



Suicide Prevention Key Activities



Program Partner: Didi Hirsch Mental Health Services

Initiative and Program Name: Statewide Suicide Prevention Network (SP#1)

Regions served: Statewide

Contact information: Lyn Morris, MFT, LMorris@didihirsch.org

Website: www.didihirsch.org

Overview of Project

California Statewide Suicide Prevention Network

- All regions have hosted quarterly suicide prevention task force meetings
- We have completed 5 out of 6 components of our informal needs assessment that includes demographic surveys, stakeholder discussion groups, SPRC consultation, key informant interviews, investigation of secondary data and regional county liaison calls. The first five items have been completed thus far; regional county liaison calls are pending.
- Updated information about our informal needs assessment has been presented at all of the taskforce meetings.
- There have been changes to the timeline of the Best Practices project. Instead of starting with the Best Practices workgroups, we have added intermediary groups called the Regional Planning Committee who will help narrow down the top three priority areas for the Best Practices Registry.
- In the month of December we traveled to the Central, Superior, and Southern CA (San Diego) Regions where we conducted these Planning Committees. LA and Southern CA (Kern) region meetings are occurring in February. In these committee meetings, we discussed suicide related data pertinent to the region to identify high risk/underserved populations, reviewed our informal needs assessment as well as local suicide prevention practices. At the conclusion of the meeting, the committee was able to determine the top three priority areas for their region. The next step in the project would be to schedule County Liaisons call for each of the regions. At the conclusion of the County Liaison calls, a final best practice topic will be chosen. From there, the Best Practices Workgroup will be formed to work on developing the best practice for submission to the Best Practices Registry.
- Two conference calls have taken place with Crisis Lines this quarter. On 10/9/12, Crisis Lines discussed the following pending Common Metric items: 1) Breadth of categories under Caller Concerns, 2) Measuring the Effectiveness of a Call, 3) Defining what falls under a “Suicide Related” call, 4) Logistics around how to survey caller satisfaction, and 5) Consistency of Follow-up protocols across centers. On 11/28/12, Crisis Lines discussed the following Common Metrics: 1) Definition of Follow-up and its role, 2) Format of Caller Satisfaction Survey, 3) Distribution of Data Template and Common Metric Manual. Consensus was reached on collecting this Follow Up data: 1) Number of people eligible for follow up. 2) Number of people successfully contacted. 3) Number of contacts initiated. 4) Number of people linked to referral or other resources. 5) Reassess suicidal intent (On a scale of 1-5, how likely are you to act upon your suicidal thoughts and feelings?). There was overall agreement from Crisis Centers on researching



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Interactive Voice Response (IVR) systems for use in collecting caller satisfaction data. The CSPN network has also participated in 4 conference calls to determine what will be included in each metric and how we will collect it. Didi Hirsch has consulted with RAND throughout this process to ensure we are consistent with the Statewide Evaluation Project.).

- As a group and with consultation from RAND, we have agreed to develop common metrics for the following indicators:
 1. Demographics
 2. Reason for Call (Caller Concerns)
 3. Risk
 4. Call Volume
 5. Follow up
 6. Caller Satisfaction
- Having consistent, reliable data from crisis lines will help each county understand the problem of suicide in their communities and take action steps towards reducing it.
- Next steps with the Common Metrics objective are to develop the training manual, train crisis line staff on how to collect the data and begin collection of data on May 1st.

Program Partner: Didi Hirsch Mental Health Services

Initiative and Program Name: Program 2: Regional and Local Capacity Building

Regions served: Ventura, Los Angeles, San Bernardino, Riverside, Orange, San Diego and Imperial

Contact information: Lyn Morris, MFT, LMorris@didihirsch.org

Website: www.didihirsch.org

Overview of Project

We are fully staffed in Korean speaking counselors and are able to offer 8 hours a day (56 hrs/wk) of coverage on the Crisis Line. We are partially staffed in Vietnamese speaking counselors and are able to offer a solid 22 hours per week. We have one relief Vietnamese counselor who provides coverage when she can, so often the hours can be up to 40 hours in a week, but it is not consistent yet. We are continuing to try to recruit and train Vietnamese counselors as well as the Korean and Vietnamese Program Coordinators. It has been a challenge to find good candidates who are fluent in English and either Korean or Vietnamese. BB Public Relations is developing a PSA for our Korean language crisis line services and press releases to advertise our increased language capacity, our crisis line number and Warmline services. The materials are pending approval from Executive staff and then will be sent to CalMHSA for final approval.

Our County Liaison Director continues to network with County Liaisons to discuss the grant opportunities related to Crisis Line services and training. She has emailed the individualized Crisis Line Report monthly to each county liaison. She has also asked for input on resources in their county for referrals and dates for safeTALK trainings. San Bernardino has responded thus



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far and their safeTALK training occurred on January 24, 2013. The Didi Hirsch staff has had multiple opportunities to build our county liaison relationships through in person meetings, phone calls, emails, in person at regional task force meetings, training opportunities and upon request for meetings. For example, Lyn Morris attended the Southern CA (Kern) regional task force meeting on December 10th in Ventura County and presented on the Crisis line data and resources upon request from KerryAnn Schuette. Lyn Morris and Shari Sinwelski also attended the Ventura task force on suicide prevention on February 8th and presented on the CalMHSA projects. Didi Hirsch is currently considering proposals from advertising agencies to develop a campaign to increase awareness and usage of the Suicide Prevention Hotline in the counties we serve.

All three Warmlines (Project Return, Hotline of Southern CA and Helpline) all rollover their lines after hours to the LA Warmline operated by LADMH from 10pm to 6am. Since the launch in July 2012, the LA Warmline averages 450 calls per months; over 1,500 calls taken to date. The Southern CA Warmline Network met on November 13th for a refresher training for all Warmline staff. Deliverable Number 4: The LA Warmline began taking calls on July 16, 2012. They are contracted for 4 F/T staff, however, they continue to be short one staff. They are in the process of hiring an employee who will start in late January 2013, but had to terminate another so they continue to be short staffed. Other ACCESS staff who have been trained are providing back-up coverage in the interim so all calls can be answered. Each Warmline is in the process of purchasing iCarol so there is a consistent data collection method. Although they will not be shared databases due to concerns related to HIPAA and confidentiality, a similar data collection method will increase consistency in services and data reports.

Didi Hirsch has approved the subcontract with NAMI OC in regards to expanding their overnight coverage on the Warmline from 11pm to 3am and they began providing these expanded hours on November 20, 2012.

The SCWN met on November 13th for training. The next scheduled partner event is September 22nd (Didi Hirsch's Alive and Running 5K for Suicide Prevention).

Sandri Kramer has presented on a panel at the Southern CA (San Diego) regional task force meeting on crisis lines and warmlines in Q1 of 2012-13 to inform SDR and SMH partners in attendance about the service. Lyn Morris has provided Sarah Brichler a fact sheet about our Warmline project to share with San Diego for a possible collaboration. We will be advertising the Warmline soon once approvals are completed and will make sure SDR and SMH partners receive this information. All Warmlines are collecting and reporting to Didi Hirsch monthly the same set of data. Our Data Analyst is working on a template for a report to pull this information together. She has consulted with RAND regarding data collection as part of this process. We have met with RAND regarding our workplan for the Statewide Evaluation and offered feedback and are awaiting next steps.



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Program Partner: Family Service Agency of the Central Coast

Initiative and Program Name: Program 2: Regional and Local Capacity Building

Regions served: Monterey Bay Area (Monterey County, Santa Cruz County, and San Benito County) subregion of the Bay Area region

Contact information:

831-459-9373 x17, Carly Galarneau, Suicide Prevention Project Coordinator

831-459-9373 x1, Diane Brice, Suicide Prevention Program Director

831-423-9444, FSACC Administrative Office (Executive Director David Bianchi)

Website: www.suicidepreventionservice.org (agency is www.fsa-cc.org)

Overview

Family Service Agency of the Central Coast is an established provider of suicide prevention and intervention services (including prevention education, bereavement support, and twenty-four hour suicide crisis response).

Primary objectives of FSACC's CalMHSA contract include:

- Researching and identifying best practices for suicide crisis response,
- Implementing and enhancing necessary systems and services to achieve (and plan for long term maintenance of) accreditation status from the American Association of Suicidology,
- Strengthening the safety net of local support services for high risk groups,
- Building collaborative relationships with local, regional, and statewide partners, and
- Integrating enhanced evaluation measures to assess the utilization and impact of services for different populations.

Key accomplishments since SCW meetings on 9/19-9/20/12:

- Strengthened our presence and accessibility via Facebook page; provided case study on use of this social media tool for AdEase's forthcoming how-to manual on integrating social media; provided synopsis of this for attendees during the "How to incorporate social media into your suicide prevention efforts" webinar on 2/19/13.
- Launched new website (translation and preparation to launch Spanish website is underway).
- Continued to revise existing evaluation tools and systems to yield more complete demographic and service utilization data; collaborated with RAND personnel in exploring additional ways to achieve this (as well as evaluation methods to integrate).
- Fully integrated iCarol crisis line software system; transitioned scheduling, resource and referral (including a comprehensive update of community resource listings), call report documentation, and other systems, and provided training to all staff and responders to use all aspects and tools of the program.
- Continued to enhance policies and practices around recruitment, screening, training, orientation, evaluation, monitoring, and in-service training for and of volunteer responders.
- Integrated enhanced training methodology during Fall 2012 responder training, including pilot of Assistant Trainer program, whereby experienced responders received



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special training, preparation, and supervision to assist in the training, evaluation, and orientation of new volunteer responder. Preliminary results show that the new group of volunteers were able to commence work on the line more quickly, felt more prepared, and received more thorough training and evaluation than in previous classes without specially trained assistant trainers.

- Co-host and organizer (in collaboration with representatives from BASCIA, MC Behavioral Health, and CSU Monterey Bay) of the next Bay Area Region's Regional Meeting of the Statewide Suicide Prevention Network (3/5/13 at CSU Monterey Bay). Additionally, assisted in identifying leaders in the community who are knowledgeable about suicide prevention for various populations to facilitate discussion groups on this at the event (e.g. LGBTQ, veterans, ethnic communities, elderly, etc.).
- Continued to use and integrate the Shift Supervision system, whereby a staff member is on call for volunteer responders 24 hours daily. Provided training to all new responders (and reminders to all existing responders) to use this system. Responders continue to call for support, guidance, and feedback, and report feeling less isolated when taking calls due to this system. Staff members document interactions with responders via this system and provide follow up instruction or support after the initial interaction, as appropriate.
- Completed MOU agreement and contract negotiations with San Francisco Suicide Prevention, as the accredited contract provider for response to overflow call volume from FSACC, per accreditation requirements. Provision of services (following training and sharing of information) commenced in mid-February.
- Conducted extensive education and outreach, including presentations for high risk groups, trainings for service providers and gatekeepers, and consultation for community partners on suicide and crisis prevention and intervention policies; will continue throughout contract.

Upcoming activities to enhance prevention and intervention services in our region include:

- Staff have researched other AAS (American Association of Suicidology) accredited lines' practices for follow-up call procedures and have identified initial ways to meet this accreditation standard while maintaining confidentiality policies. Will be drafting formal policies for this in the immediate future and integrating follow-up call procedures into training.
- FSACC staff will conduct a literature review of relevant materials and research published or highlighted by the Substance Abuse and Mental Health Services Administration (SAMHSA) that will be appropriate to integrate for general outreach, as well as outreach to specific high risk groups (including survivors of suicide loss).
- Recently, staff have begun a comprehensive documentation project (per accreditation requirements) to update and formalize policies for existing practices and systems of operation, as well as to create thorough and accreditation approved procedures for all new tools and systems (as well as the creation and scheduling of new methods for providing initial and ongoing training for staff and volunteer responders on all program policies and procedures, to ensure high quality, consistent response and adherence to all agency policies). We are working with consultants for the agency who also have extensive experience in professional manual writing and policy creation with other non-profit agencies.
- FSACC personnel are designing and preparing to produce updated and enhanced promotional materials for various populations and for various service components.



