



California's Mental Health Movement

Community Engagement Grantee Activities

Building on the success of past grant-making programs, the 2016-17 Each Mind Matters (EMM) Community Engagement grants provide funding to support the integration of EMM tools and resources in organizations reaching diverse communities and special populations across the state. More than 30 grantees were selected for projects to incorporate EMM messaging, resources, and materials into presentations, exhibit tables, announcements, trainings and events.

The 2016-17 Each Mind Matters Community Engagement Grantees include:

Advocates for Mentally Ill Housing, Inc.

Target Audience: Consumers, Families

Additional Population(s) Served: Older Adults, Justice-Involved Persons, Healthcare Providers, MH Providers, Faith, Educators

Target County(s): Placer

Key Activities: Facilitate Campaign for Community Wellness (CCW) committee to plan utilization of MHSA funds; utilize EMM toolkits to inform plans for local outreach/engagement; inclusion of EMM at targeted community events (i.e. health fairs).

American Association for Marriage & Family Therapy - CA Division

Target Audience: MH Providers

Additional Population(s) Served: Workplace

Target County(s): Orange, San Diego

Key Activities: Inclusion of EMM at a number of professional conferences and community events; present EMM at MFT Educators Consortia meetings and other community education programs; incorporate EMM messaging/resources in e-blasts, newsletters and other dissemination to AAMFT-CA membership.

California Black Health Network

Target Audience: Healthcare Providers

Additional Population(s) Served: African Americans, Older Adults, Consumers, Families

Target County(s): Alameda, Riverside, Sacramento, San Bernardino, San Diego, San Joaquin

Key Activities: Inclusion of EMM at targeted community events (i.e. health fairs); partner with local churches to incorporate EMM into existing CBHN Faith-Based Initiative.

California Consortium for Urban Indian Health

Target Audience: Native Americans

Additional Population(s) Served: TAY

Target County(s): Alameda, Fresno, Sacramento, San Diego

Community Engagement Grantee Activities

Key Activities: Incorporate EMM messaging/resources/materials into Center's existing youth leadership programs; inclusion of EMM at local Youth Mental Wellness Day; utilize YMWD feedback to develop culturally-competent resource materials for dissemination within statewide Indian health organization network(s).

California Youth Empowerment Network

Target Audience: TAY

Additional Population(s) Served: N/A

Target County(s): Statewide

Key Activities: Conduct multiple advocacy trainings to assist TAY in developing leadership skills and effectively advocate for mental health at both state and local levels; inclusion of EMM at the Mental Health America National Conference; incorporate EMM messaging/resources/materials into existing CAYEN Public Awareness Campaign.

Community Link, Inc.

Target Audience: LGBTQ

Additional Population(s) Served: N/A

Target County(s): Fresno

Key Activities: Inclusion of EMM at annual LGBTQ+ Pride Parade & Festival; inclusion of EMM at multiple, targeted community events (e.g. Transgender Day of Remembrance event, LGBT Health Fair, LGBT Film Festival); incorporate EMM messaging/resources/materials into existing LGBTQ outreach tools.

Congregation Rodef Sholom

Target Audience: TAY, Consumers, Families, MH Providers

Additional Population(s) Served: N/A

Target County(s): Marin

Key Activities: Inclusion of EMM at targeted community events (i.e. youth events, community/religious gatherings); incorporate EMM messaging/resources/materials into congregation sermons/services; advertise and promote EMM through local newspapers, key community locations, bulletin boards, online social media, and email listserv(s).

Earth Mama Healing, Inc.

Target Audience: African Americans

Additional Population(s) Served: N/A

Target County(s): Sacramento

Key Activities: Incorporate EMM messaging/resources/materials into existing My Dream Academy programs (e.g. BMAD Family Breakfast, "Beautification of You" Workshop[s]); inclusion of EMM at multiple targeted community events (e.g. annual "Men of Honor" gathering, annual Grandma Hands Tribute Celebration, annual Youth Summit).

