region and developed letters of cooperation for better suicide prevention training of warm line staff and volunteers.

- **Outreach:** In each county, outreach was conducted targeting adolescents and the LGBT community.
Suicide Prevention Program 2 – Regional and Local Capacity Building
San Francisco Suicide Prevention

This program supports San Francisco, Contra Costa, San Mateo, and Santa Clara county residents

- 2011/12 Service to the Community
- During the first year (11 months), the four counties:
  - Responded to 87,108 crisis calls
  - Responded to 3,026 crisis chats
  - Conducted 521 adolescent trainings reaching 14,919 adolescents
  - Conducted 194 adult trainings reaching 5,612 adults
- Research reports can be found at www.sfsuicide.org

**Lead Contact:** David Paisley
(415) 984-1900 x106
davidp@sfsuicide.org
Suicide Prevention – Program 3

Social Marketing

• Implement a statewide broadcast and social media campaign to increase the general public's knowledge of risk factors, warning signs and resources.

• Develop an array of campaign materials (including bilingual material) for suicide prevention such as additional radio or TV commercials and/or editing and printing of the Out-of Home materials, (billboards, bus sides and bus shelters). Intended materials/products include brochures, posters, media kits, campaign tool kits, newsletters, fact sheets and/or research reports.

• Distribute targeted materials to those at elevated risk for suicide and in rural communities.

• Provide survivor support groups with sustainability training.

• Counties can participate in “Your Voice Counts Online Forums” www.yourvoicecounts.org which include workgroups to determine campaign priorities and products, help determine what “materials” from the campaign should be used in your county, help identify needed translation priorities, involve local high school students in the video contests, and outreach to survivor groups to participate in available sustainability training.
Know The Signs Campaign

The goal of the statewide social marketing campaign is to prepare more Californians to prevent suicide by increasing knowledge of warning signs, resources and how to talk about suicide to someone they are concerned about.

- A statewide mass media campaign
- Tool kits and technical assistance to all counties; enhanced technical assistance to small and rural counties
- A statewide high school PSA contest
- An interactive campaign website
- Additional activities of the campaign focus on distributing information about how to safely report on suicide to the news media, host a series of media forums, offer media advocacy trainings and strengthen survivor support groups.
Suicide Prevention Campaign Logo

www.SuicideisPreventable.org
Media Outreach

- Making Headlines – Guide to Engaging the Media in Suicide Prevention in California
- Drop-in Articles
- Campaign and Suicide Prevention Talking Points
- Preparing Speakers with Personal Stories for Media Interview
Directing Change – PSA Contest

- Open to high school students
- Two categories: Suicide Prevention and Eliminating Stigma
- Submission deadline: March 1, 2013.
- Winning teams and their associated schools will:
  - Win cash prizes
  - Qualify to win suicide prevention programs for their schools
  - Be recognized at an award ceremony at the end of the 2012-13 school year.

www.DirectingChange.org
Strategies and Timeline

February 2012 • Your Voice Counts

August 2012 • Directing Change: a statewide high school PSA contest launch
  • Media outreach and forums to encourage safe reporting on suicide

September 2012 • A campaign website: www.suicideispreventable.org
  • Tool kits and technical assistance

November 2012 • A statewide mass media campaign aimed at “helpers” in the general public

Winter 2012/13 • Strengthen survivor support groups
Suicide Prevention Training Workforce Enhancement Program

Target for trainings include - primary care providers, community clinics and health centers, first responders, licensed mental health and substance abuse treatment professionals, social workers and other staff in older adult programs, in-home support services and adult and child protective services, staff working in correctional facilities including probation and parole officers, and administrators and faculty in K-12 and university settings.

