



# Advisory Committee Meeting AGENDA

September 20, 2013  
12:00pm – 1:00 pm

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

## Public Meeting Locations:

<b>CalMHSA</b> 3043 Gold Canal Drive, Suite 200 Sacramento, CA 95670 (916) 859-4800	<b>Family and Youth Roundtable</b> 5005 Texas Street, Suite 104 San Diego, CA 92108 (619) 546-5852
<b>Placer County Mental Health Services</b> 11512 B Ave Auburn, CA 95603 (530) 889-7256	<b>Riverside County Department of Mental Health</b> 4095 County Circle Drive. MS #3790 Riverside, CA 92503 (951) 358-4501
<b>California State University, Chico</b> Butte Hall 543C, 400 E 1st Street Chico, CA (530) 898-6668	<b>Mono County Mental Health Department</b> 452 Old Mammoth Road, 3rd Floor Mammoth Lakes, CA 93546 (760) 924-1740
<b>Project Return Peer Support Network</b> 6055 E. Washington Blvd. #900 Commerce, CA 90040 (323) 346-0960	<b>Native American Health Center</b> 3124 International Blvd. #103 Oakland, CA 94601 (510) 434-5300

**CalMHSA ADVISORY COMMITTEE MEETING**

**September 20, 2013**

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**(916) 859-4800**

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**Oakland, CA 94601**  
**(510) 434-5300**

*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. New Committee Member Appointment – Ann Collentine..... 4**
- 6. SDR Consortium Update – Joseph Robinson..... 5**
- 7. Statewide PEI Sustainability Taskforce – Ann Collentine..... 8**
- 8. Directors Report (Verbal) – Ann Collentine..... 9**
- 9. General Public Comment**
- 10. Adjourn Meeting**

<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 July 11, 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 July 11, 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 July 11, 2013 Advisory Committee Meeting.

**TYPE OF VOTE REQUIRED:**

Majority of the Advisory Committee.

**REFERENCE MATERIAL(S) ATTACHED:**

- Meeting Minutes from the July 11, 2013 Advisory Committee Meeting

**Agenda Item 5**

**SUBJECT: New Committee Member Appointment**

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**ACTION FOR CONSIDERATION:**

Approval of a stakeholder to fill the vacant position on the CalMHSA Advisory Committee.

**BACKGROUND:**

On May 29, 2013, CalMHSA Advisory Committee Co-Chair and Bay Area Stakeholder, Joseph Robinson, accepted a position as Program Manager of CalMHSA's Stigma and Discrimination Reduction Consortium—therefore, submitting his resignation as Advisory Committee Co-Chair.

On June 6, 2013, staff posted, for wide distribution, an announcement for the vacant Bay Area stakeholder position.

**STATUS AND NEXT STEPS:**

To date, staff has received three inquiries and two applications. The Selection Committee is hoping to conduct interviews and make a recommendation to the Advisory Committee in September. At the time of agenda posting, the interviews had not yet been conducted.

**FISCAL IMPACT:**

None

**RECOMMENDATION:**

Approval of a stakeholder to fill the vacant position on the CalMHSA Advisory Committee.

**TYPE OF VOTE REQUIRED:**

Majority vote of the Advisory Committee.

**REFERENCE MATERIAL(S) ATTACHED:**

- None

## **Agenda Item 6**

**SUBJECT: SDR Consortium Update**

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### **ACTION FOR CONSIDERATION:**

None, information only.

### **BACKGROUND:**

The purpose of the Stigma and Discrimination Reduction (SDR) Consortium program is to bring together diverse perspectives to review efforts of the overall SDR component in order to support consistent messaging that reflects the values of resilience, recovery and wellness. Due to its diversity, the Consortium is also designed to reach and network with key partners in SDR efforts, such as educators, primary care providers, law enforcement, veterans, and others. Consortium members are from all over the state and can provide input from local communities as well as support the local dissemination of SDR efforts and tools. The Consortium provides recommendations and takes action to support smaller scaled efforts at local and regional levels. All of this work is guided by the Consortium's Strategic Work Plan.

