

# CalMHSA Prevention and Early Intervention Project: STATEWIDE IMPACT REPORT 2015-2016

## IN THE COMMUNITY

The California Mental Health Services Authority (CalMHSA) is committed to mental health promotion, prevention and early intervention for all Californians. Since 2011, CalMHSA has implemented a broad range of programs to change attitudes, knowledge and awareness about mental health throughout the state.

Each Mind Matters: California's Mental Health Movement is leading the effort to raise awareness and reduce stigma about mental health. Its suicide prevention campaign, Know the Signs, encourages individuals to recognize the warning signs of suicide, find the words to talk to someone who may be at risk, and learn about resources. Through these social marketing efforts, CalMHSA is collaborating with community-based organizations to engage California's diverse population.



### Each Mind Matters and Know The Signs

Nearly **200,000** Each Mind Matters and Know The Signs materials and resources disseminated throughout the state.

Over **1,000** community-based organizations, county health agencies and schools reached.

**56,000** people accessed the Each Mind Matters and Know The Signs websites.

**4.5** million people reached through Each Mind Matters' social media channels.

### Outcomes



#### Each Mind Matters Movement

- **3.8 million** Californians recognized the Each Mind Matters lime green awareness ribbon.
- **1.6 million** people initiated a conversation about mental health after recognizing the lime green awareness ribbon.
- **15.4%** more Californians exposed to Each Mind Matters turn to help for mental health challenges.

#### Know the Signs Campaign

- Over **50%** of Californians were exposed to Know The Signs.
- Individuals exposed to the campaign report **higher levels of confidence to intervene** with someone at risk for suicide.
- The campaign was rated by experts to be aligned with **best practices** and one of the **best media campaigns** on the subject.



## IN SCHOOLS

## CalMHSA PEI: STATEWIDE IMPACT REPORT 2015-2016, Continued

### Program Reach

The **Walk In Our Shoes** (WIOS) Campaign educates 4th-6th graders through school plays and online engagement about individuals with mental health challenges, and helps develop compassion and acceptance.

- Nearly **50,000** WIOS materials and resources disseminated throughout the state
- **80** campuses received educational performances and resources
- Almost **24,000** students reached
- Over **14,000** website visits

### Outcomes

- Students exposed to the **Walk In Our Shoes** website demonstrate significantly higher knowledge of mental health.



- **63%** of teachers and administrators who saw the performance started a conversation about mental health in the classroom.

The **Directing Change** program offers young people the opportunity to create 60-second films about suicide prevention and mental health that are used to raise awareness and support education and advocacy efforts.

- Nearly **10,000** **Directing Change** materials and resources disseminated throughout the state
- **262** schools participated
- **3,000** students participated
- **1,200** films submitted
- **42,000** online film views

- **87%** of students have a better understanding of mental illness and suicide after participating in **Directing Change**.
- **95%** of students pledged to support a friend with a mental health challenge.



**California's Community Colleges** implemented **Kognito** suicide prevention training that positively impacts student mental health, reaching milestones such as:

- Nearly **12,000** people trained in **Kognito** throughout the state's community colleges.
- All **113** community college campuses reached throughout the state with support and resources.



- **87%** of those who completed the **Kognito** training report that they are better prepared to identify, approach, and refer students exhibiting signs of psychological distress.
- **66%** of faculty who completed the **Kognito** training report an increase in the number of conversations they had with other faculty and staff about students they were concerned about.

## WHAT'S TO COME

CalMHSA continues to expand California's mental health movement with the addition of new tools and resources, which include:

- Mental Health Awareness and Suicide Prevention Toolkits
- Diverse communities mental health promotion materials
- California Community Colleges Mental Health Webinars and Fact Sheets
- "The University of California: Promoting Student Mental Health Guide" to assist faculty and staff in supporting student mental health
- Directing Change Classroom Guide

