

Extra! Extra! CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- *Student Mental Health trainings reach over 6,500 faculty, staff and students*
- *UC Irvine hosts International Survivors of Suicide Loss Day*
- *Santa Cruz educators collaborate to end bullying in their schools*
- *Four ways to connect CalMHSA statewide programs to your community*

Hotshots (funded by CalMHSA and Proposition 63)

A Message from CalMHSA Program Director Ann Collentine:

While we hesitate to draw premature conclusions about Friday's tragedy in Connecticut, the news coverage in recent days has understandably put a focus on the mental health of our young people. Anticipating that there will be many conversations about student mental health in the coming weeks, we've included in this week's edition of the CalMHSA Express some highlights of our efforts to promote the mental well being of our young people through the Student Mental Health Initiative. We hope these examples will be useful to you as you talk about your county's work to connect young people with mental health resources.

Over 6,500 California Faculty, Staff and Students Trained in Student Mental Health:

The California County Superintendents Educational Services Association (CCSESA), the University of California (UC), California Community Colleges (CCC), California Department of Education (CDE) and California State University (CSU) have all provided trainings for students, faculty and staff on topics ranging from bullying prevention to

Mental Health First Aid, Suicide Prevention and others. In total, more than 6,500 faculty, staff and students have participated in trainings related to student mental health. In addition, by June 2014, all 112 CCC campuses will be trained on the use of the Kognito suicide prevention program.

UC Irvine Hosts International Survivors of Suicide Loss Day: The UC Irvine Counseling Center hosted International Survivors of Suicide Loss Day on November 17, 2012. The event was open to UC Irvine faculty, staff, and students, as well as community members who have been impacted by the loss of a loved one to suicide. In partnership with the American Foundation for Suicide Prevention, the objective of the half-day conference was to provide a space of healing for survivors of suicide loss. With over 30 individuals in attendance, the event was a great success and provided many opportunities to connect with others through discussion groups and question/answer sessions with a panel of survivors. http://www.counseling.uci.edu/pdf/Program_000.pdf Contact: Dr. Taisha Caldwell taisha.caldwell@ucop.edu 510-987-9353

Santa Cruz Anti-Bullying Symposium Strives to End Bullying: On December 4, 2012, over 90 Santa Cruz County teachers, staff, administrators, students, parents and community members came together to focus on anti-bullying efforts in their community. The purpose of this Safe School Symposium was to inform stakeholders about the bullying issues affecting county youth and the collaborative solutions required to transform school communities from bullying to belonging.

Attendees learned about the tools and resources available to them and committed to developing plans to end bullying in their schools. More information:

http://www.santacruz.k12.ca.us/ed_services/bullying_prevention.html?utm_source=SCCOE+Focus+on+Success+December+2012&utm_campaign=SCCOE+Newsletter&utm_medium=email

Make the Connection: Four Ways You Can Take Action to Connect the CalMHSAs Statewide Programs to Work in Your Community

1. **Get Connected with Know the Signs! Webinars Give You Tools for Local Outreach:**

Get your community connected with the Know the Signs suicide prevention social marketing campaign! Two technical assistance webinars will give mental health directors, county liaisons, MHSAs and PEI coordinators, public information officers, and anyone who wants to become more involved in suicide prevention the tools to boost this important campaign locally.

Upcoming dates:

January 15, 2013 from 1:30 to 2:30 p.m. How to use and customize the campaign materials in your county

February 19, 2013 from 1:30 to 2:30 p.m. How to use social media for suicide prevention

2. **Share Your Social Media Success Stories:** Are you using social media as part of suicide prevention efforts in your county? We are looking for case studies! Please email jana@yoursocialmarketer.com
3. **Become a Judge for the Directing Change Student Video Contest:** High school students throughout California have been invited to Direct Change by submitting 60-second public service announcements in two categories: suicide prevention and eliminating stigma about mental illness. We are now seeking judges to help us select the winning videos. Contact us about becoming a judge today! For more information, email or call Jana Sczersputowski: jana@directingchange.org 858- 740-4381.
4. **Promote ReachOut Forums With New Tools:** Materials, including posters, print ads and radio spots, to promote the Stigma and Discrimination Reduction campaign targeting 14-24 year-olds are now available. The campaign links transition aged youth to a series of interactive forums at ReachOutHere.com (English-language forums) and BuscaApoyo.org (Spanish-language forums). For a full listing of the materials available for use in your county, visit: <http://calmhsa.org/wp-content/uploads/2011/11/CalMHSAsDR-Mobilization-Campaign-Materials-Memo-12.12.12.pdf> Contact: Nicole Jarred njarred@rs-e.com 916-446-9900

Prop. 63 in the News

The Know the Signs Campaign launch was featured in news outlets throughout the state:

Los Angeles Times: 'Know the Signs' campaign aims to prevent suicide through awareness: “The bilingual campaign, called Know the Signs, will include television, print, online and radio ads on how to recognize warning signs and how to help those at risk.”

Oakland Tribune: A mother shares her pain to raise suicide awareness: “The California Mental Health Services Authority has just launched a mass media campaign to help Californians recognize the suicide warning signs and teach people how to broach the sensitive subject with family, friends, co-workers or anyone else who they suspect needs help.”

Milpitas Patch: Santa Clara County Suicide Rate Falls Below California Average: “The California Mental Health Services Authority is working hard to decrease suicide rates across the state.”

Down the Pipeline

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