Fresno Center for New Americans

Target Audience: Asian/Pacific Islanders

Additional Population(s) Served: N/A

Target County(s): Fresno

Community Engagement Grantee Activities

Key Activities: Promote/discuss EMM through local ethnic media outlets (i.e. radio/television stations); inclusion of EMM at local Southeast Asian New Year Festival(s); host a community-wide outdoor event for Mental Health Awareness Month.

Indigenous Circles United, Inc.

Target Audience: Native Americans

Additional Population(s) Served: LGBTQ, TAY, Consumers, Families, Healthcare Providers, MH Providers

Target County(s): Colusa, Trinity

Key Activities: Cultural competency training to enhance partnerships with local service providers; county presentations on EMM goals and objectives; inclusion of EMM at community event (i.e. health fair).

John Muir Charter Schools

Target Audience: TAY

Additional Population(s) Served: African Americans, Asian/Pacific Islanders, LGBTQ, Native Americans, Consumers, Justice-Involved Persons, MH Providers, Workplace

Target County(s): Alameda, Butte, Fresno, Kings, Marin, Monterey, Orange, Placer, Riverside, Sacramento, San Bernardino, San Joaquin, San Luis Obispo, Sonoma, Sutter/Yuba

Key Activities: Incorporate EMM messaging/resources/materials into regional OnLIME Green events; promote EMM stories and Directing Change videos through contests at OnLIME Green events; create/implement guide for incorporating EMM promotion and education efforts into academic requirements for students.

Lassen Aurora Network

Target Audience: Older Adults

Additional Population(s) Served: Native Americans, TAY, Consumers, Families, Justice-Involved Persons, Healthcare Providers, MH Providers

Target County(s): Modoc

Key Activities: Incorporate EMM messaging/resources/materials into regional events in the communities of Adin and Alturas; plan a community-wide event for Mental Health Awareness Month; coordinate with local/county agencies and community partners to conduct outreach activities through which to share EMM; present EMM within local professional networks (i.e. healthcare providers, MH providers, justice-involved persons).

LGBT Center Orange County

Target Audience: LGBTQ

Additional Population(s) Served: N/A

Target County(s): Orange

Key Activities: Develop and communicate culturally-rich resources to improve behavioral health outcomes in the LGBTQ community of Orange County; incorporate EMM messaging/resources/materials into the Center's existing LGBTQ mental health provider training program; present EMM to students, parents, educators, and local officials at the Annual Youth Convening; utilize social media to promote Mental Health Awareness Month activities and create a link on the Center's website to EachMindMatters.org.

NAMI Monterey

Target Audience: Consumers, Families

Community Engagement Grantee Activities

Additional Population(s) Served: All

Target County(s): Monterey

Key Activities: Develop and implement at least one community film screening event, including panel discussion(s) and a resource fair for local agencies to share mental health support and services; incorporate EMM messaging/resources/materials into planning of resource fair, including utilizing EMM event planning/discussion guides and toolkits.

NAMI San Diego

Target Audience: Consumers, Families

Additional Population(s) Served: All

Target County(s): San Diego

Key Activities: Incorporate EMM messaging/resources/materials and relevant branding into the NAMI SD website; present/share EMM information at 35 specifically-targeted community resource fairs, including the San Diego County NAMI Walk.

Native Dads Network

Target Audience: Native Americans

Additional Population(s) Served: LGBTQ, TAY, Older Adults, Families, MH Providers, Workplace

Target County(s): Plumas, Tuolumne

Key Activities: Cultural competency training to enhance partnerships with local service providers; county presentations on EMM goals and objectives; inclusion of EMM at community event (i.e. health fair).

NorCal MHA

Target Audience: LGBTQ, TAY

Additional Population(s) Served: Consumers

Target County(s): Placer, Sacramento, Yolo

Key Activities: Incorporate EMM messaging/resources/materials and additional anti-stigma messaging into existing LGBTQ Speakers Bureau presentations; conduct at least 10 presentations through the Speakers Bureau; actively participate in Mental Health Awareness month events (i.e. wellness fairs, community events); promote EMM and Mental Health Awareness Month through social media and dissemination within professional network(s).

