

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

May 10, 2012

Sacramento, CA

**MEMBERS PRESENT**

Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice-chair  
Joseph Robinson, Advisory Committee Co-Chair  
Anne Robin, Superior Region, CalMHSA Member  
Donna Ewing-Martó, Southern Region (*via phone*)  
Justin Louie Lock, Central Region  
Keris Jän Myrick, Los Angeles Region (*via phone*)  
Michael Kennedy, Bay Area Region, CalMHSA Member  
William Arroyo, Los Angeles Region, CalMHSA Member

**MEMBERS ABSENT**

Donna Jensen, Superior Region

**STAFF PRESENT**

Ann Collentine, CalMHSA Program Director  
Stephanie Welch, CalMHSA Program Manager  
Laura Li, CalMHSA Program Analyst  
Maya Maas, CalMHSA Executive Assistant  
Michelle Yang, CalMHSA Executive Assistant

**MEMBERS OF THE PUBLIC**

Sandra Marley, Client and Family Advocate  
Kathleen Derby, NAMI California  
Theresa Ly, Education Development Center (EDC)  
Brian Canning, Free Your Mind Projects  
Adele James, Adele James Consulting  
Doretha Williams, California Institute for Mental Health (CiMH)  
Virginia Marshall, NAMI Temecula Valley  
Reneeta Anthony, NAMI Fresno  
Steve Salva, California Association of School Counselors

**1. Call to Order**

Co-Chair, Joseph Robinson, called the meeting to order at 3:00 p.m.

**2. Roll Call and Public Comment Instructions**

Co-Chair Robinson called on Laura Li, CalMHSA Staff, to take roll and established a quorum. Ms. Li then reviewed the public comment instructions.

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

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

**Action:**           *Approval of the agenda as posted.*

**Motion:**         *William Arroyo, Los Angeles County*

**Second:**        *Michael Kennedy, Sonoma County*

**Motion approved unanimously.**

**4. Consent Calendar**

Co-Chair Robinson asked if anyone wanted to pull an item from the consent calendar. Hearing none, he entertained a motion for approval of the consent calendar.

**Action:**           *Approval of the meeting minutes from the March 15, 2012 Advisory Committee Meeting*

**Motion:**         *Anne Robin, Butte County*

**Second:**        *William Arroyo, Los Angeles County*

**Motion approved unanimously.**

**5. Update from March 15, 2012 Runyon Saltzman and Einhorn Presentation**

Co-Chair Robinson called on Ann Collentine, CalMHSA Program Director for an update on the Runyon Saltzman and Einhorn Social Marketing Campaign presented at the March 15, 2012 Advisory Committee Meeting.

**6. Stigma and Discrimination Reduction Consortium Update**

Co-Chair Robinson called on Adele James, Adele James Consulting, to provide an update on the Stigma and Discrimination Reduction (SDR) Consortium. The role of the consortium is as an advisory body with a unique viewpoint. Ms. James has been working to keep the focus on family and consumer members, as well as working to build trust while working to discover what changes are desired.

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

*None*

**7. Suicide Prevention and Stigma and Discrimination Reduction Campaign(s) and Rollout Update**

Co-Chair Robinson called on Stephanie Welch, CalMHSA Program Manager, to provide an update on the Suicide Prevention (SP) and SDR campaign rollouts. Ms. Welch outlined some of things on the horizon now that the key things are in place to allow for deliverables to begin to be carried out in local communities. She gave an overview of ReachOutHere.org, YourVoiceCounts.org, print and radio ads targeting teens and young adults, a PBS documentary, combining speakers' bureaus, and aspects of the campaign focused at parents and caregivers.

William Arroyo suggested sharing the timeline at the next board meeting because of its highly informative nature. Ms. Welch agreed the board would find the information useful and directed staff to include the timeline along with a similar timeline for SP in the June board agenda packet.

Michael Kennedy spoke about projects Sonoma County has been working on and the opportunity to expand, enhance and improve suicide prevention training to law enforcement as a component of current QPR training. Mr. Kennedy expressed concern with having a consistent message and training across jurisdictions. Ms. Collentine noted that she has been informed of QPR being used at recent UC partner meetings. Maureen Bauman agreed that a piece could be offered for consideration. Ann Robin noted that Butte County's training is already accredited so not much modification could be done, but suggested having a toolkit available for follow-up.