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- FSACC personnel will implement system enhancements for remaining suicide crisis response areas necessary to achieve accreditation status (including procedures for follow-up activities with callers, responder evaluation and monitoring systems, etc.).

Program Partner: Family Service Agency of Marin

Initiative and Program Name: Program 2: Regional and Local Capacity Building: North Bay Suicide Prevention Project

Regions served: Marin, Sonoma, Napa, Lake, Mendocino & Solano

Contact information: Amy Faulstich, NBSPP Coordinator, (415) 499-1193, extension 3004
afaulstich@fsamarin.org

Website: www.fsamarin.org

Overview

- Awarded CalMHSA contract amendment funds to subcontract with Sonoma County Indian Health Project (SCIHP), expanding suicide prevention efforts to Native Americans in North Bay region
- Our SP Community Education Coordinator became a trainer in both ASIST and QPR, providing SP trainings in the North Bay region
- We have had the first meetings for two new local SP Committees in Lake and Napa counties, Mendocino scheduled for March
- We have distributed over 150,000 Hotline cards, postcards and magnets in Marin and Sonoma counties
- We have customized 1,700 Know the Signs Campaign posters and flyers in English and Spanish for Marin County and have started distributing through the Marin County Suicide Prevention Committee
- We have developed a budget for project sustainability in FY14-15 and will discuss with the NBSPP Regional Council at our quarterly meeting in April 2013



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Program Partner: Institute on Aging

Initiative and Program Name: Program 2: Regional and Local Capacity Building

Regions served: Superior and Central Region Counties - Sacramento, El Dorado, Placer, Yolo, Sutter/Yuba, Amador, Butte, Colusa, Glenn, Trinity, Humboldt, Siskiyou and Modoc

Contact information: Patrick Arbore, Ed.D., parbore@ioaging.org; (415) 750-4133

Website: www.ioaging.org

Overview

- American Association of Suicidology Achievement of Accreditation 9/2012 through 9/2015 – We have met the criteria as an approved Crisis Intervention Program.
- Friendship Line call volume increased 9.9% from Q1 Y2 and Q2 Y2; Call volume for “the Effort” increased 61.49% during this same time period – It appears that outreach efforts have been successfully reaching youth, adults and older adults in the counties.
- “The Effort’s” texting and instant messaging service has gone live beginning in December 2012.
- Friendship Line conducted 17 trainings in various counties during this time period; “the Effort” sent Friendship Line and “the Effort’s” material to 251 contacts in county agencies via U.S. mail. Approximately 500 participants at trainings learned about suicide prevention services for any individual across the life-span.
- Two national webinars were conducted by Patrick Arbore during this time period for members of the American Association of Service Coordinators. Many of the participants work in buildings in California counties.
- An Outreach Coordinator will be hired in mid February 2013 to support getting the word out to counties in the Superior and Central Regions about Friendship Line and “the Effort.” This individual will be an employee of Institute on Aging.
- Training activities occurred in January 2013 in Humboldt County Yolo County as well as Bay Area Counties—Additional trainings are being planned for Yolo, Tuolumne, Amador, Calaveras and Lake Counties in March.



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Program Partner: San Francisco Suicide Prevention

Initiative and Program Name: Program 2: Regional and Local Capacity Building: Bay Area Suicide Prevention

Regions served: San Francisco, Contra Costa, San Mateo and Santa Clara counties

Contact information: David Paisley, (415) 984-1900, DavidP@SFSuicide.org

Website: SFSuicide.org

Overview

In Q4 2012, the four Bay Area counties provided to the community: 30,053 telephone hotline calls, 782 crisis chats, 38 suicide prevention trainings reaching 1,019 adults, and 60 suicide prevention trainings reaching 1,558 adolescents.

For the entire calendar year 2012, the four Bay Area counties provided to the community: 107,000 telephone hotline calls, 3,400 crisis chats, 190 suicide prevention trainings reaching 5,200 adults, and 300 suicide prevention trainings reaching 10,600 adolescents.

AAS Accreditation: The County of Santa Clara County Mental Health Department' crisis line was accredited by the American Association of Suicidology in November 2012.

Outdoor Advertising: San Francisco Suicide Prevention placed 40 “Know the Signs” subway station posters over a period of 4-8 weeks starting on December 17, 2012. These stations have a collective daily ridership of 155,912 and 4.5 million impressions.

Crisis Chat: San Francisco continues to be the most active electronic crisis counseling service in the Bay Area. The agency offers chat services locally from 11 am – 11 pm daily, email services 24 hours a day, and answers calls for the Lifeline's national non-VA Chat afterhours and overnights. Contra Costa continues to operate their chat service and is now accredited with Contact USA. San Mateo operates a peer based youth chat room, which includes the option for one-on-one chats.

Rural Outreach: Santa Clara County provided QPR training to over 100 South County Parks and Rec personnel that interact with the public.



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Program Partner: Transitions-Mental Health Association

Initiative and Program Name: Program 2: Regional and Local Capacity Building

Regions served: Kern, San Luis Obispo, Santa Barbara

Contact information: Barry Johnson, bjohnson@t-mha.org

Website: www.t-mha.org, www.slothestigma.org, www.co.kern.ca.us/KCMH, www.mentalwellnesscenter.org

Overview

Kern: At present, the AAS accreditation application for the Kern County Mental Health Crisis Hotline is complete. The missing required policies and procedures have been written and put into place. The Kern County team has successfully enlisted support and collaboration from our local Veteran's Service Center, local law enforcement, the county high school district, community mental health clinics, San Joaquin Hospital, NAMI, our local college and university, and the AmeriCorps program.

In Kern County during this period we have worked successfully with our local college and university to recruit Hotline volunteers and to provide on-campus education about local mental health and suicide prevention resources. In addition, we have opened up our suicide prevention trainings and provided them on campus, at public facilities, and at our own training facilities at no cost to participants. We have provided Question, Persuade, Refer (QPR) a suicide prevention gatekeeper training to the Cal State peer mentors. We have found that recruitment for our Hotline and community education go hand in hand, and nearly all of our recruitment engagements involve an educational component in suicide prevention as well. Pairing the two has enabled us to increase our community's knowledge about suicide, prevention, and local resources.

San Luis Obispo: The AAS application has been submitted for San Luis Obispo County and the program director is in contact with the AAS site reviewer to begin the process; the review is targeted for some time in May, 2013.

PAAT members held bi-monthly meetings throughout this period. Members continue to see system advocacy as a key focus, but have also taken on more mental health and suicide prevention outreach. PAAT members co-hosted a mental health forum on February 6th, in Pismo Beach. The "Journey of Hope", focused on suicide issues and teens. Key note speaker, Jay Asher, author of "13 Reasons Why" gave a very well received talk about the impact that his book has had in opening up discussions about teen suicide. Approximately 600 people were in attendance and 30 service provider tables provided a wide variety of mental health and wellness related information. PAAT members continue to be active in the APAC (SLO and SB County peer advisory council), attending and presenting at the meeting in September. Past and current PAAT members will be involved in the AAS review as part of the consumer or stakeholder input. During this period TMHA hosted the CSPN regional meeting in San Luis Obispo, with attendees from Ventura, Santa Barbara, San Luis Obispo, and Kern counties.



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SLO Hotline continues to recruit and train volunteer call handlers from the community. PEI related outreach activities during this period include outreach to Cuesta College and Cal Poly campuses, a veteran's event, and a two day suicide forum in north and central SLO with close to 200 participants.

TMHA sent the SLO Hotline program coordinator and Family Services manager to become certified ASIST trainers. The first training ASIST training occurred in San Luis Obispo in January 2013; 19 people attended.

SLO Hotline was also awarded a Dignity Health Grant for \$4,000 for general operating.

Santa Barbara: The Northern Santa Barbara County warmline, The Friendship Line, continues to run 7 days a week 2 hours a day with the operating hours of 7:30pm-9:30pm. There's a total of 4 employees, all who have experience in mental health recovery. The Friendship Line received a grant from Dignity Health, providing extended hours from 7:30pm to 9:30pm to 5:30pm to 9:30pm and Bi-Lingual support. The extended hours will be given to the existing staff and hiring at least one more. Friendship Line staff meet bi-weekly to discuss calls, successes and challenges and how we can improve our services. Staff have developed an information card for marketing the program and printed 1000 for distribution in January.

The Southern Santa Barbara County Warmline continues to advertise services with new materials. In addition to the signs with rip off numbers at the bottom, they have also developed a business card that people can take with them or carry with them that has all the information about the Warmline. They are also offering these at many local business that serve the community to increase the amount of callers and use of this service overall. They are maintaining the warmline by continuing to offer services three hours a day for five days a week.

All three counties are working together to develop extended marketing for Hotline and Warmline services, including additional Spanish language material and outreach.

Program Partner: Kings View

Initiative and Program Name: Program 2: Regional and Local Capacity Building: Central Valley Suicide Prevention Hotline

Regions served: Fresno, Madera, Merced, Stanislaus, and Mariposa Counties

Contact information: Morrissa Holzman, L.C.S.W., mholzman@kingsview.org

Overview

As of January 2013: Central Valley Suicide Prevention Hotline launched. CVSPH is operating six days a week from 12PM to 12AM. Staff has responded to 576 calls. There have been six Active Rescues.

CVSPH staff have researched, written and formatted Central Valley Suicide Prevention Hotline Telephone Responder Training Manual including six (6) three hour training modules which



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meet AAS standards for accreditation purposes. In addition, a 14 hour apprenticeship and role-plays are evaluated for telephone responders' skills. Our volunteers are more prepared to provide services to our callers after receiving the sufficient training and mentorship.

CVSPH secured Provisional Membership with the National Suicide Prevention Lifeline, vetted all our Policy and Procedures resulting in full privileges including in-call tools, language services, networking etc. The tools that CVSPH is able to utilize with the provisional membership provide helpful services to our culturally diverse areas served, including the Language Line.

Resources for all five counties served, Fresno, Madera, Merced, Stanislaus and Mariposa, have been verified and uploaded to iCarol insuring easy access by telephone responders working on the hotline. Having the local resources readily available to provide to callers, insures callers are receiving the appropriate information for their unique situation.

Pam Blackwell, with the American Association of Suicidology provided CVSPH with a site visit. In the evaluation, Pam stated, "It appears to me that CVSPH is well on its way to meeting its contract to operate a 24 hour a day, 7 day a week suicide prevention hotline program that can meet AAS Accreditation standards, by August 2014." With the consultation from Pam Blackwell, Sarah Brichler, and many others, CVSPH was able to build the program with accreditation standards in mind.

The marketing, promotion and grassroots efforts have started to get the word out about our hotline services. Our current public service announcements are also showing now on a local television station and reflect our culturally diverse population.

Brooke Sweet, the data analyst from NSPL, informed CVSPH that their data indicated 100% of the calls being forwarded to CVSPH were being answered. This ensures that the callers are receiving services as needed.