### **UPDATE:**

- According to the Strategic Work Plan, the Consortium is comprised of 30 members but the Steering Committee has approved up to 32 members for broader representation. Currently there are 25 Consortium members. Staff has identified the need for representation from Los Angeles, Southern, and Superior regions; Latino representation; and representation from Veterans, faith-based (other than Christian), the insurance industry, juvenile justice, the University of California, California State Universities, Hospitals/Emergency Room Physicians, and LGBTQ. Active recruitment for members who represent two or more of the aforementioned is actively underway with the intent of filling all vacancies by the next in-person meeting. Please contact Consortium staff with recommendations for membership.
- The next in-person Consortium meeting will be on October 21<sup>st</sup> and 22<sup>nd</sup> at the Scottish Rite Center in San Jose. The size of this venue will allow for greater public and program partner participation. Please consider having CalMHSA Advisory Committee participation at this meeting.
- Much of the Consortium work happens through four workgroups with strong collaboration with community/program partners (identified in parenthesis):
  - Consumers/Family Members (NAMI, PEERS, CAMHPRO, MHAC, MHASF, WWT, Planning Council)
  - Engaging diverse communities (CMMC, REMHDCO, CDPH Office of Health Equity)
  - Advocacy (DRC, Planning Council)
  - Dissemination/sustainability

Each of these workgroups has identified specific activities with defined outcomes.

- Staff has engaged numerous partners as made evident by the community/program partner collaboration in workgroups. In addition, staff has promoted the work of the Consortium and Each Mind Matters at the following events:
  - NAMI Statewide Conference
  - OAC Community Forum in Monterey
  - DRC Advisory Committee
  - Wellness Works Advisory Committee
  - CCESA's Regional K-12 Student Mental Health Initiative Quarterly Meeting
  - MHSA Partners Forum Monthly Meeting
  - Stamp Out Stigma Presentation at San Mateo School of Nursing
  - California Mental Health Stakeholder Coalition
- Staff has organized the Strategic Plan into the following sections and has organized tasks, key partners, and timelines for each:
  - Roles, responsibilities, and function of staff and Consortium
  - Meeting planning and logistics
  - Consortium Strategic work objectives
  - Additional projects for front-end Consortium participation
  - Inter- and intra-communications
  - SDR/Each Mind Matters education, marketing, and dissemination
  - Consortium evaluations
  - Consortium sustainability
- The Consortium has assumed responsibility for the ordering, dissemination, and, in large part, the promotion of Each Mind Matters items. Along with Runyon Saltzman & Einhorn, the Consortium will present workshops on the use of Each Mind Matters material at the CalMHSA Statewide Coordination Workgroup on September 18<sup>th</sup> and 19<sup>th</sup>.
- The Consortium intends to join the California Coalition for Mental Health to disseminate SDR material; highlight PEI information, particularly SDR efforts; and advocate for a mental health specific capitol action day in May, in part to celebrate the 10 year anniversary of the MHSA campaign.

**FISCAL IMPACT:**

None

**RECOMMENDATION:**

None, information only.

**TYPE OF VOTE REQUIRED:**

None

**REFERENCE MATERIAL(S) ATTACHED:**

- None

**Agenda Item 7**

**SUBJECT: Statewide PEI Sustainability Taskforce**

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**ACTION FOR CONSIDERATION:**

Recommendation for two phase sustainability planning process for sustaining PEI Statewide Projects.

**BACKGROUND AND STATUS:**

At the August 15, 2013 CalMHSA Board Meeting, the Board of Directors adopted the Revised Criteria for Rating Current CalMHSA PEI Statewide Projects. The revised criteria included the addition of meaningful qualitative information as a result of Advisory Committee feedback.

The PEI Statewide Projects Sustainability Taskforce met on August 29, 2013. Taskforce members discussed the Framework and Timeline for developing a Sustainability Plan for current CalMHSA PEI Statewide Projects using the criteria approved at the August 15, 2013 Board Meeting. In addition, CalMHSA staff presented a concept for a two phase sustainability planning process to Taskforce members. Taskforce members supported the two phase sustainability planning process and requested that staff put the process on future agendas for discussion and feedback.

