

## EACH MIND MATTERS MINI-GRANTS 2015 MINI-GRANT PROGRAM SUMMARY

### Program Overview:

- There were two Each Mind Matters Mini-Grant Programs – Community Engagement and Speakers Bureaus – implemented December 2014-June 2015.
- Eight (8) community organizations were funded for Each Mind Matters Community Engagement programs.
- Each Mind Matters Community Engagement program included:
  - Enhancing the impact of the Each Mind Matters movement in communities across the state.
  - Engaging communities to actively participate in the Each Mind Matters movement.
  - Distributing Each Mind Matters and anti-stigma messaging throughout the state via local communities.
  - Grantee Toolkit which included Each Mind Matters key messages, talking points, targeted SDR messages, discussion starters, fact sheets, a variety of flyer templates and handouts, Each Mind Matters Style Guide, and a sample of Each Mind Matters promotional items.
- Six (6) community organizations were funded for Stigma and Discrimination Reduction Speakers Bureau programs.
- Stigma and Discrimination Reduction Speakers Bureau program included:
  - Incorporating SDR messages into speaker presentations.
  - Increasing the number of speaking placements on a quarterly basis.
  - Providing stipend funds to individuals speaking about mental health and SDR.
  - Grantee Toolkit which included messages, talking points, discussion starters, fact sheets, poster templates, flyer templates, handouts, speaker training tools and tips.

### Overview of Grantees:

#### *EMM Community Engagement Mini-Grants*

| Organization  | Target Audience Geographic Region   | Target Audience Population  | Funding Amount |
|---|---|---|----------------|
| NAMI Orange County  | Orange County   | Underserved/Unserved-Latinos, Vietnamese, Korean, LGBTQ, Faith and Businesses | 10,000         |
| Valley Oak Children's Center  | Yuba / Sutter, Plumas, Butte, Glenn, Colusa, Tehama, Sierra and Lassen Counties | Families, Parents   | 8,500          |
| John Muir Charter School  | Statewide   | Staff, Students and Teachers at 43 Schools                                    | 10,000         |
| Special Services Group-Asian Pacific Counseling and Treatment Center      | LA County   | Asian Americans/Pacific Islanders (Chinese, Cambodian, Filipino, Vietnamese)  | 10,000         |
| University of Redlands-Alliance for Community Transformation and Wellness | Inland Empire-San Bernardino and Riverside Counties                             | General Public, University MH Counseling Students and Physicians In Training  | 9,000          |



|   |   |   |        |
|---|---|---|--------|
| Community Foundation of Colusa County                           | Colusa County   | Rural County, Latinos and Native Americans  | 6,214  |
| Redwood Children's Services                                     | Mendocino and Lake Counties                                 | Youth, General Public, Latinos              | 10,000 |
| I'm A Winner  | Contra Costa, Fresno and San Bernardino Counties            | African American Faith Centers and Churches | 10,000 |
| Muslim American Society-Social Services Foundation              | Sacramento, Placer, Yolo, Sutter/Yuba, San Joaquin Counties | Muslim                                      | 9,912  |
| Peer Recovery Art Project                                       | Stanislaus  | General Public                              | 9,175  |
| Mental Health Advocacy Project-Law Foundation of Silicon Valley | Santa Clara and San Mateo                                   | Consumers, General Public                   | 5,000  |

*SDR Speakers Bureaus Mini-Grants*

| <b>Organization</b>   | <b>Target Audience Geographic Region</b>                     | <b>Target Audience Population</b>                                      | <b>Funding Amount</b> |
|---|--|--|-----------------------|
| Center for Lao Studies  | Bay Area, Sacramento, Fresno/Central Valley, San Diego areas | Lao  | 15,000                |
| CSH   | San Diego County   | Businesses, Consumers  | 15,000                |
| Institute for Multicultural Counseling and Education Services | Greater LA area  | Middle-Eastern/Eastern European (Armenian, Farsi, and Russian), Latino | 15,000                |
| MHA Northern California                                       | Sacramento, Yolo, and Placer Counties                        | Youth, Youth Providers, LGBTQ  | 15,000                |
| Peninsula Conflict Resolution Center                          | San Mateo County   | General Public   | 15,000                |
| Inspire USA   | 19 Counties  | Youth Schools, CBOs, Youth Providers                                   | 10,846                |

