

## Extra! Extra! CalMHSA Express



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### **Week In Review:**

- *Nominate Youth Stories for Stigma Reduction Campaign Targeting Tweens*
- *UC Santa Barbara Engages Students in Depression Screening with “GauchoTalk.org”*
- *UC San Diego Partners with San Diego County for Suicide Prevention Campaign*
- *Regional K-12 Student Mental Health Initiative Reaches More than 15,000 Students*

### **Hot News (funded by CalMHSA and Proposition 63)**

***Nominate Youth Stories for Stigma Reduction Campaign Targeting Tweens:*** CalMHSA Program Partner RS&E is seeking nominations for youth who are willing to share their story of mental wellness and mental health challenges to be featured on an interactive website as part of CalMHSA's "inoculation" campaign. The campaign aims to reach young people with positive stories before stigma and discrimination set in. Stories from the point of view of transition age youth (14-24) with lived experience will be the focus of this campaign, as the adolescents/"tweens" (9-13 year olds) targeted for website outreach tend to be aspirational and interested in what slightly older youth are doing.

*To nominate, send a rough description of your recommended story with your (or youth's) contact information and a completed [Narrative Consent Form](#) to [abradley@rs-e.com](mailto:abradley@rs-e.com) no later than Friday, February 22, 2013. Note: stories will be verified by RS&E staff but will be anonymous to website users.*

### **UC Santa Barbara Engages Students in Depression Screening with “GauchoTalk.org”:**

*On January 22, 2013, UC Santa Barbara launched an online, interactive program known as “[GauchoTalk.org](#)” to anonymously screen students for depression and suicide. With approximately 10% of the campus involved in fraternities or sororities, the “Greek” community was selected as the initial outreach target to enable the program to reach a diverse cross-section of the entire undergraduate student body. For more information, contact Sharon Cooper, [sharon.cooper@ucop.edu](mailto:sharon.cooper@ucop.edu), or 510-987-9877.*

**UC San Diego Partners with San Diego County for Suicide Prevention Marketing Campaign:** UC San Diego Counseling and Psychological Services (CAPS) partnered with the County of San Diego/AdEase's "[It's Up to Us](#)" mental health awareness campaign to create marketing pieces tailored to the college student population. In coordination with over 40 UC San Diego departments, AdEase and CAPS placed more than 2,000 brochures, 100 displays and over 300 posters in nearly 400 display points across UC San Diego's campus. For more information, contact Sharon Cooper, [sharon.cooper@ucop.edu](mailto:sharon.cooper@ucop.edu), or 510-987-9877.

**Regional K-12 Student Mental Health Initiative Reaches More than 15,000 Students:** The California County Superintendents Educational Services Association (CCSESA) reported on its efforts to assist California county offices of education, districts and schools to develop and implement programs that promote the mental health and wellness of students. In the past 6 months, the Initiative has reached more than 15,000 students with demonstration programs that encourage a positive school climate and promote student mental health. CCSESA also launched an online [Regional K-12 Clearinghouse](#) offering more than 100 resources for the educational community to get connected with student mental health efforts, and conducted trainings for more than 8,600 participants, with hundreds more trainings planned in the next 6 months.

#### **Prop 63 in the News**

In "[Getting Back their Freedom](#)," the Stockton Record reported on San Joaquin County's local mental health transformation. The County's Assistant Behavioral Health Services Director Jean Anderson says: "It's going from a fail first to a help-first model. If we're able to meet people's needs on an outpatient level by providing a continuum of care and a variety of types of services that keep them out of here, they're better able to pull themselves together and develop coping skills."

#### **Down the Pipeline**

**CiMH Seeks Input on Meeting the "Triple Aim":** On March 27 and 28, 2013, the California Institute for Mental Health (CiMH) will hold a planning meeting in Sacramento with the goal of helping local mental health and substance abuse disorder systems meet the "Triple Aim" to improve the quality of their care, the population health, and reduce costs for clients with complex mental health, substance abuse and physical health conditions. The plan will build on the work of "learning collaboratives" convened by CiMH in 2010-11 and 2012-13, which are now in their final stages of completion. Collaborative participants and executive leaders in the mental health and substance abuse disorder systems will give input on next steps to support local systems in achieving the Triple Aim. This meeting is being supported by the Integrated Behavioral Health Project through a grant with CalMHSA. For more information, please contact Jennifer Clancy, MSW, CiMH Senior Associate at [jclancy@cimh.org](mailto:jclancy@cimh.org).

Do you have news to share? Send submissions to Nikki Paschal at [Nikki@paschalroth.com](mailto:Nikki@paschalroth.com).