



# Advisory Committee Meeting AGENDA

November 15, 2013  
10:00am – 12:00 pm

## Meeting Location:

California Institute for Mental Health  
2125 19th Street, 2nd Floor  
Sacramento, CA 95818  
(916) 556-3480

**Dial-in Number: 877-339-2412**  
**Access Code: 2250381321**

## **Public Meeting Locations:**

**Los Angeles County Mental Health**  
550 S. Vermont Avenue, 10<sup>th</sup> Floor  
Los Angeles, CA 90020  
(213) 738-6152

**Butte County Behavioral Health**  
109 Parmac Road, Suite 2  
Chico, CA 95926  
(530) 891-2850

**Family and Youth Roundtable**  
5005 Texas Street, Suite 104  
San Diego, CA 92108  
(619) 546-5852

**Sonoma County Mental Health**  
3322 Chanate Road  
Santa Rosa, CA 95404  
(707) 565-5157

**Mono County Mental Health Department**  
452 Old Mammoth Road, 3rd Floor  
Mammoth Lakes, CA 93546  
(760) 924-1740

# CalMHSA ADVISORY COMMITTEE MEETING

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*The Committee welcomes and encourages public participation in its meetings. Following each item, time is reserved for members of the public to address the Committee. Comments on items not on the agenda are reserved for the end of the meeting.*

*Comments will be limited to three minutes per person and twenty minutes total. Each interested party is to complete the Public Comment Card and provide it to a committee member at each location, prior to start of item. When it appears there are several members of the public wishing to address the Committee on a specific item, at the outset of the item, the Committee Chairs may announce the maximum amount of time that will be allowed for presentation of testimony on that item. Comment cards from each meeting location will be retained as a matter of public record.*

- 1. Call to Order**
- 2. Roll Call & Public Comment Instructions**
- 3. Approval of the Agenda as Posted (Or Amended)**
- 4. Consent Calendar – Maureen Bauman**..... 3
- 5. Each Mind Matters – Stephanie Welch**..... 4
- 6. Statewide PEI Sustainability Taskforce – Ann Collentine**..... 5
- 7. Directors Report (Verbal) – Ann Collentine**..... 9
- 8. General Public Comment**
- 9. Adjourn Meeting**

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<sup>1</sup> In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact Laura Li at (916) 485-4818 (telephone) or (916) 859-4805 (facsimile). Requests must be made as early as possible, and at least one full business day before the start of the meeting.

Materials relating to an item on this agenda submitted to this Committee after distribution of the agenda packet are available for public inspection at 3043 Gold Canal Drive, Suite 200, Rancho Cordova, CA, 95670, during normal business hours.

**Agenda Item 4**

**SUBJECT: Consent Calendar**

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**ACTION FOR CONSIDERATION:**

Approval of the meeting minutes from the September 20, 2013 Advisory Committee Meeting.

**BACKGROUND AND STATUS:**

The Consent Calendar consists of items that require approval or acceptance but are self-explanatory and require no discussion. If the Committee would like to discuss any item listed, it may be pulled from the Consent Calendar.

- Meeting Minutes from the September 20, 2013 Advisory Committee Meeting  
The minutes of the previous meeting require approval or acceptance and no additional discussion. If the Committee would like to make a correction to the meeting minutes, they may do so at the time of request for approval.

**FISCAL IMPACT:**

None

**RECOMMENDATION:**

Staff recommends approval of the meeting minutes from the September 20, 2013 Advisory Committee Meeting.

**TYPE OF VOTE REQUIRED:**

Majority of the Advisory Committee.

**REFERENCE MATERIAL(S) ATTACHED:**

- Meeting Minutes from the September 20, 2013 Advisory Committee Meeting

**Agenda Item 5**

**SUBJECT: Each Mind Matters Enhancement for Local Impact**

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**ACTION FOR CONSIDERATION:**

None, information only.

**BACKGROUND:**

The Each Mind Matters (EMM) Campaign emerged rather organically to meet the demand for a unifying structure for California's Mental Health Movement and stigma reduction activities taking place at the state, regional and local level. The messages embodied in the EMM campaign promote hope, acceptance, inclusion, and equity for individuals living with mental health challenges. The lime green ribbon, which accompanies the EMM campaign, provides opportunities for communities across the state to build mental health awareness and reduce stigma through localizing activities and messages.

Since May 2013, the EMM website has had over 34,000 visits, and more than 70,000 page views. Additionally, the website has attracted bi-coastal attention from states such as New York, Florida, Virginia, and Texas, as well as international attention from the United Kingdom. This increased interest in the campaign has also created a surge in demand for lime green ribbons and EMM educational materials, which are now hard to keep in stock.

**STATUS:**

Informal feedback from counties has been supportive of EMM, the lime green ribbons, and EMM's Spanish counterpart, Sana Mente. At the recent Statewide Coordination Workgroup (SCW) counties shared their ideas for local activities and integration, but also expressed a need for technical assistance to adapt or integrate EMM into local efforts. In addition, other local agencies and entities, particularly Higher Education partners, have expressed support and have begun to integrate EMM locally (e.g., Each Aggie Matters at UC Davis) but would also benefit from assistance to maximize impact of EMM.

**UPDATE:**

To address this growing unmet need and to seize this opportunity to support an emerging grassroots movement, two CalMHSA program partners - the SDR Consortium in collaboration with Runyon, Saltzman and Einhorn - have developed an EMM enhancement plan which would serve to fill the gap in technical assistance for localization, as well as provide an investment in sustaining the EMM campaign on the local, statewide and possibly national level.