Program Partner: AdEase

Initiative and Program Name: Suicide Prevention Social Marketing

Regions served: Statewide

Contact information: Richelle Brown, Richelle@adease.com

Website: www.suicideispreventable.org

Overview

Accomplishments:

Directing Change High School Student Video Contest (www.directingchange.org)

- In partnership with the California Department of Education, information packages were sent to all 4,252 high schools in California. Students were engaged through social media, direct outreach and partnerships with over 250 organizations. Students submitted 60-



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second videos in two categories: suicide prevention or eliminating stigma about mental illness.

- As of 2.21.2013 the contest 252 “Intent to Direct” forms representing all 11 regions and 28 counties.
- Over 100 community members volunteered to be judges from throughout the state. Specialties include mental health, suicide prevention, filmmaking, news media, non-profits, and community members. Judges participated in a training and will apply Safe Messaging Guidelines to judge entries. Judging started on March 18th.
- Winners will be recognized at an award ceremony at the Crest Theater in Sacramento. You are invited: RSVP today at: www.directingchange.org

Your Voice Counts (www.yourvoicecounts.org)

- Your Voice Counts is an online forum to promote information sharing about suicide prevention and to encourage input on the development of campaign materials. All campaign materials can be viewed, customized and downloaded in the resource center on Your Voice Counts.
- of 12.31.2012 there were 453 members representing 50 counties.

Technical Assistance

- Every county has a designated campaign team member to assist them with questions about the campaign and to provide guidance about how to implement the campaign on the local level.
 - Monthly emails to CalMHSA County Liaisons to provide campaign updates
 - Weekly emails to small counties receiving enhanced technical assistance about campaign updates and relevant resources
- In addition, monthly technical assistance webinars cover a variety of topics identified by counties in their needs assessment. All webinars are archived on Your Voice Counts. Past webinars included:
 - How to strategically use the campaign materials on a local level
 - How to use social media to complement your suicide prevention efforts
- Printed companion “how to guides” have been mailed to all counties.
- Conducted 4 webinars for small counties and archived them on the Your Voice Counts Resource Center
 - Understanding the Recommendations for Reporting on Suicide;
 - How to create a countywide suicide prevention task force or committee in a small county;
 - Finding and using local data;
 - Responding after a suicide in a small county
- Counties had an opportunity to request a supply of outreach posters and brochures in English and Spanish. These were mailed out in February.

Media

- Disseminated the *Recommendations for Reporting on Suicide* to Reporting on Health, the California Broadcasters Association, the California Newspaper Publishers Association and the Journalists Association of Community Colleges
- Conducted presentation on “How to reach out to the media about suicide prevention” at San Joaquin Suicide Prevention Symposium
- Penned and distributed 3 press releases announcing the launch of the campaign, announcing the call for student film makers, announcing the call for judges. (provided separately)



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- Fielded multiple media inquiries from print, TV and radio outlets. Facilitated an on air TV interview between ABC in Bakersfield and Ellen Eggert in Kern County.
- Created a Media Coverage Report of all media coverage to date. (provided separately)
- Facilitated suicide prevention representation (Anara Guard) at Senator Steinberg's press conference in December.

Mass Media Campaign

- The mass media campaign launched November 2012 the 16-week campaign ran through February 2013. The objective of this media plan was to raise awareness of the KTS campaign and direct helper of those at risk to the available suicide prevention resources.
- The buy was distributed across California's 12 Designated Market Areas (DMA's) and 4 additional counties outside the DMA's.
- In order to maximize exposure to the message statewide, television, cable, out of home, online and magazine were the selected marketing channels.

Program Partner: LivingWorks Education

Initiative and Program Name: Suicide Prevention Training Workforce Enhancement Program (SPTWEP)

Regions served: Statewide

Contact information: Jerry Swanner, jerry.swanner@livingworks.net

Website: www.livingworks.net

Overview of Project

1. Training for Trainers.

We conducted three ASIST Training for Trainers (T4T) certifying 74 new ASIST Trainers. Two of the T4Ts were open for selected CalMHSA Partnering Counties. The third was exclusively for CSU. We also conducted 1 safeTALK T4T, training 10 new safeTALK Trainers. An updated listing of ASIST and safeTALK T4Ts is provided below.

ASIST T4T History/Schedule

ASIST T4T	Dates	Location	Host	Trainers Certified
1	7-11 Nov 2011	Contra Costa	CCCC	24 Trainers
2	23-27 Jan 2012	Los Angeles	DiDi Hirsch	20 Trainers
3	30 Jan – 3 Feb 2012	Sacramento	The Effort	24 Trainers
4	26-30 Mar 2012	Contra Costa	CCCC	23 Trainers
5	25-29 June 2012	Sacramento	The Effort	24 Trainers
6	22-26 Oct 2012	Los Angeles	DiDi Hirsch	25 Trainers
7	3-7 Dec 2012	Ontario	DiDi Hirsch	24 Trainers
8	14-18 Jan 2013	Long Beach	CSU	25 Trainers
9	TBD	TBD	TBD	24-person T4T



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safeTALK T4T History/Schedule

safeTALK T4T	Dates	Location	Host	Trainers Certified
1	2-3 Jun 2012	Sacramento	The Effort	10 Trainers
2	20-21 Jun 2012	Walnut Creek	CCCC	8 Trainers
3	7-8 Nov 2012	Riverside	DiDi Hirsch	10 Trainers
4	22-23 Feb 2013	Sacramento	Well Space Health	10-person T4T
5	4-5 April 2013	Walnut Creek	CCCC	10-person T4T
6	Program Year Two	TBD	DiDi Hirsch	10-person T4T
7	Program Year Two	TBD	DiDi Hirsch	10-person T4T
8	Program Year Three	TBD	Well Space Health	10-person T4T
9	Program Year Three	TBD	CCCC	10-person T4T
10	Program Year Three	TBD	TBD	10-person T4T

2. e-suicideTALK.

LWE is ready to start releasing individual user licenses. e-suicideTALK is an online 1-2 hour exploration in suicide awareness. The purpose and content is modeled from our suicideTALK program with one unique change: e-suicideTALK is an e-learning platform. Participants will explore some of the most challenging attitudinal issues about suicide and feel encouraged to find a part they can play in preventing suicide. Distribution of CalMHSA user licenses will be provided through monthly allocations by region (managed by the CalMHSA Trainer Coordinators), CSU Officials and CalMHSA Staff.

3. CalMHSA ASIST Participant Feedback Form.

Working with RAND, LWE also created a new CalMHSA-specific ASIST Participant Feedback Form that will be utilized by all CalMHSA ASIST Trainers or CalMHSA sponsored ASIST Workshops. The new feedback form will capture specific participant demographic information that will enable us to better track training outreach in various communities.

4. ASIST & SafeTALK Workshops.

From September 2012 to Feb 2013, our CalMHSA ASIST Trainers have conducted 28 ASIST Workshops certifying 518 in suicide intervention. During the same period, our CalMHSA safeTALK Trainers conducted 6 workshops training 82 in suicide alertness. For the entire CalMHSA Period, our ASIST Trainers have conducted 76 ASIST Workshops certifying 1,460 in ASIST. All of the safeTALK trainings to date occurred during this period.

CalMHSA Partner County Trainer Coordinator Assignments

Contra Costa Crisis Center	Didi Hirsch	Well Space Health (formerly The Effort)	
Contra Costa	Fresno	Amador	Modoc
Marin	Imperial	Butte	Placer
Merced	Inyo	Colusa	Sacramento
Mono	Kern	El Dorado	Siskiyou
Monterey	Los Angeles	Glenn	Stanislaus
Napa	Orange	Humboldt	Sutter



WELLNESS · RECOVERY · RESILIENCE

Suicide Prevention Key Activities



Contra Costa Crisis Center	Didi Hirsch	Well Space Health (formerly The Effort)	
San Francisco	Riverside	Lake	Trinity
San Mateo	San Bernardino	Lassen	Tuolumne
Santa Clara	San Diego	Madera	Yolo
Santa Cruz	San Luis Obispo	Mendocino	Yuba
Solano	Santa Barbara	Del Norte	
Sonoma	Ventura	Nevada	
City of Berkley	Kings	Shasta	
Mariposa	Tulare	Calaveras	
San Benito	Tri City		
San Joaquin			

Contra Costa Trainer Coordinator: Kathleen Snyder, Kathleens@crisis-center.org

Didi Hirsch Trainer Coordinator: Gina Found, gfound@didihirsch.org

WellSpace Health Trainer Coordinator: Joshua Miller, jmiller@wellspacehealth.org



Stigma and Discrimination Reduction Key Activities



Program Partner: Mental Health Consumer Concerns, Inc.

Initiative and Program Name: Program 1: Strategies for a Supportive Environment, Component 1: Stigma and Discrimination Reduction Consortium

Regions served: Statewide

Contact information: Brenda Crawford, Executive Director, 925-521-1230

Website: www.mhccnet.org

Overview

Mental Health Consumer Concerns, Inc. is the most recent CalMHSA Prevention and Early Intervention Initiatives Program Partner. We were awarded the contract to administrate the Stigma and Discrimination Reduction Consortium in mid-December of 2012. The Consortium itself has been in operation since April 2012 and has accomplished much in such a short time.

Since its inception the Consortium has hosted 2 orientation webinars and 3 in-person meetings in order to identify its vision, mission, organizational structure and design of an over-all strategic work plan. During the January 29, 2013 meeting in Sacramento, the Consortium membership selected one priority activity from each of the five (5) outcomes of the strategic work plan. The first outcome was considered an activity of the Consortium as a whole. Members then attached themselves to one of the four (4) remaining work groups to identify the next steps to achievement of the selected activity under each particular outcome. Concrete objectives were set and an action plan was developed by each outcome work group.

The Consortium has hosted presentations by five (5) CalMHSA Program Partners:

- AdEase
- Runyon, Saltzman & Einhorn
- Mental Health Association of San Francisco
- Disability Rights CA
- Community Clinics Initiative

And has worked in collaboration with:

- SDR Social Marketing contract Runyon, Saltzman & Einhorn on SDR messaging for a PBS documentary
- MHA-SF on Young Investigators Project
- CalMHSA and CiMH as reviewers of applications for the Consortium responders for the RFSQ responders.

In addition to the development of the work listed above the Consortium has articulated its vision, values, roles and outcomes through June 30 2014.

The Consortium has participated in the following training topics:

- Spectrum of Prevention
- Results-Based Accountability
- Outcomes and Evaluation
- Stigmatizing Language



Stigma and Discrimination Reduction Key Activities



Many of the members of the Consortium and staff of MHCC SDR programs team will be attending the SDR Conference hosted by MHA-SF on March 21-22, 2013. A presentation proposal was submitted to the SDR Conference committee for a work shop or other venue to introduce the work of the Consortium and to engage passionate partners in the activities outlined in the Strategic Work Plan.

The Consortium desires to hold their quarterly meetings throughout the regions of the state. If your agency/organization would like to host such a meeting, please speak with any member of the SDR Consortium and/or the MHCC SDR Programs team for more details. The next location of the Consortium meeting will be hosted by S.H.A.R.E. (Self Help and Recovery Exchange) at 6666 Green Valley Circle in Culver City, CA 90230 on April 23, 2013.

