

Subject line: CalMHSa Express— Week of October 15, 2012

Extra! Extra! CalMHSa Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

The week of October 8, 2012

- *UC campuses offered free depression screenings on National Depression Screening Day*
- *AdEase suicide prevention toolkit available online, webinar will take place on Nov 8*
- *Inaugural Program Partner Spotlight features Didi Hirsch*

Hotshots

UC Depression Screenings: *This year, all ten UC campuses offered free depression screenings in recognition of National Depression Screening Day (October 11, 2012). Many of the events experienced a greater than expected turnout. Some highlights include:*

- *UC Santa Cruz collaborated with local CalMHSa partner, Suicide Prevention Services (Family Service Agency), to provide information to students. In addition, the UCSC Employee Assistance Program sponsored a depression screening that was emailed and available to all UCSC staff and faculty.*
- *UC Davis psychologists sent out PSA's to the local radio station, ran advertisements on their website and posted information on LCD screens in the student health and wellness center promoting positive mental health and ways to get help.*

Prevention and Early Intervention Reaching Communities Across the State

Suicide Prevention toolkit and webinar: *As part of the statewide suicide prevention social marketing campaign, AdEase has created a Media Advocacy toolkit designed to help Counties effectively work with local media to report suicide responsibly, to encourage help-seeking behavior and to provide resources within their news stories.*

Three hard copy toolkits have been mailed to each of the 58 Counties and electronic versions are available for download on www.YourVoiceCounts.org

To accompany the guide, Ad Ease is **offering a one-hour webinar on Thursday, November 8th from 1pm-2pm**. If you are unable to participate in the webinar, it will be archived on Your Voice Counts (www.YourVoiceCounts.org)

Who should attend: County PIOs, PEI and MHSA Coordinators, Mental Health Directors and others who interact with the news media or act as a spokesperson on suicide prevention in your county and who may want to enhance their skills with particular content that relates to suicide prevention.

What you will learn: The webinar will present the purpose of the guide, describe some of its salient points, highlight the recommendations for reporting, and emphasize building relationships with news media. Most importantly, the webinar provides an opportunity for participants to ask questions and to hear ideas from colleagues in other counties. The webinar will be presented by the team from EDC working with AdEase on the Know the Signs campaign: Sandra Black, Anara Guard and Theresa Ly, and Sherry LeCocq from AdEase. To RSVP: <https://attendee.gotowebinar.com/register/523871456700009472> Questions? Contact Theresa Ly at tly@edc.org or 916-494-9616.

Program Partner Spotlight: *The inaugural CalMHSA Program Partner Spotlight is out! Program Partner Spotlights are monthly descriptions of a CalMHSA program partner and the tremendous work they do. The spotlights are an opportunity to learn how each partner is working to achieve the goals set out by Prop. 63. Learn how Didi Hirsch is creating suicide prevention-informed communities through collaboration and capacity building here: http://calmhsa.org/wp-content/uploads/2012/01/CalMHSA-Program-Partner-Spotlight-Oct-8_Didi-Hirsch_10-15-12.pdf*

Down the Pipeline

*Know the Signs media buy launches in November
Regional Training Calendar – to be updated bi-monthly*