Plan activities include:

- Designing, producing, and disseminating resources that assist counties in integrating EMM into local efforts
- Offer training and technical assistance to counties and constituencies on how to integrate efforts

- Enhance and update EachMindMatters.org Website, create an e-newsletter, grow social media efforts and followers, highlight EMM and Lime Green Ribbons stories and events across the state, strengthen dissemination efforts for all PEI statewide projects
- Refine EMM message platform to resonate with the general public
- Launch a public-facing campaign in May 2014

The proposal is being introduced to the Advisory Committee for feedback and comment, and will be submitted for approval at the November 18, 2013 CalMHSA Executive Committee. .

**FISCAL IMPACT:**

Plan will be funded with already approved funds from the December 2012 workplan update.

**RECOMMENDATION:**

Discussion and/or action as deemed appropriate

**TYPE OF VOTE REQUIRED:**

None

**REFERENCE MATERIAL(S) ATTACHED:**

- EMM/ Lime Green Ribbon Enhancement Proposal Key Project Areas for January-June 2014

**Agenda 6**

**SUBJECT: Phase One Sustainability Plan**

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**ACTION FOR CONSIDERATION:**

Recommendation for Phase One Sustainability Plan

**BACKGROUND AND STATUS:**

At the October 10, 2013 CalMHSA Board Meeting, the Board of Directors adopted the Two Phase Sustainability Plan. The Phase One – December 2013 PEI Statewide Sustainability Plan applies Board approved rating criteria to **current** projects, which are currently slated for completion in June 2014.

Additionally, the Phase One Plan includes a funding recommendation for projects through June 2015. The PEI Statewide Sustainability Taskforce met on 10/28/2013 to discuss sustainability planning for Phase One.

The Phase One Plan: Sustaining of Prevention and Early Intervention Statewide Programs, proposed funding for the Suicide Prevention, Stigma and Discrimination Reduction, and Student Mental Health initiatives at reduced funding levels.

**FISCAL IMPACT:**

See proposed Phase One Plan

**RECOMMENDATIONS:**

1. Endorse taskforce recommendation for the Phase One Sustainability Plan, for the CalMHSA December Board of Directors Meeting.

**TYPE OF VOTE REQUIRED:**

Majority vote of the Advisory Committee.

**REFERENCE MATERIAL(S) ATTACHED:**

- Sustainability Timeline
- *CalMHSA, Phase One Plan, Sustainability of Prevention and Early Intervention Statewide Programs: Suicide Prevention, Stigma and Discrimination Reduction, and Student Mental Health, July 1,2014 –June 30, 2015*

**Agenda Item 7**

**SUBJECT: Director's Report (Verbal) - Ann Collentine**

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**ACTION FOR CONSIDERATION:**

None, information only.

**BACKGROUND AND STATUS:**

None

**UPDATE:**

- Stigma and Discrimination Reduction Consortium Update
- Man Therapy Suicide Prevention Program

**FISCAL IMPACT:**

None

**RECOMMENDATION:**

None, information only.

**TYPE OF VOTE REQUIRED:**

None

**REFERENCE MATERIAL(S) ATTACHED:**

- SDR Consortium Update
- Man Therapy Suicide Prevention Memo

**MINUTES**

**CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY (CalMHSA)  
ADVISORY COMMITTEE MEETING**

September 20, 2013

Sacramento, California

San Diego, California

Riverside, California

Auburn, California

Chico, California

Oakland, California

Mammoth, California

**MEMBERS PRESENT**

Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice President

Justin Louie Lock, Central Region

Jerry Wengerd, Southern Region, CalMHSA Member

Donna Ewing-Martó, Southern Region

William Arroyo, Los Angeles Region, CalMHSA Member

Robin Roberts, Central Region, CalMHSA Member

**MEMBERS ABSENT**

Michael Kennedy, Bay Area Region, CalMHSA Member

Keris Jän Myrick, Los Angeles Region

Anne Robin, Superior Region, CalMHSA Member

Kurt Schweigman, Bay Area Region

Donna Jensen, Superior Region

**STAFF PRESENT**

John Chaquica, CalMHSA Executive Director

Ann Collentine, CalMHSA Program Director

Stephanie Welch, Senior Program Director

Sarah Brichler, Program Manager

Laura Li, CalMHSA Program Analyst

Jamie Sepulveda, CalMHSA Program Assistant

Bianca Vidales, CalMHSA Administrative Assistant

Joseph Robinson, Suicide and Discrimination Reduction Consortium

**MEMBERS OF THE PUBLIC**

Alfredo Aguirre, San Diego County  
 Warren Hayes, Contra Costa County  
 Joyce Ott, Trinity County  
 Cheryl Milgram public  
 Rimmi Hundal, Tri-City County  
 Jenny Simpson  
 Darleen Prettyman

**1. Call to Order**

Co-Chair, Maureen Bauman, called the meeting to order at 12:00 p.m.

**2. Roll Call and Introductions**

Laura Li, CalMHSA Staff, took roll and confirmed a quorum.