Year One Accomplishments:

• Subcontracted with three CA Crisis Centers to hire CalMHSA Training Coordinators to manage the dissemination of Suicide Prevention Training Programs
  • The Effort, Contra Costa Crisis Center, and Didi Hirsch Mental Health Services
• Hosted five ASIST Training for Trainers and two safeTALK Training for Trainers, certifying 115 new CalMHSA ASIST Trainers and 18 safeTALK Trainers
• CalMHSA ASIST Trainers conducted 38 ASIST Workshops in 22 different cities/communities, training 725 in suicide intervention skills
LivingWorks – Program Year Two

- Two ASIST T4Ts and five safeTALK T4Ts scheduled, certifying up to 48 additional ASIST Trainers and 50 safeTALK Trainers
- Release e-suicideTALK in 2013, providing up to 1,500 individual use licenses
- Implement a new CalMHSA specific Participant Feedback Form for ASIST to provide specific demographic information on participants background
- Support CIMH and RAND in the cultural diversity and evaluation component

**Lead Contact:** Kathleen Snyder  
Contra Costa Crisis Center  
KathleenS@crisis-center.org
### Upcoming Events for Santa Clara and Bay Area for Suicide Prevention

<table>
<thead>
<tr>
<th>Name of Event</th>
<th>Date</th>
<th>Location</th>
<th>Contact</th>
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<tbody>
<tr>
<td>RAMS Peer Certification Training</td>
<td>11/1/2012</td>
<td>San Francisco</td>
<td>Kristin Dempsey, <a href="mailto:kdempsey@smcgov.org">kdempsey@smcgov.org</a></td>
</tr>
<tr>
<td>Suicide Assessment/Crisis Intervention Training</td>
<td>11/5/2012</td>
<td>San Jose, CA – Santa Clara County</td>
<td>Maria Moraga, <a href="mailto:mmoraga@fcservices.org">mmoraga@fcservices.org</a></td>
</tr>
<tr>
<td>San Mateo Task Force Meeting</td>
<td>11/13/2012</td>
<td>Redwood Shores</td>
<td>Julie Kinloch, <a href="mailto:julie.kinloch@star-vista.org">julie.kinloch@star-vista.org</a></td>
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<tr>
<td>Suicide Prevention Network Meeting – Santa Rosa</td>
<td>3/25/2013</td>
<td>Santa Rosa, CA Location TBD</td>
<td>Amy Faulstich, <a href="mailto:afaulstich@fsamarin.org">afaulstich@fsamarin.org</a></td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Paul Muller, <a href="mailto:pmuller@bascia.org">pmuller@bascia.org</a></td>
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<tr>
<td>Suicide Crisis Line Responder Training</td>
<td>Mid April through early June 2013</td>
<td>Santa Cruz</td>
<td>Carly Galarneau, <a href="mailto:carlygfsa@gmail.com">carlygfsa@gmail.com</a></td>
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Stigma and Discrimination Reduction

4 Programs – 10 Contractors

Program I: Strategies for Supportive Environment

Program II: Values, Practices & Polices

Program III: Promising Practices

Program IV: Advancing Policies to Eliminate Discrimination
Strategies for a Supportive Environment Program

**Stigma and Discrimination Consortium:**

- Design and Implement Stigma and Discrimination Reduction Consortium (up to 30 members from Law Enforcement to Individuals with Lived Experience)
- Review materials from social marketing campaigns to support a consistent message with resilience, recovery and wellness values
- Act as a Depository and Dissemination Hub for Research and Data of SDR Campaigns and other Materials
- Provide written recommendations and action plans to support smaller scaled efforts at local and regional levels
Key Activities:

- Established membership, roles and vision statement
- Developed a Strategic Workplan with 5 Key Outcomes to Achieve
- Workgroup formed to lead input on the PBS Documentary Content being developed by the SDR Social Marketing Contractor
- Collaborating with various SDR programs
Strategies for a Supportive Environment Program

Social Marketing Strategic Approach:

• **Empowering a New Generation** will combine existing and future communications into a holistic system of change that is effective at three levels: 1) Inoculating children age 9-13 against stigma 2) Empowering their maturation into informed new generations of youth age 14-24 who openly disclose and empathically support People with Mental Illness (PWMI) and 3) Utilizing a lifespan approach inclusive of racially, ethnically and culturally diverse populations, to normalize the broad recognition and urgent abatement of system-based prejudice across multiple levels of society and multiple public service environments.