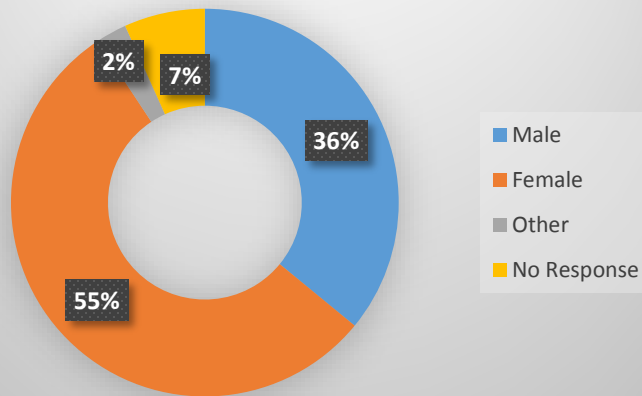
**Overview of Mini-Grant Program Impact:**

- All Grantees were required to utilize a provided standard participant evaluation form at all activities/events/presentations to collect demographic data and quantitative impact data of efforts.
- Overall evaluation response rate was 31.39%. This includes all activities at which evaluation forms were distributed, and excludes any events in which evaluation forms were not distributed.
- Some grantees translated and/or edited (with approval) the evaluation form to be culturally appropriate for their target audiences.
- The standard evaluation form is attached as Appendix A.
- Note: Some grantees were unable to use the standard evaluation form. Data below includes all data reported by grantees and is not inclusive of all grantees.

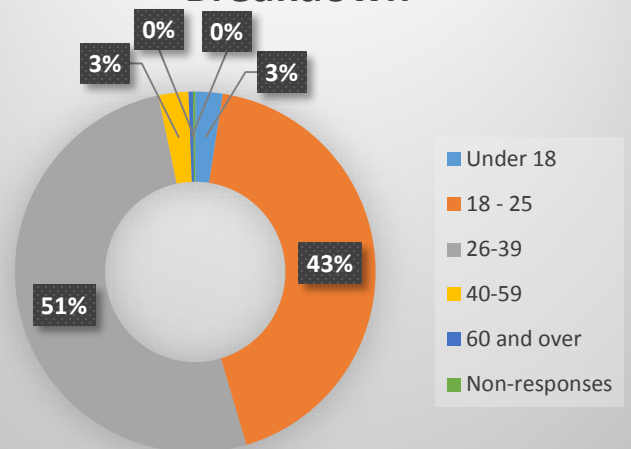
| <b>COUNTIES SERVED</b> | <b>NUMBER OF EVENTS</b> | <b>NUMBER OF PEOPLE REACHED</b> |
|------------------------|-------------------------|---------------------------------|
| <b>Butte</b>           | 13                      | 1490                            |
| <b>Colusa</b>          | 1                       | 53                              |
| <b>Contra Costa</b>    | 4                       | 197                             |
| <b>Fresno</b>          | 3                       | 121                             |

|                |            |               |
|----------------|------------|---------------|
| Lake           | 7          | 103           |
| Los Angeles    | 21         | 67,863        |
| Orange         | 51         | 9,383         |
| Mendocino      | 8          | 31            |
| Placer         | 1          | 25            |
| Plumas         | 1          | 12            |
| Riverside      | 1          | 29            |
| Sacramento     | 22         | 461           |
| San Bernardino | 4          | 635           |
| San Diego      | 12         | 149           |
| San Francisco  | 3          | 879           |
| San Mateo      | 7          | 285           |
| Santa Clara    | 2          | 184           |
| Shasta         | 1          | 40            |
| Stanislaus     | 13         | 22            |
| Yolo           | 1          | 9             |
| Statewide      | 7          | 431           |
| <b>TOTAL</b>   | <b>183</b> | <b>82,402</b> |