<b>Maureen Bauman</b>	Present	<b>Kurt Schweigman</b>	Absent	<b>William Arroyo</b>	Absent
<b>Anne Robin</b>	Absent	<b>Robin Roberts</b>	Present	<b>Keris Jan Myrick</b>	Absent
<b>Donna Jensen</b>	Present	<b>Jerry Wengerd</b>	Present	<b>Mike Kennedy</b>	Absent
		<b>Justin Louie Lock</b>	Present	<b>Donna Ewing</b> <b>Marto</b>	Present

Ms. Li then reviewed the public comment instructions. Co-Chair Bauman then asked for introductions, first from those in the room then those on the phone.

**3. Approval of Minutes as Posted (or Amended)**

Co-Chair Bauman entertained a motion for approval of the agenda.

**Action:** *A motion was made to approve the agenda as posted.*

**Motion:** *Jerry Wengerd*

**Second:** *Robin Roberts*

<b>Maureen Bauman</b>	Aye	<b>Kurt Schweigman</b>	Absent	<b>William Arroyo</b>	Absent
<b>Anne Robin</b>	Absent	<b>Robin Roberts</b>	Aye	<b>Keris Jan Myrick</b>	Absent
<b>Donna Jensen</b>	Aye	<b>Jerry Wengerd</b>	Aye	<b>Mike Kennedy</b>	Absent
		<b>Justin Louie Lock</b>	Aye	<b>Donna Ewing</b>	Aye

				<b>Marto</b>	
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***Motion approved unanimously.***

*Public comment was heard from the following individual(s):*

*None*

**4. Consent Calendar**

Co-Chair Bauman, asked if there were any items to be pulled from the consent calendar. Hearing none, she entertained a motion for approval of the consent calendar.

***Action: Approval of the meeting minutes from the July 11, 2013 Advisory Committee Meeting.***

***Motion: Keris Jan Myrick***

***Second: Jerry Wengerd***

<b>Maureen Bauman</b>	Aye	<b>Kurt Schweigman</b>	Absent	<b>William Arroyo</b>	Absent
<b>Darlene Prettyman</b>	Aye	<b>Robin Roberts</b>	Aye	<b>Keris Jan Myrick</b>	Absent
<b>Anne Robin</b>	Absent	<b>Jerry Wengerd</b>	Aye	<b>Mike Kennedy</b>	Absent
<b>Donna Jensen</b>	Aye	<b>Justin Louie Lock</b>	Aye	<b>Donna Ewing</b>	Aye
				<b>Marto</b>	

***Motion approved unanimously.***

*Public comment was heard from the following individual(s):*

*None*

**5. New Member Appointment**

Ann Collentine, CalMHSA Program Director, informed the Advisory Committee the vacant stakeholder position has been filled. Darlene M. Prettyman is the new Advisory Committee stakeholder member; Ms. Collentine provided a description of Ms. Prettyman’s background, history, and achievements.

***Action: Approval as Ms. Darlene Prettyman as Advisory Committee Member.***

***Motion: Jerry Wenger***

***Second: Robin Roberts***

<b>Maureen Bauman</b>	Aye	<b>Kurt Schweigman</b>	Absent	<b>William Arroyo</b>	Absent
<b>Anne Robin</b>	Aye	<b>Robin Roberts</b>	Aye	<b>Keris Jan Myrick</b>	Absent
<b>Donna Jensen</b>	Absent	<b>Jerry Wengerd</b>	Aye	<b>Mike Kennedy</b>	Absent
		<b>Justin Louie Lock</b>	Aye	<b>Donna Ewing</b> <b>Marto</b>	Aye

***Motion approved unanimously.***

*Public comment was heard from the following individual(s):*

*None*

**6. Stigma and Discrimination Reduction (SDR) Consortium Update**

Joseph Robinson, Suicide and Discrimination Reduction Consortium Program Director, provided an update on the SDR Consortium. He reviewed the efforts that have been put into building the Strategic Work Plan. Currently there are 20 Consortium members with hopes of filling the 32 membership by October for the “in person” Consortium meeting. The next Consortium meeting will be on October 21<sup>st</sup> and 22<sup>nd</sup> at the Scottish Rite Center in San Jose. Because of the expected attendance and participation of the public and program partners, the original one-day meeting now begins a day earlier, to take advantage in building strong relationships with program partners and the community. Mr. Robinson asked the CalMHSA Advisory Committee to consider participation at this meeting.

Mr. Robinson described that much of the Consortium work is done through four workgroups with strong collaboration with community/program partners. Each of the workgroups is involved in various activities. Mr. Robinson stated that Consortium staff has engaged numerous partners as made evident by the community/program partner collaboration in workgroups. In addition, the Consortium is presenting its work and Each Mind Matters at various events.

Mr. Robinson shared the promotion of Each Mind Matters items. The Consortium intends to join the California Coalition for Mental Health to disseminate SDR materials; highlight PEI information, particularly SDR efforts; and advocate for a mental health specific capitol action day in May, to celebrate the 10 year anniversary of the MHSA. Mr. Robinson expressed once more the benefit of having an Advisory Committee member attend the upcoming SDR Consortium events. Ms. Collentine requested an email invite be sent to all Advisory Committee members. Mr. Robinson accepts input from the public and reassures that comments being made will be in consideration in order to meet a well diverse Consortium group of 32 members.

*Public comment was heard from the following individual(s):*

*Anonymous from San Diego location*

**7. Statewide PEI Sustainability**

Ms. Collentine reported that the Statewide PEI Sustainability Task Force revised criteria to include the addition of meaningful qualitative information as a result of Advisory Committee feedback. The Task Force has developed criteria that include state wideness, evidence of current project impact to date, adverse consequences should the project not continue, and performance to date. In addition, CalMHSA staff presented the two phase sustainability planning process to Task Force members as described in the Phase 1/ Phase 2 Brief (attached in Advisory meeting packet). Task Force members discussed the two phase sustainability planning process and requested that staff put the process on future agendas for discussion and feedback.

