

Subject line: CalMHSA EXPRESS — Week of October 5, 2012

Extra! Extra! CalMHSA EXPRESS



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

The week of October 5, 2012

- *Increasing Awareness of laws, policies and practices as part of Stigma and Discrimination Reduction (SDR)*
- *RAND providing Technical Assistance for Statewide Project Programs*
- *SDR Mobilization (14-24 year old) Campaign Report*

Hotshots:

Disability Rights California (DRC) is increasing awareness of laws, policies and practices that address discrimination and support stigma reduction through research and analysis, training and education and policy change recommendations. DRC has developed several fact sheets, some of which were translated into multiple languages and are now available on their website at <http://www.disabilityrightsca.org/CalMHSA/CalMHSA.html>.

To support successful evaluation, RAND has completed and disseminated Technical Assistance Plans to all CalMHSA Program Partners across the three initiatives of Suicide Prevention (SP), Stigma and Discrimination Reduction (SDR), and Student Mental. The next steps will focus on the implementation of these Technical Assistance plans, with facilitation and support provided through CalMHSA.

Prevention and Early Intervention Reaching Communities Across the State:

Analysis of the Reachout Here, Mobilization Campaign directed to youth, ages 14-24, is now available. The campaign has reached more than 27,000 new visitors to the ReachOut website.

The campaign is currently running nine different banner ads, in English and Spanish. The English campaign also has an LGBT specific banner. For the Mobilization Campaign Report visit the CalMHSA website: [http://calmhsa.org/wp-content/uploads/2012/10/Mobilization-Campaign-Report-8-26-9-8 v3.pdf](http://calmhsa.org/wp-content/uploads/2012/10/Mobilization-Campaign-Report-8-26-9-8-v3.pdf). To join the ReachOutHere forum visit: www.reachout.com and select forum.

Creating synergy and leveraging projects is embedded in CalMHSA PEI Statewide Projects implementation. An example is the **Know the Signs** Suicide Prevention Campaign. AdEase is working with program partners and counties for broader visibility. To see this in action visit: <http://www.sfsuicide.org/> and www.campussafetymagazine.com/.../CalMHSA-Launches-We... Please contact help@suicideispreventable.org to find out how your county can put the link on your site.

Down the Pipeline:

UC Mental Health Awareness Week Activities, October 7-13
Regional Training Calendar - to be updated bi-monthly