Program Partner: Runyon Saltzman & Einhorn, Inc

Initiative and Program Name: Program 1: Strategies for a Supportive Environment,
Component 2: Social Marketing

Regions served: Statewide

Contact information: Nicole Jarred, njarred@RS-E.com

Website: www.ReachOutHere.com; www.BuscaApoyo.org

Overview

October 2012 - February 2013

- Parent and Caregiver Outreach (target audience of children 0-8):
 - Latino Family forums took place in Salinas, Merced and Fresno in November. The intimate gatherings were comprised of individuals who have contact with, or are Latino parents and caregivers of children ages 0-8. They discussed ideas and provided suggestions on how best to reach Latino parents with messaging and discussed their perceptions of mental illness and the barriers that they perceive keep Latino families from seeking mental health services. Radio Bilingue attended the Salinas forum. These discussions guided the development of a consumer-facing collateral piece. Another round of forums will take place in April in Imperial, San Bernardino/Riverside and LA Counties.
 - A variety of parent bloggers were identified and outreach to them occurred. Blogger materials, such as an editorial calendar and sample social media posts were developed, and the program was launched. Content and integration with other campaigns will occur throughout 2013.
 - An op-ed draft was developed for submission by Dr. Sergio Aguilar Gaxiola.
- Inoculation campaign (adolescents age 9-13):
 - RS&E engaged B Street Theatre Company to develop a proposal to deliver 100 school-based performances in the fall of 2013.
 - Development began on the interactive website and a Child Development committee was formed that will review content for the website and school-based performance.

March 2013



Stigma and Discrimination Reduction Key Activities



- A media plan is under way and scheduled to launch as this age group prepares to go back to school in July/August.
- Mobilization campaign (youth age 14-24):
 - Paid media was placed through October 6 and RS&E secured and placed added value radio, print and banner ads which ran through January 2013. A media plan effort is under way to place a second round of media in May.
 - Through ReachOut, 109 referrals were made to Boys Town and engagement in ReachOut forums continues to grow via live chats and 'Ask the Expert' sessions.
 - A Transition Age Youth (TAY) social media workgroup received training and began submission of engaging content for Facebook, Twitter and Tumblr platforms.
 - RS&E and Inspire initiated conversations with Active Minds to expand reach to this age group in underserved counties.
 - An essay / digital contest is in the works, which will leverage documentary content. The contest materials will include teacher orientation kits, writing prompts and a review/award process.
 - ReachOut Toolkits, which include campaign materials that promote ReachOutHere.com and BuscaApoyo.org, were finalized and promoted to the counties. Customized posters, fliers and take-ones were created for each of the California State University campuses and a dialogue has begun with UC's to start development of pieces for those campuses.
 - RS&E and Inspire developed ways of presenting contact information for local crisis and information gathering resources on its own page and presented in a county format on the ReachOut website.
- Decision Makers (adults age 25+):
 - Speakers Bureau mini-grantees were selected and notified, an outline of the CPT documentary was established and a draft of the Community Dialogue grant application was developed.
 - CPT concluded extensive outreach to collect nearly 120 compelling stories about the stigma associated with mental health challenges and have begun field production.
 - A May 30 statewide air date was established for the CPT documentary. A promotional planning conference call for the documentary was conducted with RS&E, Citizen, CPT, EIC, Hill & Co, KVIE and Paschal Roth.
- Strategic Planning and Evaluation:
 - RS&E collaborated with SRI and RAND to assist in coordinating their Statewide Evaluation Program.
 - A follow-up analysis of the early 2012 stigma survey of adults was completed, showing the high prevalence of ambivalence toward people with mental illness; this Ambivalence Analysis recommended addressing ambivalence explicitly, and not basing intervention strategy on the presumption of pervasive, highly negative attitudes in the population.
 - RS&E developed potential umbrella taglines that tie together the Suicide Prevention, Stigma and Discrimination Reduction and Student Mental Health Initiatives and conducted testing among stakeholders. Taglines have been narrowed down to two and a decision will be made in March.
- RS&E and subcontractors developed new outreach components for the following target audiences:
 - African American – Focus on shifting deeply held negative attitudes and beliefs and misinformation about mental illness among faith leaders as well as mental health



Stigma and Discrimination Reduction Key Activities



- professionals, and foster the development of sustainable community-based mental wellness.
- API – Additional activities will include outreach to new community leaders and expansion into Punjabi and Mien populations, a story-telling campaign and development of in language videos for the Laotian and Cambodian audience.
 - Latino – A second round of family forums will be held to bring key influencer groups together. A partnership with Univision will be used to establish media relations and leverage opportunities to communicate key messages.
 - Native American – Engage with CRDP Native American Steering Committee members and CalMHSA partners and initiate communication with community leaders to determine culturally-appropriate outreach methods, strategy, communities and potential partnerships. Mini-grant and/or stipend agreements will be developed along with campaign materials.
 - LGBTQI communities – Develop a partnership with GSA Network to introduce and extend SDR messages to LGBTQI youth and allies, create content for use at Leadership Trainings and outreach and facilitate alignment of GSA Network SDR project with ReachOut to provide mentoring to content developers and recruit LGBTQI young people.

Program Partner: United Advocates for Children and Families (UACF)

Initiative and Program Name: Program 1: Strategies for a Supportive Environment, Component 3: Capacity Building

Regions served: Statewide

Contact information: Sireyia Ratliff, sratliff@uacf4hope.org

Website: www.uacf4hope.org

Overview

UACF Major Accomplishments

UACF has initiated regional Local Community Network Roundtables in partnership with county MH Directors, stakeholders, consumers and community based organizations. Community roundtables focus on reducing stigma and discrimination in their local community by 1) Developing and implementing outreach strategies to increase mental health services and treatments 2) Coordinated public awareness messaging with CalMHSA Program Partners and 3) Sharing best practices and success with other local community roundtables across the state.

UACF is working to establish roundtables in the following 6-counties:

1. Los Angeles County: October 29, 2012 UACF partnered with LAC-DMH conducted a community roundtable event with a keynote presentation by LAC-DMH Director, Dr. Marvin Southard, this presentation expressed the importance of effects of mental health stigma within communities, social inclusion and the importance of anti-stigma discrimination efforts; participants included Mental Health Commissioners, parent/family advocates, System of Care staff, LGBTQ representatives and CalMHSA Program Partners (60 total). UACF has begun forming an alliance with a local CBO to



Stigma and Discrimination Reduction Key Activities



facilitate the development of a sustainability plan guided by LAC-DMH and the roundtable committee members. The plan will articulate the benefits of the committee's work including the impact the committee and the campaign is having on creating community level change and how the community will ensure the continuation of effective policies, strategies, and practices.

2. San Diego County: October 2012 UACF partnered with SDC-DMH Director, Alfredo Aguirre and staff held an Ad Hoc Roundtable Workgroup meeting; participants included representatives from NAMI, Family Youth Roundtable (FYRT), and Mental Health America of San Diego (MHA-SD), Recovery Innovations, CalMHSA Program Partner, AdEase and SDC-DMH staff. The workgroup identified possible roundtable committee members and local CBO's that have demonstrated successful outreach to the un-served, under-served, and inappropriately served populations. UACF has begun partnering with the identified CBO's to facilitate the roundtable event and sustainability plan.
3. San Bernardino County: October - December 2012 UACF with SBC-DBH Director, CaSonya Thomas and staff have identified existing community efforts, relationships, and strategies targeting those with lived experience to attend and participate in the May 2013 "Night with the Stars" event, and Symposium. UACF in collaboration with a local CBO (veteran) has begun developing support strategies to further reach into their community to attend and participate in these events.
4. Humboldt County: October - December 2012 UACF with Humboldt BH Deputy Director, and PEI Program staff identified possible roundtable strategies to partner with a local CBO targeting the Native American, family member, and TAY populations. UACF will partner with determined CBO to facilitate the roundtable event and sustainability plan.
5. Santa Clara County: February 2013 UACF had an initial call with Santa Clara MH Director, Nancy Pena; key outreach strategies included using Digital Storytelling Videos as a tool for community outreach and consumer empowerment. UACF will partner with determined CBO to facilitate the roundtable event and sustainability plan.
6. Fresno County: UACF is in the process of outreaching to Fresno County Mental Health Director and utilizing our local Advisory Committee Member.

October 13, 2012: UACF CEO presented a key note speech at the Annual Advocacy and Collaboration Conference held by the California Academy of Child and Adolescent Psychiatry.

October 2012– December 2012: Op-Ed news articles 1) Grandparents Raising Children published in the Davis Enterprise, Pacer Herald, Sacramento Observer, Sonoma County Gazette, NewsBlaze, and Modoc Independent News 2) Shooters Have Mental Health Issues that Need "First Aid" published in the Sacramento Bee Newspaper 3) A Security Shield for Mental Health Services 4) When Caregivers Need Care printed in the Sonoma Gazette. All articles were distributed through social media including email blasts, Facebook and in print. The SDR campaign received commitments by the Sacramento Observer for future mental health related news articles.

Upcoming Key Activities

Local Community Network Roundtables

1. Los Angeles County: May 29, 2013 Local Community Network Roundtable Event at Magnolia Place Family Center
2. San Diego County: (a) March 15, 2013 Local Community Network Roundtable Ad Hoc Workgroup Meeting at San Diego Behavioral Health (b) Local Community Network Roundtable Event in May 2013 (day TBD)



Stigma and Discrimination Reduction Key Activities



- UACF Advisory Committee In-person Meeting, May 2013 in San Diego adjacent to the Local Community Network Roundtable Event
- 3. San Bernardino County: (a) May 14, 2013, A Night with the Stars; (b) May 15, 2013 Symposium. (CBO: Victor Community Support Services will conduct a workshop targeting veterans, and their families)
- 4. Humboldt County: Local Community Network Roundtable Event (tentatively May/June 2013)
- 5. Santa Clara County: (a) Local Community Network Roundtable Ad Hoc Workgroup meeting April 2013 (b) Local Community Network Roundtable Event (tentatively June 2013)
- 6. Fresno County: Local Community Network Roundtable Event (tentatively June 2013)

Year 3 Projected Counties are:

1. Sacramento County: Hmong Women's Association (tentatively)
2. Orange County
3. Inyo County
4. San Joaquin County
5. Monterey County
6. Shasta County

T4T for County: Mental Health First Aid Certified Five (5) day Instructor Training

Overview of UACF Process:

Conduct a statewide assessment to research how to best meet the needs of counties, leverage existing investments, fill in gaps with what is currently provided to support instructors and avoid duplication of efforts.

1. The results of the statewide assessment will be used to create options for regional approaches to training events which will include creating 140-150 certified instructors, as well as adaptation training for Youth and Rural populations. Final determinations of training and budget will be made in consultation with the CalMHSA Contract Manager.
2. As informed by the assessment, create and maintain a database of key information about instructors that supports CalMHSA's commitment to achieving statewide reach and promoting cultural competence.
3. At the conclusion of the training, present a final summary report that summarizes the training investment by the California Mental Health Directors Association identified regions, lessons learned and recommendations on how to maximize and leverage and sustain MHFA efforts, if effective.

UACF has had discussion(s) with the Central Regional Partnership Coordinator, Lassen County, Del Norte County, and Butte County.



Stigma and Discrimination Reduction Key Activities



Program Partner: Mental Health Association of San Francisco

Initiatives and Program Names:

- Program 2: Practices and Policies Program (VPPP), Component 1: Resource Development
- Program 3: Promising Practices Program (PPP)

Regions served: Statewide

Contact information: Luba Botcheva, Ph.D., Statewide Project Manager, Mental Health Association of San Francisco, 870 Market St., San Francisco, CA. 92102, (415) 421-2928 X320, luba@mentalhealthsf.org

Website: mentalhealthsf.org; dignityandrecoverycenter.org

Overview

Center for Dignity, Recovery, and Stigma Elimination

(Goal) Mission: To advance human dignity and wellbeing on a sustained basis by changing behavior and bias associated with mental health and mental illness in California through integrated evaluation, refinement and dissemination of best practices in stigma reduction that are effective in the state's many communities; and to advance the field of stigma and discrimination practice and research globally.