Northern Valley Catholic Social Service

Target Audience: Consumers

Additional Population(s) Served: LGBTQ, Healthcare Providers, MH Providers

Target County(s): Butte, Shasta, Siskiyou, Tehama, Trinity

Key Activities: Create the "Diverse Minds Film Festival" to be held in Butte County for Mental Health Awareness Month 2017; coordinate a committee of community partners/stakeholders to plan event and develop/evaluate criteria for submissions to the film festival; partner with the video production/film departments of local campuses to build on existing efforts started through Directing Change; Promote event and EMM through local news outlets, print/online publications, and social media; disseminate EMM information to local MH/community partners.

Community Engagement Grantee Activities

Peers Envisioning and Engaging in Recovery Services (PEERS)

Target Audience: Asian/Pacific Islanders

Additional Population(s) Served: Consumers, Families, Healthcare Providers, MH Providers

Target County(s): Alameda

Key Activities: Organize and incorporate EMM messaging/resources/materials into presentation for representatives of Bay Area API community(s) to develop strategies for ongoing community opportunities to engage in peer support and wellness efforts; Sponsor and share EMM information and tools at the Annual "We Move for Health" event at Lake Merritt; incorporate EMM messaging/branding into existing PEERS outreach materials, including through social media (e.g. PEERS' Facebook/Twitter pages); culturally-adapt EMM information/messaging into outreach materials in multiple languages.

Plumas Crisis Intervention & Resource Center

Target Audience: All

Additional Population(s) Served: N/A

Target County(s): Plumas

Key Activities: Incorporate EMM messaging/resources/materials into existing outreach materials and on the PCIRC website; display EMM resources at each of the PCIRC Family Resource Community Wellness Centers; promote EMM through radio and media press releases; present EMM to community groups and local boards/councils/agencies at each of the PCIRC Family Resource Community Wellness Centers; develop and implement a Speakers Bureau in coordination with Plumas County School Districts and Office of Education.

Safe Haven- Stamp Out Stigma

Target Audience: All

Additional Population(s) Served: N/A

Target County(s): Colusa

Key Activities: Plan and coordinate the annual Stamp Out Stigma community 5k run/walk and resource fair to share EMM and SDR messaging/resources/materials with the organizations and businesses of Colusa during Mental Health Awareness Month; partner with the Department of Behavioral Health to plan and execute Mental Health Awareness Month mini-events targeting the Hispanic/Latino, Native American, and Veteran populations within Colusa County.

Stonewall Alliance of Chico

Target Audience: LGBTQ

Additional Population(s) Served: N/A

Target County(s): Butte

Key Activities: Incorporate EMM and SDR messaging/resources/materials in existing training program for local agencies and students of area high schools, Butte College, and CSU Chico; share EMM resources/information at local events (e.g. Chico Thursday Night Farmers Market, Chico Pride Festival, Coming Out for Art event[s]); present EMM at support groups (i.e. TAY, young/older adults, families, LGBTQ+ homeless community).

Tahoe Truckee Unified School District

Target Audience: Youth, TAY

Additional Population(s) Served: N/A

Community Engagement Grantee Activities

Target County(s): Placer

Key Activities: Incorporate EMM, Know The Signs, and SDR messaging/resources/materials into Mental Health in the Mountain program; host speaking events at the Sierra College Truckee and UC Davis North Lake Tahoe campuses; share EMM information at the Tahoe City May Mental Health Month event; market/promote EMM and Mental Health in the Mountains program through community partners, print, and digital/social media.

Transitions- Mental Health Association

Target Audience: Justice-Involved Persons

Additional Population(s) Served: Consumers, Families, MH Providers

Target County(s): San Luis Obispo

Key Activities: Incorporate EMM and SDR messaging/resources/materials into existing Peer Mentor and First Day Out programs; present EMM information and resources in at least one Community Case Management meeting; include EMM as a sponsor for the annual "Journey of Hope" event; integrate EMM into the JOH program and distribution/promotional items.