Alfredo Aguirre, San Diego County, Taskforce Chairman, addressed the challenges that are expected to be faced in sustaining CalMHSA PEI Statewide Projects, such as determining what is most important to counties, and how CalMHSA can reach out to local communities. Mr. Aguirre stated that local communities are still trying to understand the value of these efforts, and that there is some interest in exploring other areas of PEI that are not currently being implemented.

**Recommendations:**

1. ***Endorse taskforce recommendation to adopt a two phase sustainability planning process as outlined in the Two Phase Sustainability Planning Process Brief.***
2. ***Endorse use of CalMHSA PEI Planning funds for development of Phase Two Plan with a projected implementation date of July 2015.***

**Motion:** *Jerry Wengerd*

**Second:** *Keris Jan Myrick*

<b>Maureen Bauman</b>	Aye	<b>Kurt Schweigman</b>	Absent	<b>William Arroyo</b>	Absent
<b>Anne Robin</b>	Aye	<b>Robin Roberts</b>	Aye	<b>Keris Jan Myrick</b>	Absent
<b>Donna Jensen</b>	Absent	<b>Jerry Wengerd</b>	Aye	<b>Mike Kennedy</b>	Absent
		<b>Justin Louie Lock</b>	Aye	<b>Donna Ewing</b>	Aye
				<b>Marto</b>	

**Motion approved unanimously.**

*Public comment was heard from the following individual(s):*

*None*

**8. Program Director's Report (verbal)**

Ms. Collentine provided a brief summary of the Statewide Coordination Workgroup, held in Los Angeles on September 18<sup>th</sup>-19<sup>th</sup>, 2013, a brief update on PEI projects, and encouraged Committee members and public to attend a statewide event called "Send Silence Packing". This event recognizes student lives lost to suicide, by displaying backpacks with a story attached, which serve as a tribute to the students who have died by suicide. Jerry Wengerd, Riverside County, shared he has witnessed this event in his own county and it was well received.

*Public comment was heard from the following individual(s):*

*None*

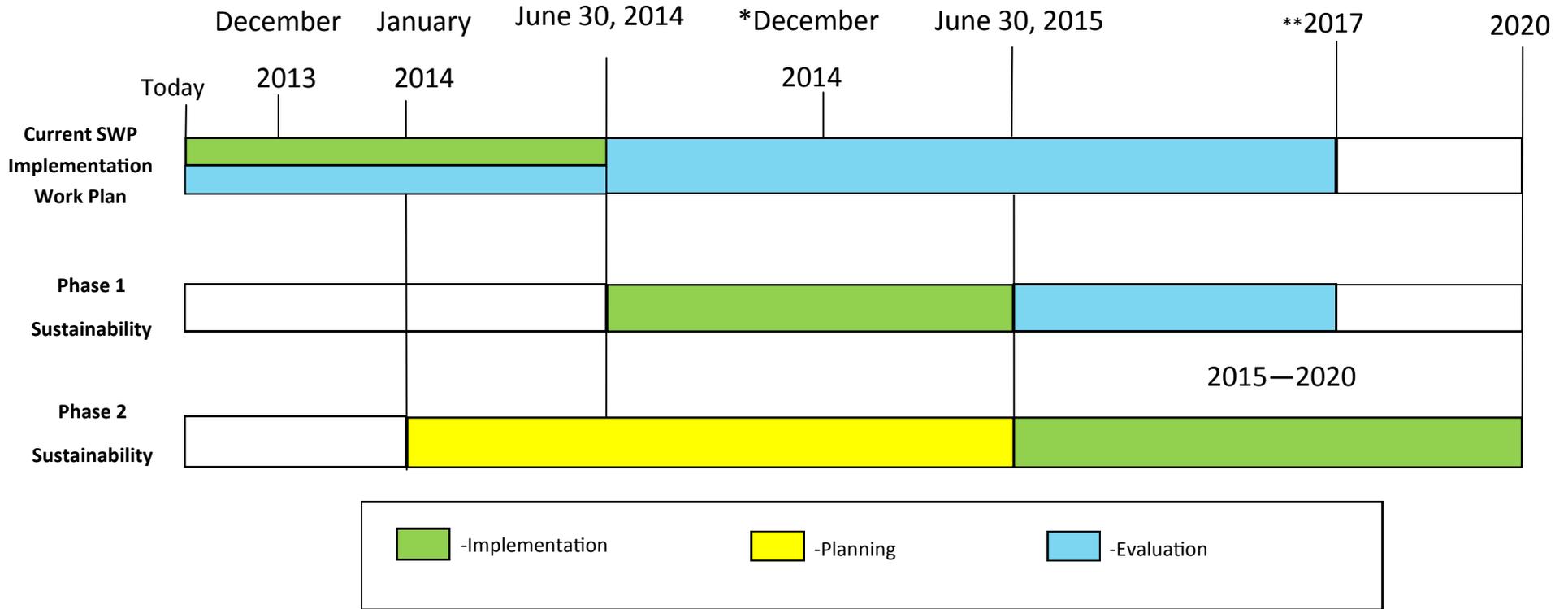
**9. Adjournment**

Hearing no further comments, Co-Chair Bauman adjourned the meeting at 1:00 p.m.

