

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

July 12, 2012

Sacramento, CA

MEMBERS PRESENT

Maureen F. Bauman, Advisory Committee Co-Chair, CalMHSA Vice-chair
Joseph Robinson, Advisory Committee Co-Chair
Anne Robin, Superior Region, CalMHSA Member
Donna Ewing-Martó, Southern Region
Justin Louie Lock, Central Region
Jerry Wengerd, Southern Region
Keris Jän Myrick, Los Angeles Region
William Arroyo, Los Angeles Region, CalMHSA Member

MEMBERS ABSENT

Donna Jensen, Superior Region
Michael Kennedy, Bay Area Region

STAFF PRESENT

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

MEMBERS OF THE PUBLIC

Kathleen Derby, NAMI California (NAMI CA)
Monica Nepomuceno, California Department of Education (CDE)
Gaye Smoot, California County Superintendent Educational Services Association (CCSESA)
Stacie Hiramoto, Racial & Ethnic Mental Health Disparities Coalition (REMHDCO)
Viviana Criado, California Elder Mental Health and Aging Coalition (CEMHAC)
Brad Luz, Sutter/Yuba County
Donnell Ewert, Shasta County

1. Call to Order

Co-Chair, Maureen Bauman, called the meeting to order at 2:49 p.m.

2. Roll Call and Public Comment Instructions

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

Action: *Approval of the agenda as posted.*

Motion: *Keris Jän Myrick, Los Angeles Region*

Second: *Anne Robin, Superior Region*

Motion approved unanimously.

4. Consent Calendar

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

Action: *Approval of the meeting minutes from the May 10, 2012 Advisory Committee Meeting*

Motion: *Anne Robin, Butte County*

Second: *William Arroyo, Los Angeles County*

Motion approved unanimously.

5. Draft Criteria for Plan Update to the Statewide Prevention and Early Intervention Implementation Work Plan

Co-chair Bauman called on Ann Collentine, CalMHSA Program Director, to give an overview of the Work Plan Update. Ms. Collentine stated that the Work Plan has been posted for the 30-day public comment period and gave a brief overview of the principles of the Work Plan, stating that two new principles have been recommended by staff. Ms. Collentine asked the Advisory Committee to consider staff's recommendations in adopting the two additional principles.

Jerry Wengerd asked for examples of the two additional principles. Ms. Collentine gave an example of a county being able to self-sustain after CalMHSA funds are gone. Mr. Wengerd stated a concern, stating a need to make sure the increased funds for different projects will be needed and the project will be sustainable.

William Arroyo had a minor reservation, asking when there is an opportunity to expand, the possibility of expansion will be stronger in certain principles over others. Mr. Arroyo inquired about the decision of which principles should be the ones that guide the final decision of expansion.

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

Stacie Hiramoto, REMHDCO

Viviana Criado, CEMHAC

Kathleen Derby, NAMI California

6. MIG, Inc. Presentation and Feedback

Co-chair Bauman called on Stephanie Welch, CalMHSA Program Manager, to give a short presentation about the contract with MIG, Inc. that will be used to address the need of improved communications within the state of California, due to the complexity and size of the 25 programs being implemented. At the June 14, 2012 CalMHSA Board Meeting, members approved staff's request for a sole source contract with marketing firm MIG, Inc., as they have extensive experience working with mental health organizations.

Ms. Welch provided some background of the process that has led up to the current status of the Communications Ad Hoc Committee, which is made up of small, medium, and large counties as well as stakeholder presence to provide direction and input on specific deliverables. Ms. Welch also described the objectives as well as the target audiences of this specific project, with three main groups of the Board of Supervisors and other decision makers, mental health, health, & other service providers and partners, and stakeholders & public.

Ms. Welch touched on the key objectives of the contract, emphasizing that Prevention and Early Intervention (PEI) programs do work, and result in better health outcomes, hence the need for statewide investments, which are the key to success. The proposed tools of this project are statewide brochures, regional fact sheets, and a website and/or

local fact sheets. The project is taking a population-based approach, educating people about the value of learning about mental health.

Anne Robin asked if there had been any collection of data regarding the user satisfaction of other websites.

Keris Jän Myrick stated a need for intervention, as the public still saw the way MHSA dollars are being spent as very unconventional. It is still very hard for anyone not directly connected to the programs and funds to wrap their heads around the idea and methodology of the MHSA dollars' spending pattern. Ms. Jän Myrick asked how MIG, Inc. will anticipate marketing and communications campaign to address the disconnect between the public and the people working with MHSA dollars. Ms. Welch stated the focus of the project will be on the outcomes, but will also be considering what the public values and sees.

Jerry Wengerd asked for a detailed description of the brochures. Ms. Welch stated that it will look like a booklet that has the capability of using inserts for local information. Each county or region will be receiving brochures according to population size, and will have a shelf life of two to three years.