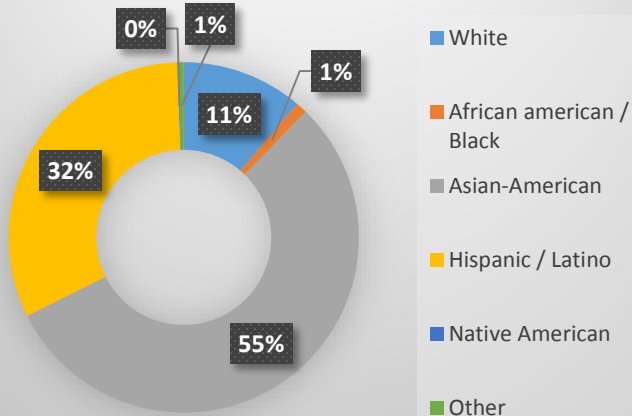
### Cumulative Gender Breakdown



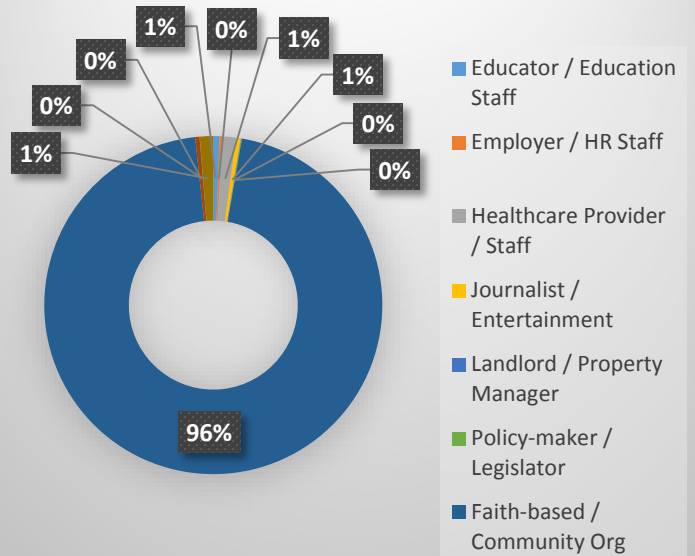
### Cumulative Age Breakdown



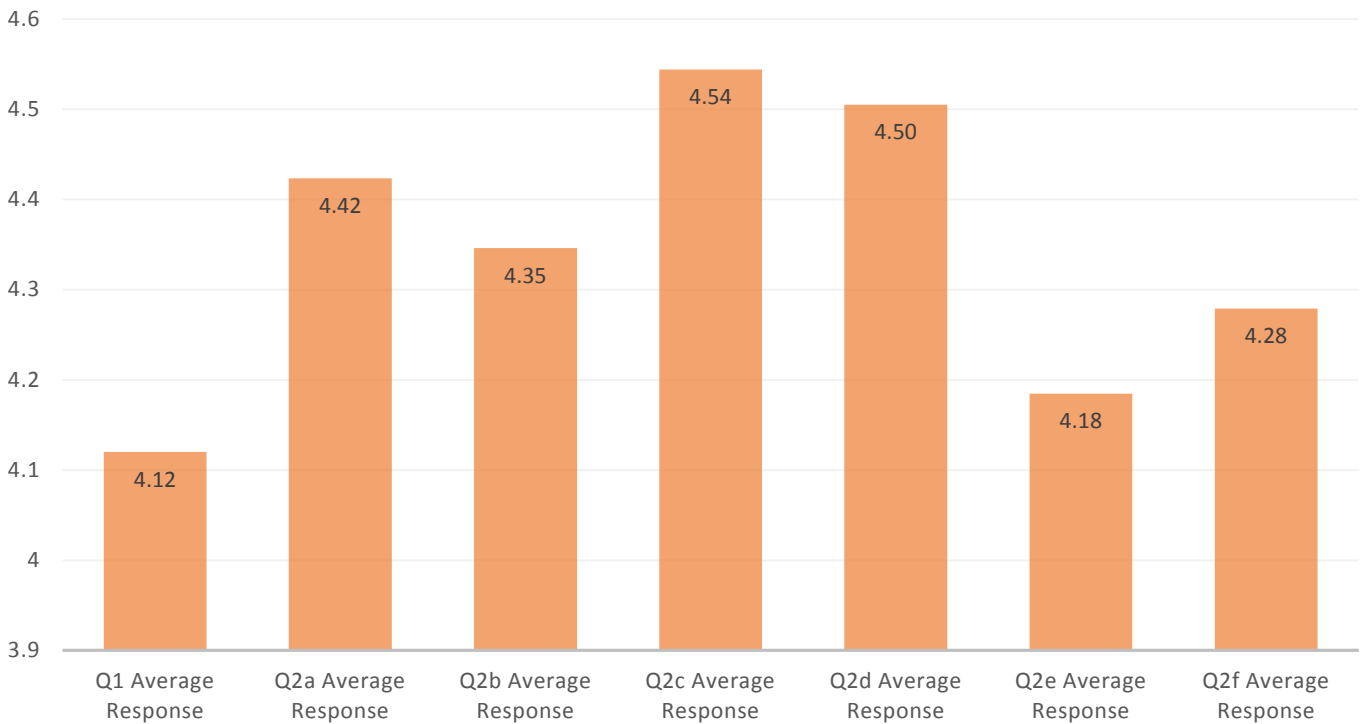
### Cumulative Ethnicity Breakdown



### Occupational Breakdown



### Cumulative Impact Responses



**Impact Questions**

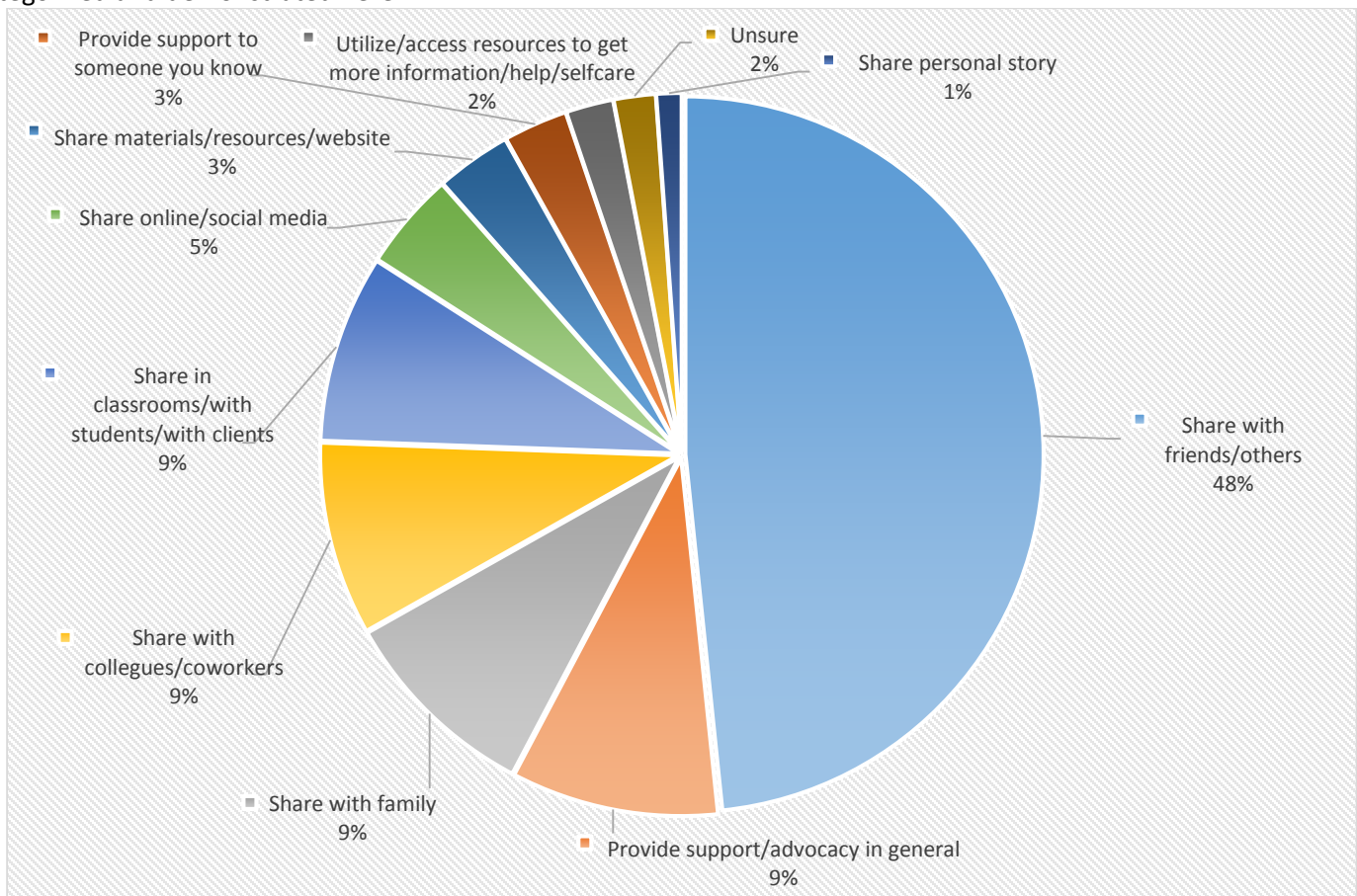
Answer each statement below by selecting one answer on this scale:

- Strongly Disagree   
  Sort of Disagree   
  Neither Agree or Disagree   
  Sort of Agree   
  Strongly Agree

1. I am likely to use or share the information received from this program.
- 2a. I believe individuals with mental health challenges can and do recover.
- 2b. I know how I could be supportive of someone with mental health challenges.
- 2c. I plan to act in ways that are more supportive of people with mental health challenges.
- 2d. I plan to take action to stop or prevent discrimination against people with mental health challenges.
- 2e. I know where to find more information or resources on mental health.
- 2f. If I thought I or someone close to me was having a mental health challenges, I would know where to find help.

