

Extra! Extra! CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- Updated county survey and webinar information for PEI brochures
- California youth share their stories of recovery to combat mental health stigma
- EIC's Team Up Project to present at San Diego summit on Dec. 6
- Know the Signs campaign blankets T.V. online and print outlets with suicide prevention messages
- CalMHSA partners collaborate to promote UC Santa Barbara suicide prevention training
- Suicide Prevention Best Practices meetings to convene

UPDATE: County Survey and Webinar Information for Regional/County Prevention and Early Intervention (PEI) Brochures: As mentioned in previous issues of the Express, CalMHSA is supporting a communications project that includes a statewide brochure in English and Spanish, 17 regional or local county brochures, and a PEI portal website where counties can update communication tools for local use.

KEY DATES: Counties are being asked to assist with the regional brochure content by completing a simple online survey that will be distributed to counties on **December 3**. A webinar will be hosted on **December 10 at 3 p.m.** to further describe the project and to answer any questions from county staff. The deadline to submit the completed survey is **January 11**. Webinar information is available here: <http://bit.ly/YI6SD1>

Hotshots (funded by CalMHSA and Proposition 63)

Stigma and Discrimination Reduction

California Youth Share Their Stories to Combat Mental Health Stigma:

Two California teenagers shared their experiences of mental health and recovery for L.A. Youth Newspaper through a partnership with CalMHSA program partner Citizen Paine. L.A. Youth Newspaper consists entirely of youth-generated content and is distributed to schools, libraries, and other public service organizations throughout Los Angeles County. This is the second of two special mental health edition spreads. The articles are available below:

- [Struggling with OCD](#): I saw germs everywhere so I couldn't stop washing my hands (Henry's struggle to confront and manage his diagnosis of obsessive-compulsive disorder)
- [I'm Here to Listen](#): It's been rewarding working at an online forum where teens get help with their problems (Eric's experiences working as a Reach Out forum peer leader)

TEAM Up Discusses Power and Influence of Media at San Diego Summit:

TEAM Up (Tools for Entertainment and Media)—a project of Entertainment Industries Council, Inc. (EIC)—provides participants at the Cultural Competence & Mental Health Southern Region Summit with opportunities to discover more about the influence of the entertainment and news media on the public's attitudes about mental health—and to learn proven techniques to partner with media to reduce misconceptions and stereotypes about mental health. The two-day summit, with a theme of “Beyond the Talk, Practicing the Walk: A Path to Bridge the Cultural Gap,” begins December 6 in San Diego. To learn more about EIC and TEAM Up, log on to <http://www.eiconline.org/eic-resources/calif-mental-health/>

Suicide Prevention

Know the Signs Campaign Blankets T.V. Online and Print Outlets with Suicide

Prevention Messages in English and Spanish: The Know the Signs suicide prevention awareness campaign is reaching communities throughout California through television programs in Bakersfield, Chico, Eureka, Fresno, Mono, Monterey, Sacramento, Siskiyou, Imperial County and others, as well as in print and online. Know the Signs is featured on the Univision website, web banners on over 1,000 websites and in Time, Sports Illustrated, Newsweek, The Week and People Magazine. The campaign websites (English and Spanish as well as mobile sites) have had over 57,000 visitors since they launched this fall.

Additionally, San Bernardino County Department of Mental Health employees promoted the Know the Signs suicide prevention efforts during an interview on the local “Eye on the Community” radio program: <http://kfrog.cbslocal.com/2012/11/29/know-the-signs-to-suicide-prevention/>

CalMHSA Partners Collaborate Across Initiatives to Promote Suicide Prevention

Training: As an example of how CalMHSA program partners work together to achieve

shared objectives, a University of California, Santa Barbara suicide prevention training that took place December 1 was promoted through the Your Voice Counts forum and the local suicide prevention network. Consistent with CalMHSA's efforts to deliver the best value for each Prop. 63 dollar, program partners are encouraged to collaborate and leverage partnerships whenever possible. The University of California, Santa Barbara Counseling and Psychological Services (CAPS), the Glendon Association, Hosford Counseling and Psychological Services Clinic and Santa Barbara City College (SBCC) together hosted a suicide prevention training.

Suicide Prevention Best Practices Planning Committee Meetings:

Best Practices Planning Committees are convening in each region in the next two months to review data and select priority topics to be addressed by best practices. County input into this process is sought through these committees and upcoming regional conference calls. More information for each region can be found at:

<http://yourvoicecounts.org/workgroups>

Upcoming meetings include:

- *Central region- December 4th, Ceres, CA*
- *Superior region- December 10th, Red Bluff, CA*
- *Southern region- December 19th, Irvine, CA*

Down the Pipeline

Note: Due to the upcoming holidays, there will be no CalMHSA Express on Monday, December 24 and 31.