William Arroyo asked Ms. Welch if the messages being sent out were being tested and checked with the target audience it is proposed to reach. Carie DeRuiter, from MIG, Inc., stated the firm has been checking periodically and consistently. Dr. Arroyo stated any messages being developed for officials should be check with them before being finalized.

Joseph Robinson, Co-chair of the Advisory Committee, stated that the Communications Ad Hoc Committee has met once for one hour and many topics have come up to discuss and develop. Co-chair Robinson stated he is acting as the liaison to the Ad Hoc Committee as the representative of the broader stakeholder group.

Mr. Wengerd stated his county has boxes of brochures from previous time that are sitting in storage, not being used, and asked if a part of the plan included additional languages other than English. Ms. Welch stated the contracting process has not been completed at this time, so exact number of additional languages is unknown, but Spanish is at the top of the list.

Dr. Arroyo asked if a budget that pertains to each of the proposed communications tools can be developed, so any further work is more focused on each tool. Ms Welch responded, saying the budget is present in that form at the contract level as of now.

Co-chair Robinson asked if it would be possible to design tools that will be applicable to each of the target audiences. Ms. Collentine spoke, stating the project is still in a very

early stage, and the Ad Hoc Committee is purely looking for feedback from the Advisory Committee as well as stakeholders in order to move forward in the direction to create the right project.

Ms. Robin stated having yet another website sounds overwhelming, especially for the public to keep up with all the others as well. Ms. Robin asked if it would be possible to create a central website for everyone to come to for all sorts of information. Ms. Robin also pointed out rural counties do not always have access to online information, and paper brochures would work better in those areas.

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

Kathleen Derby, NAMI California

Viviana Criado, CEMHAC

7. Program Partner Presentation from CCSESA

Co-chair Bauman called on Ann Collentine, CalMHSA Program Director, for the program partner presentation by CCSESA. Ms. Collentine called on Gaye Smoot, CCSESA Assistant Director, and Joyce Wright, Assistant Superintendent of Sacramento County Office of Education (SCOE), to give an update on the Regional K-12 Student Mental Health Initiative (SMHI). Ms. Smoot stated that because California has a very diverse population along with many urban, suburban, and rural counties, CCSESA is wanting to avoid the “one size fits all” mentality for the counties and districts all across California. Ms. Smoot listed the goals for the SMHI, stating that the emphasis was on K-8, as the focus is on prevention and early intervention of mental illness. There was also an emphasis on supporting and working with existing programs to implement this initiative. Ms. Wright spoke about examples of SMHI throughout California, stating the different programs within different regions, along with the collaborations within those regions for K-12 SMHI.

Dr. Arroyo thanked Ms. Smoot and Ms. Wright for the presentation, stating that there may also be additional federal funding to help these programs.

Co-chair Robinson stated this was a great opportunity to highlight outcomes from some of these projects and to promote the real outcomes of the different programs.

Dr. Arroyo also stated that there may be some opportunities with health care reform and should be looked at for leveraging.

Ms. Jän Myrick stated that actual episodes may occur between 9-12, but the experience and early symptoms of mental illness occur much earlier, within the K-8 time frame.

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

Kathleen Derby, NAMI California

8. Program Director's Report

Co-chair Bauman called on Ann Collentine, CalMHSA Program Director, to provide an update on the Statewide PEI Projects. Ms. Collentine gave a brief overview of the current happenings, starting with the announcement that Molin Malicay has resigned from the Advisory Committee and CalMHSA is currently seeking his replacement. Ms. Collentine stated that his replacement ideally would be someone from the under-represented regional members.

Ms. Collentine stated the Evaluation Strategic Plan was adopted by the Board at June 14th, 2012 Board Meeting but is under revision based on comments from the Committee and stakeholders. The updated plan will be coming soon.

Ms. Collentine gave an update on the Stigma and Discrimination Reduction (SDR) Campaign as well as the SMHI contest, which will be launched in September, with a winner from each of the 11 regions. Ms. Collentine emphasized that this event is to involve real people, and will be doing a large media event with red carpet treatment in Sacramento. Ms. Collentine also stated that the social media launch has started, stating the SDR baseline information press release has gone out today, as well as radio spots in both English and Spanish being aired, along with the ReachOut website being promoted.

Ms. Collentine gave a report on the Higher Education campuses, stating that all California State University (CSU) campuses have submitted proposals and are being awarded contracts. California Community Colleges (CCC) have selected an evaluation team for their campuses, and 15 CCC's have been awarded mini grants to do a multitude project, focusing on veterans, active minds, and student peer educator groups. University of California (UC) campuses have initiated bystander training across all campuses.

Dr. Arroyo stated the Board would be very interested in seeing the product from the younger people who win the SMHI contest.

Ms. Robin thanked Ms. Collentine and Ms. Welch regarding their attention to underserved communities.

9. General Public Comment

Co-chair Bauman opened the floor for general public comments.

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

Stacie Hiramoto, REMHDCO

Viviana Criado, CEMHAC

10. Adjourn Meeting

The meeting was adjourned at 4:46 p.m.