Following question 1, the evaluation asked an open-ended question:

If you are likely to use or share the information you received, how will you do so? Most common answers were categorized and demonstrated here:



**Summary of Activities by Grantee:**

Below is a brief summary of each grantees' activities. Each grantee submitted a mid-point and final grant report that included the information below, program evaluation data, and other requested information. All grantee reports and individual evaluation data are stored at the Outreach and Engagement office, and are available if requested.



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## *Community Engagement Grants*

### NAMI Orange County

NAMI-OC has been working to disseminate EMM messaging/resources at a large number of events since December 2014. During the grant period, trained NAMI Speakers and EMM Change Agents presented messaging and shared ribbons and other promotional materials to approximately 73,987 individuals at 52 events during that time period. Additionally, 23 NAMI Orange County education classes were supplemented with Each Mind Matters SDR and Suicide Prevention materials. These classes reached 440 students and 110 NAMI SDR programs, for a total reach of 2,000 participants. NAMI OC also provided Each Mind Matters 'green ribbon certification' and supporter levels (ways to get engaged) to behavioral health providers throughout Orange County's diverse communities, both on a one to one basis and as a member of the Orange County MHS Steering Committee. Lastly, NAMI OC established the first annual Health Minds Healthy Bodies Health Fair to kick off May Mental Health Month. This event was attended by about 450 people.

### John Muir Charter Schools

John Muir Charter School (JMCS) implemented two initiatives to help de-stigmatize mental health, raise awareness of suicide prevention, and promote health equity. JMCS community members include over 1500 students aged 16 to 25 years old, and over 200 teachers and other school and client agency staff at over 50 schools sites across the state. Initiative 1: Lime Greening Our Schools consisted of mailing a Lime Green Toolkit (i.e., A New State of Mind DVD and lanyards) to as many of our schools as possible from December 2014 to February 2015. Initiative 2: OnLIME Green Discussion Series were facilitated by groups of students and teachers each month from January to May, 2015. Additionally, grant coordinators sent out weekly email updates to the entire school community that included community engagement activities, specific classroom lessons to integrate these initiatives into work beyond the Discussion Series, and more.

Initiative 1's proposed community event consisted of sending 1 New State of Mind DVD and lanyards for students and school staff to all JMCS school sites. Lime Green Toolkit orders were placed for 57% of our schools in January and February 2015. The grant coordinators also compiled and shared a brief description of each story shared in "A New State of Mind" so that teachers and students could identify segments most relevant to them. All school sites that received the toolkits utilized them. Teachers who implemented the toolkits all reports very favorable impact and good likelihood that the information would be shared/continue to be used.

Initiative 2's OnLIME Green Discussion Series consisted of discussions of topics submitted and lead by student and teacher teams that engaged all school sites via Adobe Connect to participate in the event simultaneously. A total of six OnLIME Green Discussions were facilitated by students and teachers and six different sites across California. Overall the Discussions were a large success and engaged students and teachers to continue conversations about mental health and engage in efforts to reduce stigma. An additional result of this effort was that 58 students and teachers signed up for the EMM newsletter, wanting to stay informed about the movement.

### Special Services Group-Asian Pacific Counseling and Treatment Center

There were five outreach and engagement events from March 13<sup>th</sup> to May 20<sup>th</sup>. Filipino, Chinese, Vietnamese, and Cambodian communities located in the greater Los Angeles area were engaged by 8 clinical staff members and 2 consumers who made the presentations.

The Filipino event was truncated unexpectedly for facility reasons, although there was enough time to cover children and adult issues. Chinese community members were outreached to by a Chinese-speaking MSW intern, allowing for two events, one being at Castelar Elementary and the other at ABC Adult Day Health Care. Adults were reached after dropping off their children with some staying after the presentation to get referrals and one older adult got a referral for a family member. Although there was advertisement by community leaders and in a newspaper, only community



leaders were in attendance at the Vietnamese event. Lastly, teaming up with the Cambodian Association of America, this event was held for participants of domestic violence classes, about 85% of which were Cambodian.

#### University of Redlands-Alliance for Community Transformation and Wellness

This organization held 3 trainings and 3 outreach events/strategies. The first training taught and showed EMM messaging to 23 students, 16 of which formed groups that then performed outreach into the community, approaching local businesses and organizations to partner with them, allowing for dissemination of materials, participation in future events, and advertising events. Two other trainings were held at UC Riverside and University of Redlands, reaching an additional 55 students.