Tri-Cities "I'm A Winner"

Target Audience: African Americans

Additional Population(s) Served: TAY, Older Adults, Consumers, Families, Justice-Involved Persons, Healthcare Providers

Target County(s): San Bernardino

Key Activities: Incorporate EMM messaging/resources/materials with additional culturally-relevant SDR messaging into development and implementation of the "Education Advocates" program through local faith leaders, churches, and congregations; plan and implement kick-off event for "Education Advocates" through which to recruit youth and families to participate in the program.

United Way Monterey County

Target Audience: All

Additional Population(s) Served: N/A

Target County(s): Monterey

Key Activities: Develop and implement a targeted public awareness media campaign to reduce mental health stigma and improve access to community services; integrate EMM messaging/resources/materials (including PSAs, media spots, branding) into media campaign; disseminate public awareness campaign through local television and radio stations, social media, and other online/print media outlets.

University of Redlands- Alliance for Community Transformation & Wellness

Target Audience: Healthcare Providers, MH Providers

Additional Population(s) Served: African Americans, Consumers

Target County(s): Riverside, San Bernardino

Key Activities: Share EMM messaging/resources/materials through Riverside and San Bernardino Free Clinics; conduct at least 3 EMM trainings for students and free clinic volunteers; conduct monthly outreach in Riverside and San Bernardino at community events (e.g. health fairs, "Run Through Redlands" event); collaborate with local Active Minds chapters, ACTW, and other community partners to implement activities for Mental Health Awareness Month.

Community Engagement Grantee Activities

Valley Oak Children's Services

Target Audience: Families

Additional Population(s) Served: N/A

Target County(s): Butte

Key Activities: Incorporate EMM messaging/resources/materials into existing Parent Café program (e.g. café meetings, family night events) and through community outreach activities; share EMM tools and resources at local provider networking meetings.

Viet-CARE

Target Audience: Asian/Pacific Islanders

Additional Population(s) Served: LGBTQ, TAY, Older Adults, Consumers, Families, Justice-Involved Persons, Healthcare Providers, MH Providers

Target County(s): Orange

Key Activities: Incorporate EMM messaging/resources/materials with additional culturally-relevant SDR messaging into existing Viet-CARE outreach efforts; include EMM at a number of targeted community events (i.e. award dinners, MH education events, general community events, monthly MH provider support group[s]); promote EMM through traditional media and social media efforts; plan and implement a community "Phocoverly" event in conjunction with Mental Health Awareness Month.

The Village Project

Target Audience: African Americans

Additional Population(s) Served: Families

Target County(s): Monterey

Key Activities: Incorporate EMM and SDR messaging/resources/materials into updated community outreach presentation(s) and materials; train and coordinate youth and community members to implement outreach activities; promote EMM and mental health news coverage in local publications; disseminate EMM information through the Village Project website and mailers; share EMM resources/information with local business and community organizations.

The Wall Las Memorias

Target Audience: LGBTQ

Additional Population(s) Served: Consumers

Target County(s): Orange, San Bernardino

Key Activities: Utilize EMM messaging/resources/materials in the development and implementation of an anti-stigma media campaign; share EMM information through the "Coming Out Proud" Speakers Bureau activities; disseminate media campaign through social media outreach; utilize the organization's network to disseminate EMM and media campaign to colleges/universities and other learning institutions, campus groups, afterschool programs, healthcare providers, and other mental health-invested entities.

Wellness Works (MHAC)

Target Audience: Workplace

Additional Population(s) Served: N/A

Target County(s): Alameda, Riverside, Sacramento, Santa Clara

Community Engagement Grantee Activities

Key Activities: Implement Wellness Works trainings for workplace managers and senior leadership; collaborate with EMM Outreach & Engagement staff to identify and recruit appropriate participants for trainings; incorporate EMM into Wellness Works trainings and workshop materials.