## EMM/ Lime Green Ribbon Enhancement Proposal Key Project Areas for January-June 2014

Activity	Timing	SDR Social Marketing Team	SDR Consortium
Message Development	Jan	Refine Each Mind Matters message platform to resonate with the general public	Provide consumer and stakeholder input to Each Mind Matters messages, including a call-to-action supporting the Consortium's advocacy efforts
Training and Technical Assistance	Feb-Apr	Training: Meet with all CalMHSA counties to introduce Each Mind Matters, provide message training and discuss possibilities for integration with existing programs	Technical Assistance: Designate staff to serve as county-specific Each Mind Matters Coordinators, available for questions and support in the long-term
Resources for Local Integration	Jan-June	Design and produce foundational materials and guidelines for integration of Each Mind Matters into local efforts	Disseminate resources locally via Coordinators; identify opportunities for new resources; update and maintain resources in long-term
Website: EachMind Matters.org	Jan-June	Update site with new messaging; create and manage e-newsletter; grow blog and social media channels with dynamic content; host online counterparts for May event(s); train Consortium members to manage site in long-term	Harvest web content and blog stories through close engagement with counties to tell the story of Each Mind Matters at the local level; gradually take on site management responsibilities
Each Mind Matters May is Mental Health Month Events Local & at State Capitol	May 6	Invitation to community leaders to join the movement in-person or online; online components (web streaming and interactive event components); local, statewide and Sacramento media outreach; event coordination support	Plan and execute event thanking mental health leaders for a decade of hard work and progress, and launching the Each Mind Matters Campaign for all Californians

# Sustainability Timeline



Phase 1 =

- One year extension of activities with new funding and carryover of funds at a decreased level of funding, based on adopted criteria (Comparable to an Annual Update).

Phase 2 =

- Extensive planning and analysis of diverse funding streams.
- Consideration of old and new programs and activities.
- All new funding

\* New strategic plan adopted for Phase 1 Sustainability (Implemented July 1, 2014 through June 30, 2015).

\*\* The expected completion date for the RAND evaluation is 2017.

**California Mental Health Services Authority**  
**Phase One Plan**  
***Sustainability of Prevention and Early Intervention***  
***Statewide Programs:***  
**Suicide Prevention**  
**Stigma and Discrimination Reduction**  
**Student Mental Health**  
**July 1, 2014 – June 30, 2015**



*"A George Hills Company Administered JPA"*

## **The California Mental Health Services Authority (CalMHSA)**

The California Mental Health Services Authority (CalMHSA) is an independent administrative and fiscal government agency focused on the efficient delivery of California mental health projects. California counties established CalMHSA as a Joint Powers Authority (JPA). Member counties worked together to develop, fund and implement mental health services, projects and educational programs at the state, regional and local levels.

CalMHSA is headed by a separate Board of Member Counties and an Executive Committee comprised of officers and Statewide Regional Representatives. It employs the administrative firm of George Hills Company, Inc. and separate legal counsel of Murphy, Campbell, Guthrie & Alliston. CalMHSA operates within the statutes governing Joint Powers Agreement (JPA) entities and complies with the Brown Act open meeting requirements.

CalMHSA has the capacity and capability to promote systems and services arising from a shared member commitment to community mental health. A central part of CalMHSA's vision is to promote systems and services arising from community mental health initiatives and to respect the values of the *California Mental Health Services Act*. These are: 1) Community Collaboration; 2) Cultural Competence; 3) Client driven mental health system for individuals of any age who are receiving or have received mental health services; 4) Family driven mental health system for families of children and youth diagnosed with serious emotional disturbance; 5) Wellness, Recovery, and Resilience Focused; and 6) Integrated Service Experiences for clients and their families.

## **Overview of Prevention and Early Intervention Statewide Programs**

In January and September of 2007, the Mental Health Services Oversight and Accountability Commission (MHSOAC) approved five PEI Statewide Projects and corresponding funding amounts. In May 2008, the MHSOAC determined that three of the PEI Statewide Projects would be most effectively implemented through a single administrative entity.

In January 2011, the MHSOAC approved the CalMHSA PEI Statewide Projects Implementation Workplan to be completed by June 30, 2014 (with Evaluation to be completed by June 30, 2015). During the implementation of the Workplan, CalMHSA has reported regularly to the MHSOAC on the status of implementation and the possibility of sustaining these important investments in Statewide Prevention in SP, SDR and SMH. Some activities will not be completed by June 30, 2014 and in August, 2013, the CalMHSA Board of Directors approved a six month no cost extension to some contractors for completion of contract deliverables under the PEI Statewide Workplan.

CalMHSA established the CalMHSA Advisory Committee (AC) in the Autumn of 2012 to serve as the stakeholder advisory group to provide programmatic advice to the CalMHSA Board regarding issues related to the implementation of the Workplan. The AC is co-chaired by a stakeholder and CalMHSA Board member. The AC is comprised of 12 members consisting of 6 community stakeholders and 6 CalMHSA Board members representing the state of California. Consistently, during the implementation of the Workplan, CalMHSA Advisory Committee has provided critical feedback and advice on program activities and/or workplan updates.