At 'Run through Redlands', 200 ribbons were given out and the students formed a run team that wore lime green, while faculty and volunteers staffed a booth that was visible to nearly 2,000 runners and the additional thousands there in attendance.

All of these efforts culminated with their May community forum event 'Out in the Open', that brought together numerous partners throughout the community including agencies, organizations, businesses, and interested individuals like the University of Redlands School of Education Dean and a California House Representative. The event included a resource fair and prominent guest speakers.

#### Muslim American Society-Social Services Foundation

MAS Social Service Foundation held 2 workshops at their offices. The first had 22 people attend from many different areas inside and outside of the greater Sacramento region. The second had 20 people in attendance with about the same amount of geographic diversity. Through these direct efforts, a curriculum was developed and implemented for Sunday Schools to curb antisocial behavior, decrease mental health stigma, and connect youth to support resources. In addition to these preventative efforts, sermons were developed for religious leaders. These sermons use religious texts to support accepting individuals living with mental health conditions and decrease stigma.

Efforts will be continuing after the grant period, targeting all age groups and advancing the aforementioned work.

#### Valley Oak Children's Services

VOCS was able to conduct outreach of varying degrees at sixteen (16) total events during the grant period, with an overall cumulative attendance/penetration of approximately 1,500 individuals. EMM messaging and resources were disseminated through each of the Parent Cafés that were facilitated during the grant period, and general outreach to the public was conducted at several farmers' markets and social gatherings in the Chico, Oroville, and Gridley/Biggs communities. VOCS staff were able to incorporate EMM messaging into a workshop they facilitated at this year's National Fathers and Families Coalition of America Conference in Los Angeles, as well as a Protective Factors training they put on in Modesto in April. Through their presentation at the NFFCA Convention, several out-of-state attendees were able to take EMM resources and information back with them to utilize in their own professional efforts, indicating to VOCS staff a strong approval for EMM and a desire for the development of similar programs in their home states.

#### Community Foundation of Colusa County-Safe Haven Stamp Out Stigma

Colusa County Behavioral Health and Safe Haven Stamp Out Stigma held its 5K community run/walk titled "Moving Miles for Minds" on Saturday, May 16th. This event was put on as part of Mental Health Matters Month in California, as well as Stamp Out Stigma Week in Colusa County. A total of fifty-three (53) participants registered for the event, with an unspecified number of additional unregistered participants arriving the day-of. Twelve (12) exhibitor booths were featured, including First 5 Colusa, Colusa County CAPC, Colusa County Library, Colusa Girls Circle, Veteran Services, and more. Registration for the event began at 8:30AM, with a youth PSA kicking off the walk at 10AM. Various fact sheets on mental health were presented in both English and Spanish along the walk route for participants to read, as well as

motivational messages written on the sidewalk to encourage positivity. At 11AM, participants were served lunch, and Kevin Briggs appearing as the guest speaker at 11:30AM. The event wrapped-up at 12:30PM with a raffle of prizes donated by a number of local businesses. The entire event was free to the public, and everyone who registered in advance was provided with an EMM shopper bag and water bottle; additionally, anyone who bought five (5) or more raffle tickets was given a free EMM t-shirt and wristband. All volunteers, including booth exhibitors, were also given t-shirts for their support.

#### Redwood Children's Services

RCS' stigma reduction efforts through the EMM grant consisted largely of presentations made to small groups of TAY from the Lower Lake community of Lake County. Weekly meetings were hosted at The Harbor (RCS' Lower Lake facility) to discuss stigma and recruit youth to share their experiences in the form of digital stories; promotion for the project was conducted mainly at the local high school campuses, in the form of flyers and emails, and on average 3-4 youth would attend each meeting. During the month of January, the group met once a week to discuss the EMM project and what the stigma surrounding mental illness looks like, and during the first week of February the group designated a portion of each day to developing a small group of youth's stories. The grantee indicated that as the weekly meetings progressed, it became more difficult to get the youth to return and/or open up on their personal stories about lived experience. In addition to these efforts, RCS shared information/resources about EMM with Lake County's Juvenile Justice and Delinquency Prevention Committee, as well as presenting on reducing stigma and discrimination to assemblies at both Lower Lake and Carle High Schools.