**FISCAL IMPACT:**

None

**RECOMMENDATIONS:**

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

**TYPE OF VOTE REQUIRED:**

Majority vote of the Advisory Committee.

**REFERENCE MATERIAL(S) ATTACHED:**

- Revised Criteria for Rating Current Projects for Sustaining (adopted by CalMHSA Board 8/15/13)
- Two Phase Sustainability Planning Process Brief



**Agenda Item 8**

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

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**ACTION FOR CONSIDERATION:**

None, information only.

**BACKGROUND AND STATUS:**

- Status of PEI Statewide Projects
- Send Silence Packing
- CalMHSA Express

**FISCAL IMPACT:**

None

**RECOMMENDATION:**

None, information only.

**TYPE OF VOTE REQUIRED:**

None

**REFERENCE MATERIAL(S) ATTACHED:**

- None

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

July 11, 2013

Sacramento, California

**MEMBERS PRESENT**

Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice President  
Justin Louie Lock, Central Region  
William Arroyo, Los Angeles Region, CalMHSA Member  
Keris Jän Myrick, Los Angeles Region  
Jerry Wengerd, Southern Region, CalMHSA Member

**MEMBERS ABSENT**

Michael Kennedy, Bay Area Region, CalMHSA Member  
Kurt Schweigman, Bay Area Region  
Robin Roberts, Central Region, CalMHSA Member  
Donna Ewing Marto, Southern Region  
Donna Jensen, Superior Region  
Anne Robin, Superior Region, CalMHSA Member

**STAFF PRESENT**

Ann Collentine, CalMHSA Program Director  
Stephanie Welch, CalMHSA Senior Program Manager  
Sarah Brichler, CalMHSA Program Manager  
Laura Li, CalMHSA JPA Administrative Manager  
Jamie Sepulveda, CalMHSA Program Associate  
Michelle Yang, CalMHSA Executive Assistant

**MEMBERS OF THE PUBLIC**

Stacie Hiramoto, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)  
Noemi Castro, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)  
Kimberly Ganade-Torres, San Francisco City & County

**1. Call to Order**

Co-Chair, Maureen Bauman, called the meeting to order at 2:51 p.m.

**2. Roll Call and Introductions**

Laura Li, CalMHSA JPA Administrative Manager, took roll and confirmed a quorum was not reached. Ms. Li then reviewed the public comment instructions.

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

Co-Chair Bauman asked for introductions, first from those on the phone and then from those in the room.

Co-Chair Bauman recognized Joseph Robinson, Stigma and Discrimination Reduction (SDR) Consortium Program Manager, for his time serving on the CalMHSA Advisory Committee and presented him with a plaque of appreciation for his work as co-chair of the Advisory Committee. Mr. Robinson thanked the Committee and expressed his excitement to work with the CalMHSA SDR Consortium.

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

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

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

**No action taken due to the lack of a quorum.**

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

*None*

**4. Consent Calendar**

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

**Recommendation:**        *Approval of the meeting minutes from the May 9, 2013 Advisory Committee Meeting.*

**No action taken due to the lack of a quorum.**

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

*None*

**5. New Member Appointment**

Ann Collentine, CalMHSA Program Director, informed the Advisory Committee staff is recruiting for the vacant stakeholder position on the Committee in light of Mr. Robinson's

resignation. She encouraged the Committee to reach out to stakeholders they felt would be interested in participating. Ms. Collentine then asked if any current stakeholder committee members were interested in sitting on the Selection Committee. Dr. William Arroyo, CalMHSA Board Member, Justin Louie Lock, and Keris Jan Myrick volunteered to serve on the Selection Committee. Co-Chair Bauman requested further distribution of the position announcement and asked Committee members to assist in the process. Ms. Collentine also informed the Committee the selection of a co-chair will be postponed until a full committee is established.

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

*None*

## **6. Consortium Update**

Mr. Robinson provided an update on the SDR Consortium. Mr. Robinson informed the Advisory Committee that three new staff members had been hired and will begin the week of July 15, 2013. In addition, a Consortium meeting was held on June 25, 2013 with two thirds of the members present. The Consortium has four work groups established and each have begun to identify short and long term deliverables for future meetings.