Keris Jän Myrick inquired about providing closed captioning for the deaf and hard of hearing in relation to the PBS documentary and any TV PSAs. Ms. Welch replied that closed captioning has not been explored yet but that was a good point. Ms. Jän Myrick also noted that ReachOutHere.org's mobile site is very text heavy and has no images. Ms. Welch replied she would look into whether or not there would be improvements to the mobile site. Ms. Jän Myrick inquired about strategies for outreach to veterans and returning military personnel. Ms. Welch responded they are a key part of the SDR Consortium and will be highlighted in the PBS documentary. Ms. Jän Myrick asked for a more detailed explanation of YourVoiceCounts forum. Ms. Welch replied she would send Ms. Jän Myrick some slides and PowerPoints that provide information on the forum, but also noted an event on June 5<sup>th</sup> in San Bernardino that may be of interest to Ms. Jän Myrick.

Donna Ewing-Martó took a moment to acknowledge the work done on SDR and expressed her excitement to see results.

Co-Chair Robinson asked Ms. Welch to whom follow-up feedback and questions should be addressed. Ms. Welch directed any future feedback and questions to Laura Li at [calmhsa@georgehills.com](mailto:calmhsa@georgehills.com).

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

*None*

#### **8. Program Directors Report**

Co-Chair Robinson called on Ms. Collentine to provide an update on the Statewide PEI Projects. Ms. Collentine directed people to [www.calmhsa.org](http://www.calmhsa.org) and the list of key deliverables and lead contact for each project located under Announcements on the homepage. She took the opportunity to request ongoing feedback on the Website from the committee.

Staff is currently in contract negotiations with Mental Health America of California to implement Mental Health in the Workplace. The project will reach out to worksites throughout the state through partnerships with local communities.

In lieu of having a quarterly roundtable, staff had proposed going to California Local Mental Health (CalMH) Board Quarterly Meetings. Ms. Collentine attended a CalMH meeting in Los Angeles in April and presented the Work Plan to about 30 board members. She will be following up with a presentation at a CalMH meeting in Tehama County. The reception was positive. Subsequent to the CalMH meeting, Ms. Collentine presented at the MHSA Partners Meeting and received feedback from several members who were not happy about the approach. Ms. Collentine has brainstormed having quarterly meetings in the CMHDA regions with a local mental health director and having the meeting co-sponsored by a regional Program Partner. This forum would provide an opportunity to present a local update on the PEI projects as well as collect feedback from local stakeholders and the public.

Ms. Robin noted that in her region, mental health board members are often willing to travel a short distance which would increase participation.

Ms. Ewing-Martó expressed approval of the concept and the desire to encourage participation from more stakeholders.

Ms. Collentine notified the committee of a second amendment to the Work Plan with a draft presented in July followed by a public comment period with a more revised plan in brought to the committee in September, and a final amendment presented to the full board at the October board meeting. The goal would be having executed contracts for

additional dollars completed by January 1, 2013 to give partners 18-months to implement programs.

The CalMHSA Board held a strategic planning session (SPS) on April 13, 2012; all of the supporting documents and presentations are available on the CalMHSA Website (<http://calmhsa.org/meetings/calmhsa-meetings-records/>). Ms. Collentine and Ms. Welch presented an update on the Statewide PEI projects to the board members. Year One of implementation has been about laying a foundation—a very intense work year of getting contracts executed and folks hired. Year Two will be about seeing CalMHSA in local communities. Year Three will be about seeing outcomes coming in and program quality improvement. In Year Four, RAND will be doing evaluation. At the SPS, board members discussed possible future activities or projects the JPA could implement on behalf of the counties that would benefit mental health in California.

May is Mental Health Awareness Month, as Ms. Welch spoke to earlier, and staff is very excited about the launch of the ReachOut campaign.

Dr. Arroyo suggested listing accomplishments and linking the SDR timeline on the CalMHSA homepage.

Co-Chair Robinson commended CalMHSA for checking with the MHSA Partners to ensure that needs were being met and for the expedient RFP process carried out on Mental Health in the Workplace.

*Public comment was heard from the following individual(s):  
None*

**9. General Public Comment**

Co-Chair Robinson opened the floor for general public comments.

*Public comment was heard from the following individual(s):  
Kathleen Derby, NAMI California  
Sandra Marley, Client and Family Advocate  
Steve Salva, California Association of School Counselors*

**10. Adjourn Meeting**

The meeting was adjourned at 4:30 p.m.

**Motion:** Michael Kennedy, Sonoma County  
**Second:** Maureen Bauman, Placer County

**Motion approved unanimously.**