#### Peer Recovery Art Project

PRAP conducted outreach during the grant period through both volunteer tabling at community events, as well as through its speakers' bureau engagements. Between the months of March and June, PRAP volunteers tabled at four (4) farmers' markets, the Modesto Earth Day Celebration, the Modesto Art & Music Extravaganza, and the Stanislaus County Day of Hope, disseminating an approximate total of 300 ribbons. PRAP's speakers' bureau also engaged attendees at four (4) art walks and two (2) Psych Club meetings during the same period. The grantee indicated an observable impact in raising awareness and reducing stigma particularly within the unserved/underserved LGBTQ, Latino/a, and Assyrian communities, as well as with local youth organizations. Despite the grant period ending, PRAP intends to continue conducting this work moving forward, integrating EMM messaging and resources into their existing structure(s) for outreach and community engagement.

#### I'm A Winner

The "I'm A Winner" grant program held five trainings to assist faith-based communities in Contra Costa, Fresno and San Bernardino Counties to support children who exhibit behavior that may indicate mental health challenges. Audiences were given information to recognize different behaviors and tools to engage and provide appropriate support from December 2014 to early June 2015. These tools and resources included specific Each Mind Matters messaging and specific strategies to engage in respectful conversations about mental health thereby reducing stigma and discrimination. Over 700 participants attended trainings or were present at educational outreach events where the "I'm A Winner" program was exhibiting.

#### *Speakers Bureau Grants*

#### MHA Nor Cal

NorCal Mental Health America's efforts focus on advocacy, education, research, and culturally relevant peer support services. With support from CalMHSA, they expanded their LGBTQ Speakers Bureau. This group's mission is to reduce stigma and discrimination for people with mental health challenges by sharing personal perspectives; representing the



lifespan and further educating the community regarding the intersection of culture, sexual orientation, and gender identity and their effect on mental wellness. The first half of the grant period was predominantly devoted to outreach and capacity building. Activities included: recruiting and training new youth speakers, updating the training manual to include EMM's *Why Stigma*, *Stigma Discussion Starters*, and *Stigma Reduction Messages for Youth*, and transitioning on board a new Program Coordinator. The second half of the grant period included a large number of speaking opportunities and requests. Overall, with 11 active speakers they successfully participated in 21 presentations, conducted 3 trainings for speakers, participated in advocacy at a legislative hearing at the State Capitol, and filmed the stories of many of their speakers (sponsored by NorCal MHA and ACCESS Sacramento). The feedback received from presentation was overwhelmingly positive, and demonstrated that they created open dialogues and honest conversations with audiences that lasted beyond the presentations.

#### Inspire

In January, Inspire conducted a webinar skills training for seven (7) youth speakers and brainstormed potential venues for engagements. In February, youth speakers presented at the San Mateo Youth Conference and TAS 2015 Conference. In April, youth speakers presented at San Francisco State University's "Talking About Mental Health" event. In May, speakers presented at two high schools: San Clemente in San Clemente and West Valley in Cottonwood. Overall they reached about 1300 people, and evaluations show positive impact. At the high school presentations in particular, speakers were approached afterwards by attendees expressing similar experiences which demonstrates that presentations provided an open space for dialogue and connection.

#### Center for Lao Studies

Despite facing challenges with the grant period occurring during a very busy portion of their cultural calendar, the Center for Lao Studies organized 5 events throughout the state of California. Reaching 247 participants, people shared their stories with their community, watched a documentary about their community, and were given a presentation about the issues facing their community.

Food was provided by the attendees and organizers to assist in connecting with their traditions and each other. Also assisting in these presentations was translated materials that were drafted by the organizers. At two of these events, health professionals shared their experiences. These presenters helped the community get more familiar with local resources, demonstrated diversity in providers, and discussed personal experiences of mental health conditions.

#### Peninsula Conflict Resolution Center

The San Mateo Speakers Bureau grant program assisted speakers in organizing and sharing their individual mental health stories at various speaking engagements throughout San Mateo County and through digital storytelling. Sixteen people participated in a lived experience academy and six others completed a refresher course then shared their stories as part of a speaker panel in ten speaking engagements during the grant period. Five graduates of the lived experience academy completed Digital Storytelling training and created a 3-5 minute video of their own personal story.

#### Institute for Multicultural Counseling and Education Services

The Institute for Multicultural Counseling & Education Services conducted direct presentations/Speakers Bureau, PSAs on the subject of stigma and discrimination as it relates to mental illness, organized a program on YouTube about mental health and stigma within the LGBT community, and distributed/compiled results designed to access stigma in the context of culture. Fourteen events were completed during the grant program to approximately 900 participants. These events were to a range of professionally, racially/ethnically diverse audiences across the lifespan in a variety of settings throughout Los Angeles.