The Advocacy Work Group of the Consortium is working with Disability Rights California regarding several white papers being developed. One of the papers is a filter for legislation to ensure that no old language around behavioral health is included in future bills. Mr. Robinson emphasized that members of the Consortium are committed, engaged, and excited about the work being done.

Co-chair Bauman requested a written update regarding Consortium activities be distributed to Committee members and the public

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

*None*

## **7. United Advocates for Children and Families Presentation**

Stephanie Welch, CalMHSA Senior Program Manager, introduced Sireyia Ratliff, Senior Director of United Advocates for Children and Families (UACF). UACF is building the capacity of local communities and improving local involvement in SDR programs. Ms. Ratliff presented an overview of the UACF capacity building initiative, roundtable, and future activities. Kathleen Casela, UACF Program Coordinator, explained the purpose of the community roundtables: reducing stigma and discrimination by developing and implementing contact strategies, organizing campaigns for public awareness, and sharing what worked locally and statewide. UACF staff has been meeting individually with counties regarding capacity building and contract strategies—this process is ongoing.

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

*Noemi Castro, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)*

## **8. Statewide PEI Sustainability**

Dr. Arroyo updated the Committee on the Statewide PEI Sustainability Task Force's work developing criteria to prioritize sustainability of the PEI projects. The Task Force has developed criteria which include state wideness, evidence of current project impact to date, adverse consequence should the project not continue, and performance to date. Dr. Arroyo solicited input on expansion and/or refinement of the criteria as presented. Discussion followed with comments being made regarding the proposed criteria. Several comments noted the importance of including both qualitative and quantitative measures without qualitative evidence becoming anecdotal. A member of the CalMHSA Statewide Evaluation Expert Team responded that an evaluation is being done that will provide controlled qualitative evidence. Additional comments included the importance of considering adverse effects if a project ceases, the value of statewideness, the importance of considering leveraging of other funding, and other potential funders. Although a quorum was not present, Committee members voted for adding qualitative and quantitative measures to the criteria. Staff will add these measures and present the revised criteria to the CalMHSA Board for consideration at the August Board meeting.

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

*None*

## **9. Program Director's Report (verbal)**

Ms. Collentine let the Committee know CMHDA had voted to support the Student Mental Health Policy Work Group's recommendation to include mental health in the administrative and teaching credential. She provided copies of sample letters being sent to the Teacher Credentialing Commission and encouraged other organizations and/or the public to address the commission at the August Teacher Credential Commission meeting. Ms. Collentine indicated that a sample letter is also provided on the CalMHSA Website. Dr. Arroyo suggested contacting statewide professional organizations to distribute the sample letter. Ms. Collentine asked the committee to forward the names of any organizations to whom staff might distribute the letter.

Ms. Collentine encouraged the Committee and stakeholders to view the Each Mind Matters video narrated by Ms. Welch. DVDs were made available to those present and a link has been posted on the CalMHSA Website. Preparation for Suicide Prevention Month in September is underway, including re-launching the Know the Signs campaign. The impact of CalMHSA projects is beginning to be seen throughout communities. The challenge is disseminating the information without overwhelming audiences with the scope of activities being implemented by CalMHSA. Members requested that CalMHSA pay special attention to informing local stakeholders about the CalMHSA statewide projects activities.

Ms. Myrick reminded the Committee July is Minority Mental Health Month.

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

*None*

**10. General Public Comment**

Co-Chair Bauman opened the floor for general public comments. Ms. Collentine and Ms. Welch took a moment to share some of the PSAs created by California high school students for the Directing Change PSA Contest.

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

*None*

**11. Adjournment**

Hearing no further comments, Co-Chair Bauman adjourned the meeting at 4:17 p.m.