The Center provides direct training and technical assistance to:

- Develop culturally relevant tools for fighting stigma within California's diverse cultural, ethnic and racial communities
- Inform dialogue on how community-based programs address stigma around mental health challenges
- Promote statewide initiatives that support community-led best and promising practices
- Empower communities through collaborative input and action
- Increase visibility and exposure of community-based programs
- Share expertise with similar programs and programs focused on cultural, ethnic, and racial communities statewide

Resource Development

The Center's *Resource Development Program* represents a unique effort to identify and support community-based, mental health stigma and discrimination reduction (SDR) programs across the state through a process of engagement, assessment and the provision of training and technical assistance. This highly collaborative program works in partnership with experts in stigma elimination, statewide consumer leaders and consumer-run organizations to provide resources and supports in ways that empower SDR programs to become effective agents for stigma elimination in their own communities.

Major Accomplishments

- Implemented SDR Program's Assessment and Engagement protocols -- including observation of program activities, interaction with program staff, use of SDR Toolkit,



Stigma and Discrimination Reduction Key Activities



composition of a written report and planning a Technical Assistance strategy -- with SDR programs statewide

- Successfully fielded cornerstone elements of SDR Toolkit (California Quality Improvement-Fidelity, Assessment, and Implementation Rating (CQI-FAIR), Platform Skills Fidelity Measure), plus augmented SADR Toolkit with more tools organized into six categories to assist SDR programs to implement Best Practices;
- Refined and streamlined “Resource Development SDR Program Assessment and Engagement Plan” used to engage SDR programs in light of lessons learned through implementation;
- Identified approximately 116 anti-stigma programs statewide;
- Further refined system to classify anti-stigma programs entered into the database to allow for inclusion of a wider scope of programs, emerging SDR strategies and educational efforts;
- Developed parameters for statewide index of Consumer-Run SDR Programs;
- Conducted an electronic survey (Qualtrics Study) of consumer advocates across the country to determine their views regarding the relative importance of variables within the CQI-FAIR.
- Finalized Center website content and resource development, dignityandrecoverycenter.org

Upcoming key Activities

- Present at Statewide Stigma Conference (“*Tools for Change*”) in March 2013
- Continue to implement SDR Program’s Assessment and Engagement protocols with SDR programs statewide to reach a total of 15 by end of FY 2012-13
- Implement protocols to selectively provide targeted funding to SDR programs identified as Community Development Partners
- Launch full Center website with SDR Program database (March 2013)
- Develop and offer trainings on stigma reduction best practices
- Publish articles chronicling the work and aims of the Resource Development program in peer-reviewed, scholarly journals

Promising Practices

The Primary objective of the CalMHSA Promising Practices and Programs project (PPP) The Promising Practices Program (PPP) is to identify SDR activities and/or practices that have a particular promise to reduce mental illness stigma within the context of their specific cultural, ethnic, and racial community programs, in hopes of creating recognition and exposure for existing practices, as well as to offer collaborative, effective and culturally responsive training and technical assistance:. PPP engages directly with California communities to identify culturally, ethnically and racially specific attitudes towards mental health; examine cultural, ethnic and racial strengths and resources; and support approaches that reduce stigma within culturally, ethnically and racially diverse communities.

Major Accomplishments

- Developed T& TA training tool for Promising Practices (CDP's need assessment, training guide, evaluation/feedback tool)
- Continued meeting with Community Development Partners and implementing the empowerment/engagement process with program staff. Meetings included:1) an information portion in which a dialogue between both agencies was held, additional



Stigma and Discrimination Reduction Key Activities



- steps and relationship/rapport building occurred; and 2) relationship building/engagement process via observing and participating in agency activities.
- Continued communication with Ethnic Services Managers statewide via phone, in-person and email. Established connection with 6 county Ethnic Services Managers via phone in Ventura, Riverside, Orange, Los Angeles, San Diego and Imperial
 - Worked with PPP staff to provide list of all programs in database that were appropriate for Promising Practices.
 - Completed first literature review analysis of promising practices. Also continued research and evaluation with Columbia University during weekly on-going teleconference calls regarding PPP.
 - Finalized Center website content and registry, dignityandrecoverycenter.org

Upcoming Key Activities

- Hold first Annual Stigma Conference (Scheduled for March 21-22, 2013)
- Planning meetings with all County Ethnic Service Managers
- Initiation of Young Investigators Project
- Launch an anthropological study to help identify cultural idioms within the context of diverse cultures and their experience (i.e.: trauma related to immigration, discrimination, famine, war, etc.)

How These Activities Affect Counties

- The Center for Dignity, Recovery and Stigma Elimination will benefit counties by providing a registry of stigma and discrimination reduction programs and promising practices within cultural/ethnic/and racially diverse communities. This registry will help to network programs across the state serving similar populations and will highlight programs that are utilizing best practice strategies.
- The Center will provide training and technical assistance to SDR programs within counties that are in need of program improvement
- Through the website the Center will provide resources about SDR best practices and latest findings of research and evaluation
- The Center will assist counties in identifying promising practices within culturally/ethnic/racially diverse communities that assist in stigma reduction although that may not be the main focus of the program.
- The Center also will build relationships with county representatives and programs as it works with these programs as Community Development Partners, a process that emphasizes co-learning and cultural humility.
- The Center will support counties by training local Community and Youth Investigators who can continue such training and provide support to local stigma reduction initiatives.



Stigma and Discrimination Reduction Key Activities



Program Partner: Entertainment Industries Council, Inc.

Initiative and Program Name: Partnering With the Media and Entertainment Industry

Regions served: Statewide

Contact information: John Hinrichs, Program Manager, Entertainment Industries Council, Inc., 111 N. First St., Suite 301, Burbank, CA 91502, (818) 861-7782, jhinrichs@eiconline.org

Website: www.eiconline.org/calif-mental-health/

Overview

Major Accomplishments

- News media analysis report of California English and Spanish language articles completed and distributed.
- Produced series of three podcasts about how the media can reduce stigma and discrimination, featuring interviews with stigma researcher Bernice Pescosolido; Rebecca Palpant, Carter Center Mental Health Reporting Fellowships; and Dr. Drew Pinsky.
- TEAM Up website, which will house all project resources, in final development, with an online “splash page” providing access to content until it’s ready.
- The mental health reporting style guide in both English and Spanish is now available in both online and print versions.
- The three pieces of the mental health reporting toolkit—sample stories, story ideas and interview tips—are now available on the TEAM Up splash page.
- The video vignettes from the Muestra Esto event are posted online, and the English and Spanish versions of the publication are complete.
- Videos from the Two Lives a Day Lost in LA: Communicating About Suicide and Mental Health event are posted online.
- Built partnership with Univision that will include use of style guide in newsrooms and additional development of Spanish language reporting resources.
- Provided First Draft technical assistance to several mental health-related entertainment projects and news outlets.
- Established partnerships with many journalism and media-related organizations throughout California and presented media-focused workshops at several conferences/meetings.

Upcoming Key Activities

- Picture This: Mental Health in San Diego forum will be happening on 3/13/13. Working closely with county staff on invitation list and logistics.
- Press conference and training at Univision – late March (date TBD)
- Keynote address/focus of news contest, Journalism Association of Community Colleges, Sacramento – 4/11/13
- PRISM Awards, Beverly Hills – 4/25/13
- First Draft Briefing for entertainment industry, Los Angeles - August (date TBD)
- Ramping up contract amendment project activities:
 - Connecting Diverse Populations to the News Media
 - Media training for county staff and underserved communities



Stigma and Discrimination Reduction Key Activities



- California Reporting Mental Health Fellowships for journalists covering underserved communities
- Generation Next - Engage and train faculty and students in California journalism and film/TV schools

Program Partner: Community Clinics Initiative – Integrated Behavioral Health Project

Initiative and Program Name: Promoting Integrated Health

Regions served: Statewide

Contact information: Karen Linkins, PhD, 480-299-5900,
Karen@desertvistaconsulting.com

Website: ibhp.org

Overview

Resource Dissemination:

- Continued to update IBHP.org website, the IBH tool kit, and matrix of existing trainings and resources.
- Finalizing Issue Briefs on various topics, including: county mental health; workforce issues, training needs, and opportunities; role of peers in integrated care; integrated care and stigma reduction; FQHCs and community clinics
- Revised integrated care implementation Tool Kit
- Sponsor and organize a Statewide innovations conference for counties, providers, and other stakeholders to disseminate key learnings about innovative models and practices in CA for delivering integrated care (scheduled May 22-23, 2013)

County Collaboratives, Technical Assistance, and Knowledge Development:

- Collaboration with CiMH to support 25 counties involved in Learning Collaboratives in four areas: 1) Advancing Recovery Practices; 2) Small County Care Integration Collaborative; 3) Care Integration Collaborative; and 4) Strategies for Integrating Health, Prevention, and Community
- Documenting client experiences and team/organizational experiences from the different learning collaboratives to add to technical tools for implementing integrated programs
- Developing field generated strategies and tools for spreading successful practices to other counties
- Identifying and documenting the key strategies that lead to shifting organizational culture to improve the degree to which the collaboratives improve access to and delivery of integrated care
- Convene collaborative participants for a facilitated discussion of what worked and was successful in building the culture of cross-system, cross-practice collaboration between County mental health and other service sectors
- Disseminate best practices to counties and provide hands on technical assistance to build working collaboratives in other counties in CA to spread and improve access to integrated care



Stigma and Discrimination Reduction Key Activities



Advisory/Policy Group:

- Convened the Integrated Policy and Practice Initiative Steering Committee (e.g., CMHDA, CPCA, CiMH, ADPI, CADPAAC, CAMHPRO, NAMI, Public Hospital Association, Health Plans of California, and others. This group will function as an advisory body for the Integrated Care Initiative, as well as take on topics of concern to the range of stakeholders involved in integrated care.

Collaboration with Primary Care:

- Coordinating with the CPCA Behavioral Health Network (BHN) (over 40 participating community health centers and FQHCs) to prioritize topics for clinic trainings. Priority topics include: pain management, integrating substance use services, implications of health reform and health homes for high need, complex populations. We are in the process of compiling existing and developing new resources that can be disseminated to the participating BHN clinics at the quarterly in-person meetings, as well as on the IBHP and CPCA websites. We will also, in collaboration with BHN leadership, develop specific webinars that can be accessed by the clinics.

Program Partner: Mental Health America of California

Initiative and Program Name: Promoting Mental Health in the Workplace

Regions served: Statewide

Contact information: Zima Creason, Associate Director, Mental Health America of California (also known as the Mental Health Association in California)
1127 11th Street, Suite 925, Sacramento, CA 95814
Phone: 916-557-1167, E-mail: zcreason@mhac.org

Website: www.mhac.org

Overview

The Wellness Works! (WW!) workplace mental health program is now in the implementation phase of the project.

10 wellness specialist are trained to deliver WW! corporate trainings to employers throughout California. WW! corporate trainings are delivered by local MHA affiliates. Training was conducted by the Canadian Mental Health Association, who are North America's leading experts in workplace mental health issues.

Wellness Works! is based on the Canadian Mental Health Associations workplace mental health program called Mental Health Works. The core training content has been "California-ized" so that the material is relevant and customized for California.