• **Addressing Decision Makers**, will leverage, amplify and extend the efforts of the statewide network focused on mental health issues – including all awardees within the statewide PEI programs, county PEI programs and MHSA, NAMI California, CAYEN and REMHDCO – to create a more robust communications infrastructure poised to reach Californians across the lifespan and within racially, ethnically and culturally diverse populations with stigma reduction messages.
Social Marketing Campaign Deliverables:

• Develop campaign materials for print, radio, television, social media, etc., and train local communities on how to use materials – link with local efforts

• Develop and launch ReachOut Forums, an online community that would be a safe, anonymous, peer-to-peer community for teens and young adults to discuss a range of social, health and mental health related issues

• Create a California-based pool of influential mom/dad bloggers that will “blog” to support campaign dissemination

• Develop a series of documentaries with CA Public TV and enhance with contact strategies using Speakers Bureaus across the state to present/use and launch documentary events. Promotional website, key media screenings and community events will increase impact

• Sacramento County – location for “Release Event” in early 2013

• Train and create a statewide database of campaign spokespeople who reflect the cultural, linguistic and geographic diversity of the state. Spokespeople will receive scholarships for their time
Strategies for a Supportive Environment Program

Social Marketing Strategic Approach:

Accomplishments:

- California Public Television (CPT) Documentary
  - Spring 2013 on 13 CPT stations across CA
  - Screenings planned in Los Angeles, Bay Area, Sacramento and Fresno with Community dialogues planned throughout CA
  - Currently soliciting interviewees for documentary

- Speakers Bureau Microsite
  - A clearinghouse for existing speakers bureau resources accessible to the public
  - Mini-grants for:
    - Incorporating SDR messages into speakers’ presentations
    - Increasing number of speaking placements
    - Providing stipend funds to individual speakers
Strategies for a Supportive Environment Program

Social Marketing Strategic Approach:

Accomplishments Continued:

- Inoculation School Based Performance
  - Pilot performance skit that will debunk myths about mental illness through education
  - “Talk Back” interactive session at assembly
  - Collateral piece to reinforce educational facts versus myths
  - Website to support further education on mental health facts
    - Including parental topics for discussion
CalMHSA Peer Leaders 2012

Stigma and Discrimination Reduction Mobilization Campaign

Campaign at a Glance to Date

<table>
<thead>
<tr>
<th>Number of CA ReachOut Visits</th>
<th>Number of Unique CA ReachOut Visitors</th>
<th>Number of New CA ReachOut Visitors</th>
<th>Number of English-language Forum Posts</th>
<th>Number of Forum Members</th>
<th>Number of Referrals to Boys Town</th>
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<tr>
<td>39,605</td>
<td>28,185</td>
<td>27,848</td>
<td>6,940</td>
<td>8,743</td>
<td>94</td>
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Campaign Analysis

The Mobilization campaign has maintained a brief hiatus from July 20–August 27 to create additional banners to target specific audience groups. The campaign continues to perform well, accounting for 22% of ReachOut.com's overall traffic while running.

We are currently running nine different banner ads, including five English, four Spanish. Both languages have two general-focused banner executions as well as a male-focused execution. The English campaign also has an LGBT specific banner and an ad focused on encouraging individuals to visit the forums to provide support. The additional Spanish language banner targets individuals struggling with cultural differences. The media buy has also been adjusted to serve male-focused ads specifically to male targets, with the hope of driving more men to the forums.

The Spanish campaign is performing particularly well with an overall click through rate of 0.18%. The English campaign is performing at a 0.6% click through rate.

Consistent with past reports, we continue to see the most valuable visitors driven from search and direct traffic. Similar trends are seen on ReachOut.com. In fact, the visitors directed from the campaign continue to spend more time on site and view more pages on average than other visitors to ReachOut.com. The campaign also has significantly lower bounce rates.

The Mobilization social media campaign continues to push users directly to fact sheets and to the forums rather than to the campaign landing page. This is the best approach for social media engagement, so the low social media traffic to the landing page is of concern. We are augmenting the ReachOut.com social referral numbers as a result of this approach.