#### CSH

CSH's Work Well Initiative was implemented in San Diego to facilitate speaker presentations on stigma reduction and mental illness within the business community. Specific activities to target this community were utilized to mixed results. Businesses were less receptive to speaker presentations than anticipated. Therefore, it took more effort and time to arrange for speaker presentations within businesses. These efforts will continue throughout the summer to build on the two presentations already conducted. These two face to face events were held at two of San Diego America's Job Centers, through a collaboration on a five year behavioral health strategic employment initiative with the San Diego Workforce Partnership. There were 49 career counselors/workforce development staff at the events which focused on stigma, the myths and facts of mental illness, a personal story of lived experience and recovery, and information about the power of language to help end stigma. Flyers promoting similar presentations were sent to over 40 Rotary Clubs, Career Centers, and Universities in San Diego. It is from this group that the Initiative plans to conduct future presentations.

### **Supplemental Materials/Resources Developed By Grantees**

Some grantees created additional and supplement materials or resources to implement program activities. A few of the resources/materials created include a significant amount of CalMHSA intellectual property, and we will work closely with CalMHSA to determine if intellectual property agreements are necessary. Here are a few resources/materials that were created of note:

- MHA Nor Cal incorporated CalMHSA and some of our speakers bureau tips into their LGBTQ Youth Speakers Training Manual
- Muslim American Society created a t-shirt for youth with the Each Mind Matters hashtag on the back
- SSG Asian Pacific Counseling and Treatment Center created the following handouts in Chinese, Cambodian/Khmer and Vietnamese languages:
  - Everyday Tips of Keeping Mentally Healthy
  - Myths and Facts About Mental Illness
  - Warning Signs of Mental Illness
- Center for Lao Studies translated our "Discussion Starters" and "Guidelines for Sharing Your Experiences" handouts from Speak Our Minds into Lao. They also created a powerpoint presentation on stigmatizing language in Lao.

Copies of these materials and resources are stored at the Outreach and Engagement office, and are available if requested.

### **Feedback/Lessons Learned**

- Feedback from grantees included:
  - Utilizing Each Mind Matters to outreach to non-mental health specific venues/audiences proved to be very helpful in opening the conversation regarding mental health and to sharing resources available.
  - Each Mind Matters outreach materials in culturally adapted and translated into other languages, starting with Spanish and API languages, would be very helpful. Additionally it was suggested to create a smaller take-one flyer postcard sized for easier distribution.
  - Hosting bilingual, or monolingual not in English when outreaching to key API communities, presentations and events is very effective.
  - It was challenging to get presentations to businesses, and finding internal champions and developing relationships proved to be helpful.
  - Ribbons are in great demand and are effective in outreach, however ability to purchase them is a challenge.
  - Overall many grantees felt that collecting a standard evaluation form was challenging due to many factors including stigma, language barriers, and nature of the outreach event (e.g. was difficult to pass

out and collect evaluations at a community walk or fair). One grantee found they received a higher response rate when they conducted the evaluation verbally after a speaker's presentation. We informed all grantees that they could translate the evaluation form as needed, but several grantees were unable to do so for different reasons, and thus were unable to use them with non-English speakers.

- The flexibility of the grant program scope and management was helpful to allow many grantees to adjust their projects as needed and allowed for better implementation and greater impact.
- Feedback from administration:
  - Consultation with RAND regarding the evaluation plan and standard form will be done prior to the next round of grantees. Overall we collected good information, but had some challenges with grantees implementing the evaluation form and with the relevancy of the type of data collected from this program's efforts.
  - Many grantees requested extensions of the grant period. The grant period was shortened due to a longer than expected contracting process, and ended up being just over six months. Several grantees experienced that this was enough time to build capacity, ramp up, and barely start making true inroads into communities. A longer grant period, especially for Speakers Bureau grants, will be evaluated for next year's program.

#### **Opportunities for Continued Collaboration**

Several grantees indicated that they will continue to utilize Each Mind Matters and CalMHSA resources in outreach and education efforts after the grant period. There is significant opportunity for us to continue to encourage utilization and adaptation of our resources and programs in the future. As final close-out for this program, we are following up with each grantee directly to discuss these opportunities and make further connections to keep the engagement and collaboration going. We will also develop a network to maintain contact with former grantees over the next two years to nurture the relationships built, share new resources, and expand our efforts. This network will include collaborating with former grantees to engage in community outreach (e.g. working together to increase the events where Each Mind Matters has an outreach table/booth) and sharing various toolkits and new resources with former grantees.