WW! offerings have been developed including training modules ranging from 6 hour workshops to 30 minute engagement lunches. Marketing materials and a curriculum list is available.



Stigma and Discrimination Reduction Key Activities



Local MHA affiliates are actively engaging employers in the WW! program. At least 14 training engagements are expected to be secured by the end of February 2013. Local MHAs are actively engaging all of California's counties to educate staff on the WW! program, to learn what employers and sectors counties would like the program to target and penetrate, and to collaborate on engagement and outreach efforts.

Program Partner: NAMI California

Initiative and Program Name: Reducing Stigma and Discrimination in Mental Health and System Partners

Regions served: Statewide

Contact information:

Holly Davison, Director of Programs

Email: holly.davison@namicalifornia.org, Phone: 916-567-0163

Katherine Ferry, Director of Community Engagement

Email: katherine.ferry@namicalifornia.org, Phone: 916-567-0163

Website: www.namicalifornia.org

Overview

Goals:

- Enhance existing proven stigma reduction programs
- Increase capacity of NAMI California's statewide network of Affiliates to deliver culturally and linguistically competent SDR programs
- Evaluate the success of SDR programs in reducing stigma and discrimination
- Collaborate and leverage resources between Student Mental Health and Suicide Prevention Programs
- Ensure Affiliates have the capacity to sustain new services beyond funding period

Major Accomplishments:

Signature Stigma and Discrimination Reduction Programs

1. In Our Own Voice (IOOV)
Together NAMI California and our Affiliates have made great strides in providing trainings and presentations to communities throughout the state. The major accomplishments include conducting more than 261 IOOV presentations statewide reaching over 4,500 audience members
2. Ending the Silence (ETS)
NAMI California's Affiliates have presented over 35 ETS presentations statewide reaching more than 1,500 students. In addition, two webinar-based ETS Presenter Trainings have been conducted adding 24 new ETS Presenters throughout the state.
3. Parents and Teachers as Allies (P&TasA)



Stigma and Discrimination Reduction Key Activities



During this period, NAMI California and our Affiliates have presented approximately 30 P&TasA presentations reaching more than 500 audience members. In addition, three P&TasA trainings were held adding 43 new presenters.

4. Provider Education (PE):

NAMI California hosted a Provider Education (PE) Training of Trainers on January 12-13, 2013. This was the first-ever state PE Training of Trainers, and we are happy to announce that we have twenty new PE State Trainers throughout California.

Collaboration with Student Mental Health Initiative

NAMI California has partnered with the California Department of Education and the Placer County Office of Education to bring a youth voice to their Training Educators through Recognition and Identification Strategies (TETRIS) Eliminating Barriers to Learning trainings. During each of the trainings, a NAMI Affiliate representative discusses our Ending the Silence Program and a youth ETS Presenter shares their own journey with a diagnosable mental health condition. This provides our NAMI Affiliates with an opportunity to share other NAMI program information, materials, and local NAMI resources.

Engaging Diverse Communities

Through a series of Listening Sessions coordinated by the Cultural Competence Steering Committee, NAMI Affiliates were able to interface with the following unserved/underserved communities: Latino Farmworker, Older Adult, Native American, African American, Veteran, Transition Age Youth (TAY) and Muslim communities. The purpose of these listening sessions was to facilitate a discussion on how NAMI can become more culturally responsive. Participants were also given the opportunity to experience an IOOV presentation and provide feedback on how the program could be tailored to better fit their communities. The Listening Sessions also provided an opportunity for members of the community to develop an introductory relationship with local NAMI Affiliates.

Upcoming Key Activities:

NAMI California will enhance and expand its current work with unserved and underserved culturally diverse communities and work to expand its reach into counties with minimally active or without NAMI Affiliates. This will be done through several key activities. These include:

- County meetings in each of our 11 NAMI California regions with relevant stakeholders, Mental Health Directors, MHSA Coordinators, Ethnic Services Managers and local NAMI leadership.
- The cultural adaptation of our “In Our Own Voice” signature program across underserved communities.
- In Our Own Voice Presenter trainings for unserved and underserved counties

County Meetings

The county meetings have been developed in order to strengthen local and regional capacity within counties and throughout the state, including new CalMHSA participants, by first working to build relationships between counties and our local and state Affiliates. The purpose of these meetings is to identify County Partner needs in order to best serve the prevention and early intervention, education, support and advocacy goals of their communities and to discuss how NAMI and counties can work together to best meet those needs.



Stigma and Discrimination Reduction Key Activities



Cultural Adaptation of IOOV

NAMI California aims to reduce stigma and discrimination among diverse populations through the cultural adaptation of our In Our Own Voice Program for the Latino, Asian/Pacific Islander, African American, LGBTQ, and Native American communities. Development of a culturally competent IOOV program will aid in the effort to reduce significant barriers to treatment, and reduce discrimination among systems partners. The cultural adaptation process will engage the respective communities in the review of the IOOV program through focus groups. Initial focus groups will commence in May or June of 2013.

IOOV Presenter Trainings for Unserved/Underserved Counties

NAMI California will be holding 3-4 IOOV Presenter Trainings in unserved and underserved counties. Locations for these trainings will be identified through the county meetings.

Program Partner: Disability Rights California

Initiative and Program Name: Advancing Policy to Eliminate Discrimination

Regions served: Statewide

Contact information: Margaret Johnson, Esq. Advocacy Director, Phone: 916 504-5800, Toll Free: 800 776-5746, Direct: 916 504-5937, TTY: 800 719-5798
margaret.jakobson@disabilityrightsca.org

Website: www.disabilityrightsca.org

Overview

- We reviewed bills that passed during the 2011-2012 legislative session. Out of over 4,000 bills introduced in the two-year legislative session, we found 16 bills that had significant impact on people with mental health disabilities. We expect to have a final report of our findings sometime in 2013.
 - We used two “filters,” to analyze the legislation. One filter was used for pointing out legislation that increases stigma and discrimination, and the other was for legislation that decreases stigma and discrimination. The filters are still being refined and beta-tested. We expect the filter will be available sometime this year. We expect that the filter will be a tool for legislators and their staff to use when considering the introduction of legislation that impacts people with mental health disabilities.
- We drafted an index and annotated index of laws, regulations, policies and practices that reduce stigma and discrimination and encourage provision of services in the community and in non-traditional settings. This document should be available this year.
- We continued to maintain and update our Mental Health Stigma and Discrimination Reduction website pages located here www.disabilityrightsca.org/CalMHSA/CalMHSA.html) including six subpages: Advisory Group page, fact sheet page, survey page, news and press page, training and material page and other resources page, as well as a Spanish language version of the above pages located here: www.disabilityrightsca.org/espanol/CalMHSA/CalMHSA.htm.



Stigma and Discrimination Reduction Key Activities



- For the period of October through December we had 649 visits to our CalMHSA website, with the majority visiting our fact sheets. Our most downloaded fact sheet for this period was “People First Language in Mental Health” (www.disabilityrightsca.org/pubs/CMO201.pdf). Our top downloaded non-English fact sheet is a Chinese version of “Definitions of Stigma & Discrimination” (www.disabilityrightsca.org/pubs/CMO404.pdf).
- We have completed a number of fact sheets including, housing discrimination fact sheets, behavioral restraint reduction, employment, criminal justice and mental health parity, those completed are posted and found here: www.disabilityrightsca.org/CalMHSA/CalMHSAfactsheets.html.
 - Since the beginning of the project we have developed 19 fact sheets and our subcontractor Mental Health Advocacy Services (MHAS) has completed 10. Completed fact sheets: www.mhas-la.org/SpecialEducation/ERMHSInfo.htm.
 - Our fact sheets are primarily disseminated through our website and at training and outreach.
 - We translate fact sheets into the following languages: Spanish, Korean, Chinese, Vietnamese, Cambodian, Russian, Armenian, and Arabic. Translated fact sheets are found here: www.disabilityrightsca.org/CalMHSA/CalMHSAfactsheets.html.
- Disability Rights California has identified four groups for development of educational/training materials related to people with mental health disabilities and stigma and discrimination reduction: housing providers, employers, public defenders, mental health providers. We have drafted educational/training materials for all four groups. In addition we drafted training on “Affordable Care Act (ACA), Mental Health Parity, and Rehabilitation,” this training is still in the review process.
- As a result of a suggestion from the public defenders, Disability Rights California drafted an educational article for submission to the *California Defender* entitled, “Professional Standards on the Attorney-Client Relationship in LPS Conservatorship Proceedings.”
- MHAS is preparing educational materials/training on “hostile learning environment” for the February presentation at the Stigma and Discrimination Conference in San Diego, Children’s Hospital of Los Angeles Grand Rounds, and California Mental Health Advocates for Children and Youth.
- MHAS has been invited by the UCLA Law School Symposium on Disabilities to provide training on the unique challenges faced by youth with mental disabilities as they transition from high school to college.
- We identified and analyzed mental health parity law requirements. This involves identification and analysis of both anti-discrimination laws and policies that are not adequately enforced and laws and policies that may contribute to structural stigma and discrimination.
- We continued working on identifying stigmatizing language in California codes. We have a draft document of such language and are now looking to see what other states have done in this regard.
- We have identified four policy papers for development as previously reported. We have begun work on three of the papers: first responders, hospital diversion and aftercare, and NIMBYism.
 - For our first responder paper we are collecting information about the state of training in California regarding law enforcement responses to people with mental illness in crisis. Our preliminary policy recommendations are: 1. The Peace Officer Standards and Training Commissions (POST) should increase the basic academy training requirements regarding people with mental health disabilities from the current requirement of 6 hours



Stigma and Discrimination Reduction Key Activities



- (which also encompasses people with developmental disabilities and physical disabilities) to 20 hours; 2. Law enforcement agencies in California should adopt Crisis Intervention Team training programs.
- MHAS and MHCC have begun research on their policy papers related respectively to mental health services for students with disabilities and services provided by faith based communities.



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Student Mental Health Key Activities



Program Partner: California Department of Education

Initiative and Program Name: Kindergarten through Twelfth Grade Student Mental Health Program

Regions served: Statewide

Contact information: Monica Nepomuceno, Education Programs Consultant, California Department of Education, mnepomuceno@cde.ca.gov, (916) 323-2212

Website: Mental Health: www.cde.ca.gov/ls/cg/mh/
Student Mental Health Policy Workgroup: www.cde.ca.gov/ls/cg/mh/smhpworkgroup.asp

Overview

Training Educators through Recognition and Identification Strategies

One goal of the Statewide Kindergarten through Twelfth Grade (K–12) Mental Health Program is to increase the capacity for school and district staff to identify students who are experiencing mental health issues early on with the outcome of promoting school and student wellness and academic achievement.

The California Department of Education (CDE) has subcontracted with the Placer County Office of Education (PCOE) to deliver 11 Training Educators through Recognition and Identification Strategies (TETRIS) workshops, using a Training of Trainers (TOT) model, in the 2012–13 school year. These trainings were conducted to increase awareness and the ability to recognize and address the needs of students who are impacted by mental health issues.

Since September 22, 2012, six TETRIS workshops have been conducted, using a TOT model to reach and provide knowledge and skills to a larger audience, creating a greater statewide impact. Individuals interested in participating in the TETRIS TOT (Level 1) were required to submit a short application, as part of a school or district team, to the PCOE. The application included a plan for the team in delivering the trainings in their school, district, county, or region (Level 2), and clearly stated the commitments expected as a trainer.