## Sustaining Prevention and Early Intervention Statewide Programs

At its 2013 Strategic Planning Meeting, CalMHSA Board members validated its commitment to sustain PEI Statewide Projects and requested that a CalMHSA Taskforce be formed to develop a Sustainability Plan by December 2013. The Taskforce was formed and is made up of a CalMHSA board member representative from each of the 5 CMHDA regions of California. In August the CalMHSA Board adopted a set of Criteria to be utilized to rate and prioritize current projects and activities for sustaining.<sup>1</sup>

In response to feedback from the Board members, and stakeholders, CalMHSA staff determined that a strategy for both a short-term sustainability plan and a long-term sustainability plan needed to be developed. At the August Taskforce meeting and at the September CalMHSA Advisory Committee Meeting, CalMHSA staff presented a concept for a two phase planning strategy for sustaining current CalMHSA PEI Statewide Projects and for developing a plan for future statewide projects. Taskforce members and Advisory Committee members endorsed the concept of the two phase planning strategy and requested that a Two Phase Plan be brought to the full CalMHSA Board. In October, the Two Phase Plan was approved by the CalMHSA Board. The proposed Two Phase Sustainability Planning process is detailed below:

- 1) **Phase One - December 2013 PEI Statewide Sustainability Plan** will:
  - i) Apply approved rating criteria to existing projects
  - ii) Include a funding recommendation for projects through June 2015
- 2) **Phase Two – A New CalMHSA PEI Statewide Projects Plan to be implemented July 1, 2015:**
  - i) January 2014 – begin development of a New CalMHSA PEI Statewide Plan with a proposed implementation of July 1, 2015,
  - ii) Plan development to be funded with PEI Statewide Project Planning funds,
  - iii) New Plan will consider new statewide activities as well as those currently implemented,
  - iv) New Plan will explore diverse funding options, including MHSAs funds, other public and/or private funding streams for sustaining the plan,
  - v) Existing Sustainability Taskforce will continue to oversee plan development,
  - vi) Advisory Committee will continue to provide feedback during development of the New Plan.

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<sup>1</sup> In July 2013, the Advisory Committee provided feedback on the criteria which was included in the criteria adopted by the CalMHSA Board.

**Sustaining Prevention and Early Intervention Statewide Programs  
Phase 1 PEI Statewide Projects Workplan  
July 1, 2014 -June 30, 2015**

**SUICIDE PREVENTION**

**SP 1 Program Name**

**Suicide Prevention Network Program (SPNP)**

**Program Scope of Work**

The statewide Suicide Prevention Network Program (SPNP) serves as the focal point for statewide suicide prevention activities. Activities under this program include but are not limited to:

- A collaborative of California crisis centers that have developed standard crisis line data metrics.
- Regional taskforces identified best practices for high-risk populations in their respective areas; with the goal of having the practices accepted in the national suicide Best Practices Registry.

**SP 2 Program Name**

**Regional and Local Suicide Prevention Capacity Building (RLSPCBP)**

**Program Scope of Work**

The purpose of the Regional and Local Suicide Prevention Capacity-Building Program (RLSPCBP) is to expand the number and capacity of accredited local suicide prevention warm and hotlines. Activities include, but are not limited to:

- Collaboration with existing crisis centers to provide expansion of existing hotline/warmline services through inclusion of multiple languages, and expansion of service hours.
- Development training programs for consumers, allies and providers in rural or urban counties, as well as underserved cultural groups.
- Outreach to elderly Californians who are identified as “at-risk”.
- Development of online (chat) and text crisis communication.

### **SP 3 Program Name**

#### **The Social Marketing Suicide Prevention Campaign Program (SMSPCP)**

##### **Program Scope of Work**

The purpose of the Social Marketing Suicide Prevention Campaign Program (SMSPCP) is to increase public awareness that suicide is preventable, to encourage and support help-seeking behaviors by improving media presentation or portrayal of mental illness and suicide through age, gender and regional and culturally sensitive electronic and print media messages, development of a mobile application, and through media education. Activities include, but are not limited to:

- Development of tools which include in-language websites, TV/cable ads, print, radio and billboard outreach. Cultural adaptations including but not limited to Asian Pacific Islanders, African Americans, Native Americans, LGBTQ and specialized low literacy Spanish materials.
- Ongoing technical assistance to counties, crisis centers and community stakeholders for dissemination of materials and use of developed resources for local integration.
- My3 mobile application
- Directing Change Student Video Contest (2013)

### **SP 4 Program Name**

#### **Suicide Prevention Training and Workforce Enhancement Program (SPTWEP)**

##### **Program Scope of Work**

The purpose of the Suicide Prevention Training and Workforce Enhancement Program (SPTWEP) is to develop and implement service and training guidelines to promote effective and consistent suicide prevention, early identification, referral, intervention and follow-up care across service provider systems and organizations. Activities include, but are not limited to:

- Suicide prevention/intervention skills training for:
  - First responders
  - Trainers
  - Community audiences
- Suicide prevention/intervention skills training for trainers (T4T) has been offered at locations throughout the state
- Applied Suicide Intervention Skills Training (ASIST) crisis intervention training offered throughout the state

- safeTALK training to identify persons with thoughts of suicide and connect them to suicide first aid
- Training coordination to support new trainers and maintain training capacity in the state

## STIGMA AND DISCRIMINATION REDUCTION

### SDR 1 Program Name

### Strategies for Supportive Environment Program (SSEP)

#### Program Scope of Work

The purpose of the Strategies for a Supportive Environment Program (SSEP) is to create a supportive environment for all consumers and those at risk for mental health challenges, family members, school and campus personnel and the community at large; establishing social norms that recognize mental health is integral to everyone's well-being. Activities include, but are not limited to:

**Component One:** Creation of the Stigma and Discrimination Reduction (SDR) Consortium, a 30-member statewide collaborative.