## CRITERIA FOR RATING CURRENT PROJECTS FOR SUSTAINABILITY

(revised August 15, 2013)

1. Statewideness:
  - a. Demonstrates public health approach by increasing awareness—statewide campaign
  - b. Policy recommendations
  - c. Demonstrates linkage and/or adds value to national campaign; such as the role of prevention for ACA or CMS
  - d. Ability to be done locally
2. Regional Value:
  - a. Enhancing local activities with materials or resources for local county/stakeholders
  - b. Procuring resources at lower cost—media buys
  - c. Addresses unique regional need
3. Evidence of Impact to date:
  - a. Meaningful Quantitative Information
  - b. Meaningful Qualitative Information
  - c. Cost effectiveness
4. Evidence Based Practices from other states/localities or has potential to become an Evidence Based Practice
5. General Leveraging
  - a. Current leveraging is strong
  - b. Future opportunity to leverage from additional funding sources
6. Adverse consequence if discontinued
  - a. Political
  - b. Long-term impact vs. short-term impact
7. *Is this a short-term statewide project that is ready to be discontinued due to:*
  - a. *Demonstrated short-term impact*
  - b. *One time only*
  - c. *Local sustainability*

*Performance to date: (internal use only) (based on CalMHSA staff analysis)*

1. *Meets deliverables on time*
2. *Work products exhibit excellent quality*
3. *Demonstrate commitment to CalMHSA principles and mission*
4. *Few or no contract management issues*

## CRITERIA FOR RATING PROJECTS FOR IMPLEMENTATION OF FUTURE PROJECTS

(August 15, 2013)

1. Statewideness:
  - a. Demonstrates public health approach by increasing awareness—statewide campaign
  - b. Policy recommendations
  - c. Demonstrates linkage and/or adds value to national campaign; such as the role of prevention for ACA or CMS
  - d. Ability to be done locally
2. Regional Value:
  - a. Enhancing local activities with materials or resources for local county/stakeholders
  - b. Procuring resources at lower cost—media buys
  - c. Addresses unique regional need
3. Evidence of Impact to date:
  - a. Meaningful Quantitative Information
  - b. Meaningful Qualitative Information
  - c. Cost effectiveness
4. Evidence Based Practices from other states/localities or has potential to become an Evidence Based Practice



## BRIEF

### PROPOSED TWO PHASE SUSTAINABILITY PLANNING PROCESS

At its 2013 Strategic Planning Meeting, the CalMHSA Board of Directors validated its commitment to sustain PEI Statewide Projects and requested that a CalMHSA taskforce be formed to develop a sustainability process by December 2013. The Statewide PEI Sustainability Task Force was formed and is made up of a board member representative from each of the five CMHDA regions of California. In August, the Board adopted a set of criteria to be utilized to rate and prioritize current projects and activities for sustainability.

In response to feedback from Board members and stakeholders, CalMHSA staff determined a strategy for both a short-term sustainability plan and a long-term sustainability plan needed to be developed. At the August Task Force meeting, CalMHSA staff presented a concept for a Two Phase Sustainability Planning Process for sustaining current CalMHSA PEI Statewide Projects and for developing a plan for future statewide projects. Task Force members endorsed the concept of the Two Phase Sustainability Planning Process and requested the process be brought to the full Board for discussion and action in October.

The proposed Two Phase Sustainability Planning Process is detailed below:

1. **Phase One – December 2013 PEI Statewide Sustainability Plan** will:
  - a. Apply approved rating criteria to existing projects
  - b. Include a funding recommendation for projects through June 2015 (excluding the RAND Evaluation, which finished in 2017)
  - c. Provide one funding participation level for counties (all-in or opt out)
2. **Phase Two – A new CalMHSA PEI Statewide Projects Plan** to be implemented July 1, 2015:
  - a. January 2014 – begin development of a new CalMHSA PEI Statewide Plan with a proposed implementation of July 1, 2015
  - b. Plan development to be funded with PEI Statewide Project planning funds
  - c. New plan will consider new statewide activities as well as those currently implemented
  - d. New plan will explore diverse funding options, including MHSA funds, other public and/or private funding streams for sustaining the plan
  - e. Existing Task Force will continue to oversee plan development
  - f. CalMHSA Advisory Committee will continue to provide feedback during development of the new plan