The TOTs were delivered in six of the 11 California County Superintendents Educational Services Association (CCSESA) regions. While the CDE anticipated conducting a TETRIS workshop in each of the CCSESA regions, geography and population played a large role in scheduling the TOTs. Some regions have large populations and warrant two workshops. For example, there is a greater need for more workshops in Orange County, which has 515,464 students, than in Tehama County, which has 10,694 students.

The table below summarizes the TETRIS workshops delivered so far in the 2012–13 school year:

Two-day Training of Trainers			
	CCSESA Region	Location	Number of Participants
1	1 south	Sonoma County Office of Education	20
2	10	San Bernardino Special Education Local Plan Areas	28



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Student Mental Health Key Activities



3	9 south	San Diego County Office of Education	9
4	9 north	Orange County Department of Education	27
5	6	Calaveras County Office of Education	30
6	3	Twin Rivers Unified School District	39
	Totals		153

All TETRIS TOT participants submitted a plan of action with their application. This plan of action delineates how they will deliver the Eliminating Barriers to Learning (EBL) training to their school or district staff (Level 2). The CDE will follow up on their plans to ensure that the TOT participants are adhering to the requirement of delivering the training

Student Mental Health Policy Workgroup

Another goal of the Statewide K–12 Mental Health Program is to convene the Student Mental Health Policy Workgroup (SMHPW). The purpose of the SMHPW is to make annual policy recommendations to the State Superintendent of Public Instruction (SSPI) and the California State Legislature that will favorably impact student mental health, and build capacity among K–12 schools, mental health providers, mental health organizations, youth development agencies, and others to appropriately refer and treat students with mental health needs.

The CDE collaborated with the CCSESA to determine the SMHPW membership. The SMHPW is composed of 40 members from diverse sectors and geographical locations, all of whom have both an interest and experience in dealing with student mental health. On November 30, 2012, the CDE convened the third SMHPW Meeting at the Sierra Health Foundation in Sacramento. This meeting focused on drafting policy recommendations based on top priorities identified in previous SMHPW meetings. The policy recommendations are still in draft form and are being reviewed by four members of the SMHPW who will form the Final Review Team. This team will prepare the recommendations and present them to the larger SMHPW membership, at which time the members will vote on which recommendations to move forward.

On March 8, 2013, the SMHPW will convene again with a clear purpose to:

- Discuss the policy recommendations and vote on the recommendations to be presented to the SSPI and the Legislature.
- Discuss next steps on policy recommendations that were generated, but did not move forward.



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Student Mental Health Key Activities



Program Partner: California County Superintendents Educational Services Association (CCSESA)

Initiative and Program Name: Regional K-12 Student Mental Health Initiative

Regions served: Statewide

Contact information: Cheryl Raney, Statewide Coordinator, 916-228-2201

Website: www.regionalk12smhi.org

Overview

Major Accomplishments during Quarter 2 of 2012-13 and key upcoming activities:

Cross-System Collaboration

- Regional leads and their county level counterparts met with local consortia in 41 counties during the 3 month reporting period, representing over 2500 local partners and stakeholder contacts at identified meetings.
- CCSESA released its Annual Cross-System Collaboration Survey on March 1, 2013. We request that all consortia participants who receive a survey complete the survey to assist CCSESA, CalMHSA, and their evaluator, RAND, in documenting collaboration efforts at the county level. Thank you!

School-Based Demonstration Programs

- Demonstration programs have been established and in operation in all 11 CCSESA regions. Some regions plan to continue adding new sites throughout the project period. During this quarter, regions reported the Demonstration Programs reached 15,389 students and 1,868 adult participants.
- The Regional K-12 Student Mental Health Initiative clearinghouse was launched (<http://www.regionalk12smhi.org/>) and added 43 resources to the website bringing the total number of resources to 122. The website had 3,700 resource summaries viewed during the quarter. Users can establish a Profile at the site and receive monthly updates on resources added to the clearinghouse.

Education and Training

- Regional leads and their county partners conducted 117 trainings/events during the quarter, serving 3,396 participants.
- An event/training schedule for the next 6 months (January – June 2013) is attached and reflects 257 events and trainings planned or scheduled to date in each of the regions. Additional events/trainings will be added and the list updated quarterly. Some events and trainings are suitable for county and program partners.
- Additional offerings will be made available based on implementing program enhancements for pre-K, high school, alternative education programs, rural and frontier areas, and densely populated areas.



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Student Mental Health Key Activities



Program Partner: California Community Colleges Chancellor's Office (CCCCO) and the Foundation for California Community Colleges (FCCC)

Regions served: Statewide

Contact information:

Chancellor's Office: Betsy Sheldon, Program Manager, bsheldon@cccco.edu or (916) 322-4004
Foundation: Colleen Ammerman, cammerman@foundationccc.org or (916) 325-8572

Website: www.cccco.edu/mentalhealth and www.cccstudentmentalhealth.org

Overview

The goal of the CCC SMHP is to develop and implement a statewide mental health prevention and early intervention project that impacts the entire California community college system of 112 campuses, 72 districts, and 2.6 million students. The project includes activities that address the three strategic directions of faculty and staff training, peer-to-peer support, and suicide prevention. In addition, the CCC SMHP will include an evaluation component to address the grant requirements, as well as unmet needs, related to California community college student mental health data and research.

Accomplishments to date (reflect time period from October 1, 2012 – January 31, 2013).

Campus Based Grants

- Profiles of each CBG were completed and posted to the website www.cccstudentmentalhealth.org as well as provided to CalMHSA). The SMHP office will be disseminating these to county mental health and CalMHSA liaisons in early March 2013.
- SMHP staff are working with CARS in planning the first annual meeting of all of the CBGs for April 24-25, 2013 (Sacramento, CA).
- Status in implementing grant goals and objectives:
 - Faculty and Staff Training Events - Crisis or behavioral intervention: 18 events held that included 429 participants
 - Suicide prevention: 18 events held with 633 participants
 - Peer-to-Peer Training Events: 36 events held with 1197 participants
 - Regional Strategizing Forums: 10 events held with 471 participants (*Sierra hosting theirs on February 24th.*)
- Significant campus highlights:
 - *College of the Canyons*
 - Held a six-week series of seminars focusing on challenges to body, mind and wellness from October to November. Over 100 students engaged.
 - The Student Health & Wellness Center received 17 BIT referrals from faculty and staff that recognized a student in crisis.
 - *Fresno-Reedley College*
 - Hosted a “Chalk It Out!” event as a part of the National Day without Stigma where issues of stigma associated with mental health were addressed. Students, faculty and staff were provided with resources about mental health services available on campus and within the community. An estimated 2,565 individuals participated
 - *Pasadena City College*



Student Mental Health Key Activities



- Developed a Crisis Prevention and Response Team (C-PART) consisting of Campus Police, Student Affairs, Psychological Services, Student Health Services, and Special Services.
- *Santiago Canyon College*
 - Conducted a Fall Festival & RISE-UP! event where the Active Minds chapter provided campus mental health resources info to students.
- *Sierra College*
 - Will be hosting an Alive! Mental Health Fair on Wednesday, February 27th featuring keynote speaker Reese Butler, founder of 1-800-SUICIDE, an airing of *A Reason to Live* documentary, Post A Secret and graffiti art.
 - The event will feature 20 information tables and 8 break-out sessions on topics such as QPR, and addiction & eating disorders. Among the many partners participating in this event are the Latino Leadership Council, Foster County Behavioral Access, Sacramento Gay & Lesbian Center, Bring Change 2 Mind, The Soldiers Project, American Red Cross, and Peace For Families. Students and peer-to-peer advocates, which are LGBTQ & Veteran trained, will also be participating.
- *West Valley College*
 - Conducted a campus-wide Stress Awareness event to acquaint students with campus resources available to support them with their mental health needs. An estimated 300 students engaged.

Collaboration with Active Minds on campuses

We are making progress in coordinating several collaborative activities to support Active Minds throughout our colleges. These include identifying colleges that can host the Send Silence Packing city tour as well as outreach activities to support both existing and developing Active Minds chapters on the CBG campuses.

Statewide Training and Technical Assistance (TTA) – Contractor: Center for Applied Research Solutions (CARS)

- Seventy-six (76) of the 112 colleges have participated in one or more of available TTA activities (webinars, trainings, individual calls or TA requests). This represents almost 68% of all colleges that have engaged in some form of TTA for student mental health.
- To date, 643 TTA days (the unit of service used for this contract) are in progress or completed. These represents 43% of the 1500 TTA days required for the term of the contract and has exceeded the target for the first year.
- CARS implemented “Readiness and Assessment Calls” to determine an individualized TTA plan for each college and to ensure that colleges that wished to implement the At-Risk suicide prevention trainings offered by Kognito (SPT contractor) had adequate referral resources and processes in place prior to beginning trainings.
 - Fifty-one (51) of these calls have been completed to date and there are five (5) more scheduled for February. This represents 45 % of all of the CCCs (112 colleges).
- Fourteen (14) webinars have been completed. Webinar topics include the following:
 - Conducting a Mental Health Needs Assessment on your campus (11/28/12)
 - Active Minds (12/3/12)
 - Welcome Home informational webinar (12/12/12)
 - ACHA NCHA Survey Overview (12/13/12)
 - Evaluation and reporting webinar with PIRE (1/9/13)
 - ReachOut Informational Webinar (1/16/13)



Student Mental Health Key Activities



- Jed Foundation: An overview of web resources and new program offerings
- CARS provided regional training activities by supporting CBGS in regional strategizing forums as well as SIGMA's threat assessment training in northern, central, and southern California regions (10/26/12 – SRJC; 12/14/12 – Palomar College). This training will be provided at Cabrillo College on 3/15/13 and at LA Trade Tech College on 3/22/13.
Please note: all webinars are archived and can be accessed on our website, www.cccstudentmentalhealth.org
- Completed several key products including a project brochure, a newsletter, and profiles of all 23 CBGs (see item #1). Products that are under development include
 - Student Mental Health website module template and design guide for campuses to incorporate as part of their websites
 - Suicide Prevention Gatekeeper Matrix (Adapted from SPRC Matrix)
 - Step By Step Guide to Suicide Prevention
 - Sample MOU to foster campus/county MH connections
 - Sample policies
 - Distressed Student curriculum
 - Mental Health 101 curriculum
- CARS has been instrumental in furthering collaborative efforts including the following:
 - Active Minds – see item 1d.
 - NAMI. Several planning calls with Holly Davidson, the Director of Programs for NAMI California, have taken place to explore ways to link campuses to the 70 local NAMI affiliates in California as well as opening on-campus chapters among other potential avenues of collaboration. CARS provided a listing of campus grantees indicating interest in establishing a NAMI chapter.
 - Following a request for presenters at the upcoming CBG annual meeting April 24 – 25, CARS staff conducted calls with Kerri Smith, Senior Campus Prevention Specialist at the Suicide Prevention Resource Center (SPRC) and Victor Schwartz, M.D., Clinical Associate Professor of Psychiatry, NYU School of Medicine, Medical Director at The Jed Foundation. During the discussion, several potential topics and presenters were proposed.
 - Outreach and planning call with representatives from the Academic Senate's LGBT Caucus. The goal was to identify ways to better address needs of LGBT students through products, webinars, and trainings.

Suicide Prevention Training (Contractor: Kognito Interactive).