- Dissemination and the expansion of reach for all statewide stigma and discrimination reduction efforts. This includes localizing and integrating state and local efforts by providing assistance for tools and resources.
- Support of grassroots movement activities under Each Mind Matters
- Four working groups to implement activities that promote consumer and family member involvement, engage diverse communities, advocate for equity for individuals with mental illness, and support dissemination of SDR efforts.

**Component Two:** Social Marketing

- A social marketing campaign that engages Californians across the lifespan, and is culturally adapted
- [www.WalkInOurShoes.org](http://www.WalkInOurShoes.org) (English and Spanish websites) accompanied with school performance and educational materials for teachers, parents and students
- [www.ReachOutHere.com](http://www.ReachOutHere.com) (English and Spanish websites) and Two-Way texting peer support
- [www.EachMindMatters.org](http://www.EachMindMatters.org) maintenance for the EMM campaign website and activities
- [www.SpeakOurMinds.org](http://www.SpeakOurMinds.org) provides tools, technical assistance and grant funds to the local level through supporting speaker's bureaus and community dialogues.

**Component Three:** Building community capacity to address stigma and discrimination across diverse populations, including community members, providers, county staff and peers.

- Coordination and provision of Mental Health First Aid trainings for responders and trainers, statewide
- Coordination of Community Network Roundtables which include community members, providers, county contacts, program partners and peers

## SDR 2 Program Name

### Values Practices and Policies Program (VPPP)

#### Program Scope of Work

The purpose of the Values Practices and Policies Program (VPPP) is to promote awareness, accountability and changes in values, practices, policies and procedures across and within systems and organization that encourage the respect and rights of people identified with mental health challenges. Activities include but are not limited to:

**Component One:** Identification and development of Stigma and Discrimination Reduction Best Practices and resources.

- Identification and categorization of stigma and discrimination reduction training programs, and dissemination of those programs to peer run organizations
- Studying and identifying best practices for underserved ethnic, racial, and culturally communities

**Component Two:** Partnering with the media and the entertainment industry to increase positive portrayals of mental illness and reduce stigma related to mental illness.

- Educate journalists and entertainment media (including ethnic specific media) to increase positive portrayals and decrease negative portrayals of mental illness in the media
- Partner with Schools and other institutions to support system change – such as AP style guidelines changes

**Component Three:** Promoting integrated behavioral health through education and outreach to providers.

- Supports the integration of behavioral health care into the primary health care environment by educating, evaluating and training community health centers
- Provide specific technical assistance to small and medium-size counties on integration strategies
- Promote the business case for peer services in a primary care setting.

**Component Four:** Promoting mental health in the workplace through private employer and local government outreach.

- Training key individuals in the workplace to provide effective support to employees experiencing mental health issues.

**Component Five:** Reducing stigma and discrimination in mental health system partners.

- Speaker’s bureaus and trainings for consumers and consumer allies which target four groups: communities, K-12 students, parents and teachers, providers/gatekeepers. Provides technical assistance and best practices for affiliates provided as needed.
- Cultural competency assessments and trainings for affiliates and cultural adaptations of In Our Own Voice
- ArtWorks Anti-Stigma manual and training and new partner in the Directing Change student video contest. (2014)

### **SDR 3 Program Name**

#### **Promising Practices Program (PPP)**

#### **Program Scope of Work**

The purpose of the Promising Practices Program (PPP) is to increase knowledge of effective and promising program and practices that reduce stigma and discrimination using methods that include community-led approaches. Activities include but are not limited to:

- Creation of an online clearinghouse which stores and disseminates SDR best practices manuals, trainings and efficacy measures toolkits
- Technical assistance and support for consumer-run programs is available
- Studying best practices for underserved ethnic, racial and cultural communities .

### **SDR 4 Program Name**

#### **Advancing Policy to Eliminate Discrimination Program (APEDP)**

#### **Program Scope of Work**

The purpose of the Advancing Policy to Eliminate Discrimination Program (APEDP) is to uphold and advance federal and state laws to identify and eliminate discriminatory policies and practices. Activities include but are not limited to:

- Educate individuals about MH Parity rights, monitoring implementation, potentially provide representation as needed
- Training on anti-discrimination laws/policies which target specific populations.
- Development of educational materials (i.e. fact sheets) to educate decision makers on stigma and discrimination related to legislation that impacts persons diagnosed with mental illness.

## **STUDENT MENTAL HEALTH**

### **SMHI 2 Program Name**

**Student Mental Health Program – California State University (CSU-SMHP\_**

### **SMHI 1 Program Name**

**Student Mental Health Program – University of California (UC-SMHP)**

### **SMHI 3 Program Name**

**Student Mental Health Program – California Community Colleges (CCC-SMHP)**

### **Program Scope of Work**

The purpose of the University and College Student Mental Health Programs (UC-SMHP, CSU-SMHP, CCC-SMHP) is to implement training, peer-to-peer support and suicide prevention within the University of California (UC), California State University (CSU) and California Community Colleges (CCC). Activities include but are not limited to:

- Social media efforts to improve mental health awareness and student wellness
- Faculty/staff training in suicide prevention and mental health bystander training for staff, peer health educators, campus law enforcement and others
- Development/enhancement of campus Stigma and Discrimination Reduction and Suicide Prevention programs for students, faculty and staff through training and peer-to-peer supports
- Development and implementation of campus-based grants which develop resources and trainings for faculty, staff and students across the system, special focus on student veterans, LGBTQ population and TAY foster youth.
- Online depression screening offered to more than 20% of UC Student population

## **SMHI 4 Program Name**

### **Pre-K-12 Student Mental Health Statewide Program (Pre-K-12 SMHP-Statewide Policy Coordination)**

#### **Program Scope of Work**

The purpose of the Statewide Pre- Kindergarten to Twelfth Grade Student Mental Health Program (pre-K-12 SMHP – Statewide Policy Coordination) is to provide system-wide education, training and policy guidance on improving student wellness. Activities include but are not limited to:

- Convene and staff the Student Mental Health Policy Workgroup – which recommended language to include MH curriculum in educator credentialing programs which was recently adopted into Administrative credential and will be proposed for teacher credential programs
- Training educators through recognition and identification strategies (TETRIS). This evidence-based curriculum provides professional development training for school and district level staff to recognize, support and appropriately refer students experiencing mental health issues.

## **SMHI 5 Program Name**

### **Pre-K-12 Student Mental Health Statewide Program (Pre-K-12 SMHP-Superintendent Regions)**

#### **Program Scope of Work**

The purpose of the Pre-K-12 SMHP is to improve collaboration between school systems, mental health systems and other child/family systems to ensure coordination of resources to improve student mental wellness across the state. Activities include but are not limited to:

- Statewide infrastructure building through regional collaborations, coordination of training and TA related to regional demonstration projects.
- Regional demonstration projects such as anti-bullying, MHFA, Suicide Prevention, PBIS
- Online clearinghouse of intervention materials for teachers, staff, providers, family and administrators.

**PHASE 1**  
**Suicide Prevention/Stigma and Discrimination Reduction/Student Mental Health**  
**July 2014 – June 2015**

	CURRENT Expenditure Plan Annualized (million) (A)	Phase 1 PROPOSED Budget 14/15 NEW FUNDS <sup>1</sup> (million) (B)	Phase 2 ANNUAL ESTIMATED Budget <sup>2</sup> (million) (C)
<b>SUICIDE PREVENTION</b>	<b>9.780</b>	<b>10.300</b>	<b>9.780</b>
<b>STIGMA AND DISCRIMINATION REDUCTION</b>	<b>14.670</b>	<b>6.625</b>	<b>14.670</b>
<b>STUDENT MENTAL HEALTH</b>	<b>14.670</b>	<b>6.000</b>	<b>14.670</b>
<b>Program Total (SP, SDR, SMH)</b>	39.120	22.925	39.120
<b>Administration</b>	2.750	1.719	2.934
<b>EVALUATION</b>	<b>2.750</b>	<b>1.719</b>	<b>2.934</b>
<b>GRAND TOTAL</b>	<b>44.620</b>	<b>26.364</b>	<b>44.988</b>

<sup>1</sup> CalMHSA will seek matching funds ranging from 10 – 100%.

<sup>2</sup> Annual Estimated Budget is shown to indicate a long-term ongoing funding level for statewide mental health prevention programs. This figure is based on current levels.

## **STIGMA AND DISCRIMINATION REDUCTON CONSORTIUM**

**UPDATE  
NOVEMBER 15, 2013**

The Stigma & Discrimination Consortium hosted its first quarterly in-person meeting outside of Sacramento in October. The two day meeting in Campbell featured a panel presentation comprised of the Deputy Director of Santa Clara Mental Health, the Executive Director of a community-based organization and representatives from NAMI and the Santa Clara Mental Health Board. Consortium members felt that understanding local implementation of SDR efforts from a range of organizations was critical and the focal point of hosting meetings outside Sacramento. In addition, representatives from neighboring county behavioral health departments and community-based organizations attended the meeting and shared regional practices.

Recruitment of new Consortium members to fill long standing vacancies has been successful. The now 31 member Consortium is flourishing and has identified specific deliverables through four workgroups:

- 1) Advocacy
- 2) Engaging Diverse Communities
- 3) Roles of Consumers and Family Members
- 4) Sustainability and Dissemination

Through members, staff, county and program partners the Consortium continues to promote outreach materials at numerous conferences and community events throughout the state. Over 16,000 green ribbons have been distributed since July and a number of new Each Mind Matters articles have been ordered, including items in Spanish.

Consortium in-person meetings are open to all interested parties. The next quarterly meeting will be in Sacramento on January 27-28, 2014. Please contact Aubrey Lara at (916) 389-2622 or [Aubrey.Lara@calmhsa.org](mailto:Aubrey.Lara@calmhsa.org) for meeting details.



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## MEMORANDUM

To: CalMHSAs Board Members

From: Ann Collentine, CalMHSAs Program Director

Date: November 8, 2013

Re: Man Therapy Suicide Prevention Program

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At the October 2013 CalMHSAs Board meeting, several Board members raised concerns regarding the appropriateness of a Suicide Prevention Program entitled Man Therapy for use in California, because California has a very diverse population. We have looked into this matter and although this program has won awards and is very successful in reaching a target population, staff believes that a blanket endorsement or purchase by CalMHSAs is inappropriate at this time. This program has not been purchased with CalMHSAs funds and has not been endorsed by CalMHSAs. In addition, staff will inform any county that requests this program, that CalMHSAs funds cannot be used for the purchase of this program. Thank you for your interest in this matter.