Quotes from the ReachOut Forums

“...you will be ready to overcome this because you have all of us to help you and guide you throughout questions you might have.”
Strategies for a Supportive Environment Program

Capacity Building:

- Create a 12-Region Capacity Building Program operating Network Advisory Committee
- Conduct a Needs Assessment to identify gaps in local capacity
- Develop and implement culturally and linguistically competent outreach throughout the state in a 12-region approach.
- Develop a set of recommendations/ action plan for on-going sustainability

Accomplishments:

- Los Angeles Roundtable (future roundtable in the works for Santa Clara)
  - Purpose: Develop contact strategies, public awareness campaign, share best practices/success with local networks statewide
Stigma & Discrimination Reduction – Program 1
Contacts for Santa Clara County

• SDR Consortium:
  Adele James, adele@adelejamesconsulting.com

• Social Marketing Strategic Approach:
  Norma Rivera, nrivera@rs-e.com

• Capacity Building:
  Sireyia Ratliff, sratliff@uacf4hope.org
Values, Practices and Policies Program

- **Resource Development** - design instruments and assessment tools to evaluate existing SDR Training Programs to capture best practices in training programs across California and establish a framework for evaluating and improving existing anti-stigma training programs.

**Accomplishments:**

- Launching the new [http://dignityandrecoverycenter.org](http://dignityandrecoverycenter.org) website
  - Stigma and Discrimination Reduction Registry
  - Tools and Resources for Stigma Reduction in California’s 58 Counties
  - Request for Proposals
- Developing State-of-the-Art Tools for Stigma Reduction
  - California Quality Improvement- Fidelity, Assessment, and Implementation Rating (CQI-FAIR)
  - Self Assessment Tools
  - Outcome Measures
- Community Development Partners
  - A process for providing program quality improvement utilizing state-of-the-art tools for stigma reduction
Values, Practices and Policies Program

• **Partnering with the Entertainment Industry** – develop, distribute, outreach and engage media makers and entertainment developers to reduce stigma by using accurate, sensitive and meaningful images and messages regarding mental illness, health and wellness.

**Accomplishments:**

• Outreach/Events
  • Journalists, Entertainment Industry, Mental Health Stakeholders

• Materials Development
  • News Media Style Guide and Toolkit
  • Muestra Esto Forum Publication/Video – English/Spanish
  • Mental Health Depiction Suggestions
  • Podcast Series
  • Website
  • Email Newsletters
Values, Practices and Policies Program

• **Promoting Integrated Health** – Conduct statewide needs assessment of levels of behavioral and physical health integration including attitudes and educational programs. Promote integration by dissemination integrated care practices by creating an one-stop shop website for technical assistance resources including A and Q on programmatic and administrative barriers to integration

**Accomplishments:**

• Needs Assessment Data Collection
  • Surveys – Professionals
  • Key Informants
• Provide Technical Assistance to Counties
Values, Practices and Policies Program

• *Promoting Mental Health in the Workplace* – Educate employers on the importance of mental health wellness for all employers.

**Accomplishments:**

• First in-person project meeting held on August 28, 2012
• In depth review and analysis of existing workplace mental health resources
• Extensive strategic planning regarding product development and engagement
Values, Practices and Policies Program

• Reducing Stigma and Discrimination within Existing Mental Health and System Partners – Usage of three programs (In Your Own Voice, Provider Education, and Parent and Teachers as Allies) to target stigma reduction and educational strategies at existing systems.

Accomplishments:

• Signature Programs for Schools
  • Ending the Silence – Mental health education program for high school students
  • Parents and Teachers as Allies – In-service mental health education program for school professionals

• Cultural Responsiveness Component
  • Purpose: Assist local NAMI Affiliates to help reduce disparities in the health status of diverse racial, ethnic and cultural backgrounds, including across the lifespan.
Promising Practices Program

• Capture best practices in SDR training programs and Promising Practices Programs across California and establish a framework for evaluating and improving existing SDR/PP Programs

• Focus specifically on high need areas – such as best or promising practices for cultural and ethnic communities across the lifespan

• Design a clearinghouse where information on promising practices and best practices for SDR training programs (as well as crucial gaps) is readily accessible for use by staff and contractors, local stakeholders, county/state mental health departments/etc.