- Total of 59 colleges that have either been assessed for readiness, have a TA plan created, or are scheduled to begin the process (52 Colleges assessed for readiness with a TA Plan created in conjunction with CARS (29 CBGs); 7 more are scheduled to begin the process (call scheduled).
- The current focus has been on getting Local Resources in place, assisting with rollout activities, supporting evaluation data collection, and establishing www.kognitocommunity.com – a new online community of practice.
- At-Risk For Faculty and Staff:
 - 617 faculty and staff completed training, representing 44 participating colleges (21 CBGs)
- At-Risk for Student Leaders:
 - 670 student leaders completed training representing 39 colleges.
- Veterans on Campus:
 - 254 faculty and staff completed training, representing 35 colleges.



Student Mental Health Key Activities



- Initial work has been done to develop additional training modules that were approved as part by CalMHSA in November 2012. These include a focus on high-need, underserved populations focusing on peer support for student veterans, and LGBTQ support for students and faculty.

Program Evaluation (Contractor: PIRE).

- In December 2012, evaluation tools and guidance were provided to the CBGs to collect information on the Regional Strategizing Forums (RSF) that are a grant requirement.
- PIRE developed an online reporting system to capture quarterly report information for the CBGs which was implemented in January 2013. A webinar to provide an overview of these requirements and how to use the system was conducted on 1/9/13. PIRE also provided individual technical assistance to the CBGs upon request.
- A system wide capacity survey was developed in January 2013 and implementation of this began in February 2013. Along with the capacity survey, a series of fact sheets describing the evaluation and the survey's purpose were developed and distributed along with the survey. A summary report will be created in Spring 2013 to provide a baseline of mental health services across the CCCs. This survey will be administered every 9 months throughout the project.
- PIRE and SMHP staff participated in monthly calls with the RAND team to align the CCC SMHP's evaluation plan with RAND's statewide evaluation plan. Key discussion items include how to best capture the diversity of training offerings being implemented for faculty, staff and students, as well as how to implement a faculty and student survey.

Transition Aged Foster Youth (TAFY) Project.

The CCC SMHP was approved for funding expand the capacity of two existing California community college-based foster youth training programs, by providing a supplemental curriculum to help address the mental health needs of Transition Age Foster Youth (TAFY) students. Following the development and implementation of the supplemental TAFY curriculum and accompanying trainers guide, these materials will be made available to all entities serving the TAFY population throughout the state including higher education partners within the SMHP initiative, and the county mental health and PEI partners. Progress to date on this effort includes the following activities:

- Identified and executed contract with consultant to develop curriculum
- Convened curriculum development workgroup including multiple community college staff to help inform development process
- Began facilitating TAFY focus groups to gather feedback regarding content of the training materials

Chancellor's Office Advisory Group on Student Mental Health (COAGSMH)

The COAGSMH is the key vehicle by which the CCC SMHP solicits stakeholder input and participation and includes representatives from three county behavioral health agencies (Sonoma, Riverside and Orange). Members have provided input and guidance to the SMHP office on a regular basis by providing input and guidance to all contractors (CARS, Kognito, and PIRE) on various products, reporting tools, and other deliverables. The most recent meeting was January 24, 2013.



Student Mental Health Key Activities



Program Partner: California State University

Regions served: Statewide

Contact information: Ana Aguayo-Bryant, Program Manager, aaguayo@calstate.edu or (562) 951-4729

Overview

Program achievements to date:

- Subawards were distributed the last week of August 2012.
- As of January 11, 2013, the CSU CalMHSA Program has successfully impacted 22,078 students, faculty and the community at large through CalMHSA sponsored trainings, workshops and events.
- The CSUCO has monthly conference calls to better inform and support campus coordinators. Four conference calls have already been held.
- Student Health 101 was selected as the vendor to promote the social marketing campaign focused on mental health and wellness, suicide prevention and stigma reduction; it also allows local campus information to be inserted. We requested that campaign images and messages would represent the diversity of the CSU student body and give particular focus to undeserved communities and students with particular needs (e.g., veterans, disabled, first generation students.)
- With the creation of SharePoint at the CSU Office of the Chancellor, CalMHSA was one of the first programs selected to launch the web-based portal. This portal has allowed us to share and disseminate information more efficiently with the campuses.
- Harder+Company Community Research was selected to lead the evaluation for the CSUCO system. The formal contract was executed on September 17, 2012. The representative from Harder+Company Community Research has been working closely with RAND and CSUCO staff to collaborate in evaluation efforts. An initial meeting was held on October 23, 2012, since then monthly conference calls are held with both evaluators.
- All campus coordinators submitted a Cultural Competence Needs Assessment created by CalMHSA to ensure that appropriate interventions were in place for different populations.
- On October 23, 2012, the CSU chiefs of police met at the CSU Office. One of the main discussion topics was the mental health training for police officers. The CSUCO will provide training to police officers through MHFA and ASIST. The police certified as trainers by MHFA and ASIST will be responsible for training the other police forces of the CSU.
- A grant proposal was submitted to CalMHSA in the month of October. The CSUCO was awarded the amount of \$212,320. The CSUCO will be offering two additional MHFA trainings in the 2013-2014 academic year. Also, an Interactive Video Simulation Training (IVST) will be offered to all CSU police officers. This interactive training will help police officers recognize symptoms of mental health illness.
- Regional meetings amongst the campuses were held throughout the state during the month of November 2012. CSUCO staff met with all campus coordinators and support staff to share program updates and best practices. Meetings were very well received and



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the information shared was valuable. Many campuses are well underway of having exemplary programs.

- The majority of campuses have established partnerships with their local County Mental Health Office to significantly enhance their local resources.
- Several campuses are providing faculty, staff and students with the opportunities of trainings. The trainings offered are ASIST, QPR and Mental Health First Aid. Many of the campus coordinators are sending campus staff and faculty to participate in county sponsored trainings. Each campus is determining how they evaluate trainings being offered in the peer-to-peer programs.
- Several campuses have participated in the California Suicide Prevention Network for Southern California Counties. As a result of the CalMHSA program, several campuses have joined the Suicide Prevention Task Force team in their respective counties.
- The CSUCO offered Applied Suicide Intervention Skills Training (ASIST) and Mental Health First Aid (MHFA) Training (T4T) in the month of January 2013. Participants were recruited from the CSU, UC, CCC, counties and local non-profits. Fifty-four successfully completed the training and are certified trainers for the State of California.
- On January 22, 2013, the CSU CalMHSA Program was formally presented at CSU Board of Trustees Meeting. This presentation captured everyone's attention since the recent incidents have created a sense of urgency to train and prepare our campus staff and faculty on how to recognize signs and symptoms of mental illness and how to better support the students.

Below are links to some of the activities, websites and other program related materials that capture some of the best practices thus far from the campuses:

Videos:

Videos for Students

- www.youtube.com/watch?v=oZaZuFiAxTY
- www.humboldt.edu/counseling/suicide_get_help_now.html

Videos for Faculty

- pgcc.csumb.edu/training-videos-faculty-and-staff

Video of a parent from Fresno State whose daughter died by suicide

- www.fresnostate.edu/studentaffairs/health/psychological/suicideprevention/eventsactivities.html

Campus Activities:

- A two day workshop on Prolonged Exposure Therapy for PTSD, provided by psychologists from the Psychology Deployment Center. The workshop was specifically tailored to University Counseling Center staff, with an emphasis on the unique needs and culture of student veterans. Prolonged Exposure Therapy is an empirically validated treatment for PTSD that can be used in a short-term therapy model. The two day workshop included information on the needs of student veterans, background and theoretical rationale of Prolonged Exposure Therapy, structure and organization of the typical course of treatment, and didactic learning experiences for participants to practice implementing Prolonged Exposure therapy. This training was the first one provided specifically for university counseling center therapists. Over 70 therapists from the southwest region of the U.S. attended, primarily from southern California.
- Don't Cancel that Class: Student health presentations are available for classrooms, clubs & organizations. They're offered by the Student Health Center's Health Promotion & Wellness Services Department.



Student Mental Health Key Activities



- **Tame Your Stress:** Boxes were created with inspirational messages and coupons and strategically placed in different areas around the campus. Students are able to retrieve coupons redeemable for a stress kit. This is a great activity to get students to visit counseling centers.
- **I Look Forward Messages:** Students create signs that express what they look forward to. This is to help students focus on a positive outlook of life.
- **Live Your Life:** Students write positive messages and create a button displaying that message.
- **JADE** (eating disorders), **DATE** (sexual assault and bruises) and **BLUES** (depression) workshops are offered.

Program Partner: University of California Office of the President

Regions served: Statewide

Contact information:

Jerlena Griffin-Desta, Deputy to the Vice President/ Executive Director of Student Affairs, (510) 987-9756

Dr. Taisha Caldwell, Program Manager/Clinical Coordinator, (510) 987-9353

Sharon Cooper, Project Manager/Sr. Contracts & Grants Analyst, (510) 987-9877

Overview

Major Accomplishments 9/2012 - current:

- UC hosted a series of two Social Media Ethics trainings for psychologists. The Internet and social media offer a number of new clinical and ethical challenges for those who provide face-to-face mental health services (including extra-therapeutic contacts between therapists and their clients, questions about what distinguishes personal from professional activities online, and a lack of clearly developed policies related to online behaviors and interactions). The first training was held on January 11th at UC San Diego and the second training was held on January 25th at UC Office of the President. Across the two trainings approximately 90 mental health professionals from the UC campuses, the California Community Colleges, and the California State University system were trained on this topic. The instructor, Dr. Keely Kolmes, offered an introduction to digital ethics and to various social networking sites and activities. She presented findings from the latest research on clients/therapist online interactions and mishaps. She incorporated vignettes and encouraged discussion regarding the different ways clinicians handle social media ethical dilemmas. Concerns related to training, supervision, and developing institutional policies were addressed. Participants across all three systems were raving about the timeliness and importance of this training as it relates to prevention and early intervention.
- To date, nine out of our ten UC campuses have launched the online depression screening program hosted by the American Foundation for Suicide Prevention (AFSP). Students on these campuses are invited to take an online survey and communicate anonymously with



Student Mental Health Key Activities



a campus psychologist about their results. The program is averaging an 11% response rate (on par with the national average) and is reportedly reaching diverse students unlikely to seek out mental health services on their own. This is an important step for UC in terms of early intervention.

- UC discussed the positive impact the CalMHSA SMHI award is having on the University system at a roundtable presentation during the National Association for Student Affairs Administrators in Higher Education (NASPA) conference (March 2013) in Orlando, FL. Participants learned how the University of California relied upon inter- and intra-campus collaborations to acquire a multi-million dollar award to address student mental health issues on its ten campuses. Additionally, participants engaged in an in-depth discussion about the barriers of campus collaboration as it relates to student well-being. They had an opportunity to contrast the benefits of such collaborations, including creating opportunities for combining limited resources while increasing possibilities in delivery of student services.
- During the past quarter, the UC Counseling staff trained a multitude of faculty/staff, graduate assistants, and students on various mental health topics.
 - Counseling staff conducted 83 faculty and staff trainings with 1,662 faculty and staff members attending the various trainings. The trainings included topics such as Campus Violence Prevention, Bystander Training, How to Assist Emotionally Distressed Students, Stigma Reduction, Suicide Assessment and Treatment, as well as Orientation to Counseling Center Services.
 - Counseling staff conducted a total of 85 graduate teacher/research assistant trainings reaching 1,688 graduate students. These trainings educated the assistants on unique topics such as Why Smart People Suffer from the Impostor Syndrome and various Graduate Wellness programs including an Interactive Theater Presentation.
 - Counseling staff conducted a total of 397 undergraduate student trainings reaching over 15,500 students. These trainings educated students on mental health and wellness topics such as Finding Direction, Identifying Strong Interests and Career Resources, Debriefings after Student Deaths, and Anxiety Reduction for Exams.