

CalMHSA Express Week of May 19, 2014

Extra! Extra!
CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- *Mental Health Matters Day Brings Together Leaders and Visionaries*
- *Contest Inspires New Generation of Californians to "Direct Change"*
- *California Churches Celebrate "Each Mind Matters Day of Worship"*
- *View the Premiere of "A Choice To Heal - Mental Health in California"*

Hot News (Funded by County Members of CalMHSA and Prop 63.)



Mental Health Matters Day

Mental Health Matters Day Brings Together Leaders and Visionaries: Last week's Mental Health Matters Day at the State Capitol captured the energy of the growing Each Mind Matters Movement, with leaders and visionaries from all over the state coming together to share ideas, tools and resources for reducing stigma and raising awareness of mental health. Attendees were empowered to bring learning opportunities back to their communities through a dynamic

speaking program and resource booths hosted by mental health and community-based organizations across California. Diverse perspectives from the movement were shared by mental health champion and [Senate President pro tem Darrell Steinberg](#), and new mental health leaders from students to elected leaders. Prior to the rally, participants in the Directing Change Student Video Contest met with legislators to share their vision for ending stigma. Capping the day, State Superintendent of Public Instruction Tom Torlakson participated in the Directing Change awards ceremony, which also included Director Bradley Buecker and Actor Max Adler from Fox's hit series "Glee." View photos of the dynamic day [here](#), and news coverage from [CBS 13 News](#), [KUVS Univision](#) and [KCRA 3 News](#). Contact: Stephanie Welch at Stephanie.Welch@calmhsa.org.

Contest Inspires New Generation of Californians to "Direct Change": The Second Annual Directing Change Student Video Contest was met with great success! 432 submissions were received, representing 996 students from 31 counties. Participating high school and University of California students produced 60-second public service announcements to end the silence on mental illness and prevent suicide, empowering their community to change the way they view student mental health. Several finalists' contributions to combating stigma and reducing suicide have been profiled in the news media:

- [Livingston High junior Gerardo Aguilar's](#) video shows students holding candles, representative of hope, as they speak about the importance of suicide prevention.
- [Franklin High School junior Giana Shibata-Bardaro's](#) video focuses on two friends; one of whom helps the other overcome thoughts of suicide and connects them to help.
- [Enochs High students](#) Caleb Meyer, Jacob McNeilly, Justin Benziger, Brandon Wilcox, Mariah Davis and Megan Johnson's video depicts young people, through positive and supportive language, countering a friend's negative perception of herself and thoughts of suicide.
- [UCSB student Kathleen Oum's](#) video draws attention to the idea that depression can be escapable.

The groundbreaking Directing Change program was awarded the 2014 Innovative Award from the California Mental Health Advocates for Children and Youth, recognizing how the contest is pioneering possibilities for using technology to engage young people in mental health awareness and stigma reduction. View the video submissions of finalists at www.directingchange.org. Contact: Jana Sczersputowski at jana@yoursocialmarketer.com.

California Churches Celebrate "Each Mind Matters Day of Worship": The Mental Health Friendly Communities (MHFC) Project recently distributed 16,000 lime green ribbons statewide to Faith Centers and Churches to raise awareness of mental wellness in the African American community. This poster at the right was created by New Hope Baptist Church in Sacramento to advertise May as Mental Health Awareness Month and May 18th, 2014 as "Each Mind Matters Day of Worship." The MHFC project is making a big difference in supporting the African American Community to address mental health issues and reducing stigma and discrimination. Contact: Gigi Crowder at GCrowder@acbhcs.org.



View the Premiere of "A Choice To Heal - Mental Health in California": [This new documentary](#) will premiere at 6:00pm on Wednesday, May 21st, 2014, at the Crest Theatre in Sacramento, with remarks by suicide prevention leader Kevin Hines and Senate President pro tem Darrell Steinberg. The film, hosted by actress Mariel Hemingway and sponsored by the Mental Health Services Oversight and Accountability Commission, will air on CBS stations in California on May 31st, 2014. The documentary details California's groundbreaking approach to the prevention and early intervention of mental illness that is changing and improving the nation's mental health care system. This is a free event, open to the public. Please RSVP to Jennifer Whitney at jennifer.whitney@mhsoac.ca.gov.

Down the Pipeline

Webinar to Share Strategies for Engaging Transition-Age Youth with Cultural Competence: The Center for Dignity, Recovery & Empowerment, in partnership with the California Youth Empowerment Network (CAYEN), will present a webinar on effectively engaging TAY with cultural competence, “Promoting Dignity and Recovery in Mental Health Throughout the Life Cycle,” on June 3rd, 2014 from 10:00am – 11:00am. To learn more and to register, [click here](#). Contact: Luba Botcheva at luba@mentalhealthsf.org.

Suicide Prevention Program Hosts Webinar on Project Safety Net Toolkit: On May 28th, 2014, from 1:00 -2:00pm, the Suicide Prevention Program at the Department of Health Care Services will be hosting a webinar presentation, “The Comprehensive Suicide Tool Kit,” which will share how the community of Palo Alto came together to organize Project Safety Net as a collaborative community response to youth suicide. Webinar presenters will explain how such a process and outcome can be developed elsewhere. Contact: Anara Guard at aguard@edc.org.

The next issue of the News to Use Bulletin featuring Mental Health Matters Day will be published next Tuesday, May 27th, 2014, in place of the CalMHSA Express. Look for a new CalMHSA Express on June 2nd, 2014!

Do you have news to share? Send submissions to Jenna Thompson at Jenna@paschalroth.com.

CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop. 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California’s diverse communities.