Accomplishments:

• Identifying Promising Practices
  • Identifying parameters of Promising Practices within culturally, ethnically, and racially diverse communities in California

• Creating a Stigma and Discrimination Empowerment Plan for Community Development Partners identified as Promising Practices
  • Plan for engaging programs within culturally, ethnically, and racially diverse communities
  • Exploring interplay between culture and concepts of mental illness and stigma

• Stigma and Discrimination Reduction Conference
  • March 21-22, 2013
Stigma & Discrimination Reduction – Program 2
Contacts for Santa Clara County

- Resource Development:
  - Glen McClintock, glen@mha-sf.org
- Partnering with the Entertainment Industry:
  - Nedra Kline Weinreich, nweinreich@eiconline.org
- Promoting Integrated Health:
  - Dr. Karen W. Linkins, karen@desertvistaconsulting.com
- Promoting Mental Health in the Workplace:
  - Zima Creason, zcreason@mhac.org
- Reducing Stigma and Discrimination within Existing Mental Health and System Partners:
  - Holly Davison, holly.davison@namicalifornia.org
- Promising Practices Program
  - Daniel Esparza, daniel@mha-sf.org
Advancing Policy to Eliminate Discrimination Program

- Disseminate through trainings, social media, and websites fact sheets on legal topics that reduce stigma and discrimination and encourage provision of services in the community
- Develop training or other educational materials that are specific to identified target populations and train groups using outreach and training teams that include people with mental health challenges and their family members
- Identify and develop strategies to address laws and policies within the criminal justice system impeding efforts to effectively meet the needs of people with mental health challenges

Accomplishments:
- Developed 7 fact sheets, with 3 translated into other languages
- Establishment of Advisory Group
- Sub-contracts with advocacy groups
- Provided training
- Webpage developed: [http://www.disabilityrightsca.org/CalMHSA/CalMHSA.html](http://www.disabilityrightsca.org/CalMHSA/CalMHSA.html)
- Policy Papers
Stigma & Discrimination Reduction Program Regions for Santa Clara County

• UACF: Region 4
  • Contact: Cindy Claflin, Cynthiar@edgewood.org

• NAMI California: Santa Clara County
  • Contact: Kathy Forward, info@namisantaclara.org

• Mental Health Association of California: MHA Alameda
  • Contact: Steve Bischoff, (510) 835-5010

• Mental Health Association of San Francisco: PEERS
  • Contact: Glen McClintock, glen@mha-sf.org
## Upcoming Events for Santa Clara and Bay Area for Stigma and Discrimination Reduction

<table>
<thead>
<tr>
<th>Name of Event</th>
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<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Stigma Conference (Official name TBD)</td>
<td>3/21/2013 – 3/22/2013</td>
<td>South San Francisco/SFO Airport Westin</td>
<td>Jenifer Reeve, MNA, <a href="mailto:jenifer@mentalhealthsf.org">jenifer@mentalhealthsf.org</a> (415) 421-2926 ext.316</td>
</tr>
<tr>
<td>Picture This: San Francisco Forum</td>
<td>June 2013</td>
<td>San Francisco Bay Area, CA</td>
<td>John Hinrichs, <a href="mailto:jhinrichs@eiconline.org">jhinrichs@eiconline.org</a></td>
</tr>
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</table>
K-12:

- Mental health training for educators
- Statewideness: 11 regional plans under review for more information [http://www.ccesaarts.org/content/regions.asp](http://www.ccesaarts.org/content/regions.asp)
- **Bay Area:** Bullying Prevention, Positive Parenting Program, Aggression Replacement Training, Positive Behavioral and Intervention Strategies (PBIS), Project Cornerstone

- **Statewide Lead:** California Department of Education
  - Contact: Monica Nepomuceno, mnepomuceno@cde.ca.gov
- **Regional Lead:** California County Superintendents Educational Services Association – Region 5 South Bay
  - Contact: Michael Paynter, mPAYnter@santacruz.k12.ca.us
  - Contact: Jo Ann Allen, joallen@santacruz.k12.ca.us
California Department of Education (CDE):

- Training Educators through Recognition and Identification Strategies
  - Increase capacity of educators to identify student mental health issues in early grades and promote positive school climate, student wellness, and higher academic achievement for all students
  - Using the Eliminating Barriers to Learning (EBL) curriculum for training

- Student Mental Health Policy Workgroup
  - Held meeting to develop annual policy recommendations to the State Superintendent of Public Instruction and California Legislature
  - Diverse group of mental health experts and educators to identify top priorities for policy recommendations
Student Mental Health Initiative - Key Activities

California County Superintendents Educational Services Association (CCSESA):

• Develop regional plans
• Facilitate protocol changes across systems for prevention and early identification
• Build capacity to provide education and training district/school staffs, families/caregivers and community partners
• Implement school-based demonstration programs
• Create online statewide clearinghouse of resources and best practices
California Community Colleges:

• Completed contracting processes for all components (Training and technical assistance, Suicide Prevention, Evaluation) and selected 23 campuses/consortium grants to implement Student Mental Health PEI programs

• Developed initial set of prioritized TTA needs and trainings (result of needs assessment)

• Involved stakeholders (COAGMSH) in efforts (product input/review; two meetings)

Mental Health Services webpage:
http://extranet.cccco.edu/Divisions/StudentServices/MentalHealthServices.aspx
California State University:

- Training
  - ASIST and Mental Health First Aid being offered to CSU faculty and staff
  - CSU faculty and staff will serve as certified trainers and gatekeepers
- County and Campus Collaboration
  - Providing campuses the opportunity to coordinate trainings and build greater collaboration between campus partners related to suicide prevention, resources, and referrals
- Social Marketing Campaign
  - Student Health 101, an electronic magazine, focused on college-aged students about suicide prevention, health, and wellness

Mental Health Services webpage:

*In development*
Student Mental Health Initiative - Key Activities

University of California:

• Suicide Prevention – Depression Screening
  • Interactive screening program
  • Collaboration with campus Primary Health Care Providers
• Social Marketing Campaign
  • Film original training video
  • Repurposing current training videos/PSA’s
• Faculty Staff Training
  • Red Folder Initiative (targeted faculty/staff)
  • Faculty Guide (Deans and Department Chairs)

Mental Health Services webpage:

In Development

In Development
Higher Education Contacts:

• CCC – California Community Colleges Office of the Chancellor
  • Betsy Sheldon: bsheldon@cccco.edu
• CSU – California State University Office of the Chancellor
  • Ana Aguayo-Bryant: aaguayo@calstate.edu
• UC – Regents of the University of California
  • Taisha Caldwell: taisha.caldwell@ucop.edu
# Upcoming Events for Santa Clara and Bay Area for Student Mental Health

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<th>Name of Event</th>
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<tbody>
<tr>
<td>Bullying Prevention Symposium</td>
<td>11/6/2012</td>
<td>Monterey COE</td>
<td>Jo Ann Allen, <a href="mailto:joallen@santacruz.k12.ca.us">joallen@santacruz.k12.ca.us</a></td>
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<tr>
<td></td>
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<td>Santa Cruz COE</td>
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<tr>
<td>Mental Health First Aid Train-the Trainer</td>
<td>1/7/2013 –</td>
<td>San Francisco</td>
<td>Ana Aguayo-Bryant, <a href="mailto:aaguayo@calstate.edu">aaguayo@calstate.edu</a></td>
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<tr>
<td>Training for CSU faculty and staff</td>
<td>1/11/2013</td>
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Maximize Learning by Investing in Evaluation

- Evaluate to what extent are the strategies of the PEI statewide projects - Preventing Suicide, Improving Student Mental Health and Reducing Mental Health Stigma and Discrimination
- All 25 contractors required to conduct program evaluations
- Contracted with the RAND Corporation for a comprehensive/independent evaluation
Key objectives:
• Establish baselines and community indicators
• Conduct thorough program evaluations
• Identify innovative programs for replication
• Promote continuous quality improvement efforts

Accomplishments:
• Completed Evaluation Strategic Plan
• Completed PEI Statewide Evaluation Framework
• Finalizing Literature Reviews on Suicide Prevention, Stigma and Discrimination Reduction and Student Mental Health
• Developed and Implementing TA plans for all 24 contracts
Next Steps and Contact Information

- Foundational year is coming to a close
- Programs, strategies and interventions will be taking place throughout California in FY 2012-13 and FY 2013-14. All projects end 6/30/2014.

Stephanie Welch, MSW
CalMHSA Program Manager

Stephanie.welch@georgehills.com
(916) 859-4816
www.calmhsa.org