

STATEWIDE PREVENTION AND EARLY INTERVENTION PROGRAMS

transforming mental health care in Sample County



CalMHSA's statewide Prevention and Early Intervention (PEI) initiatives enhance the ability of counties to meet the mental health needs of their communities through effective and cost-efficient suicide prevention and student mental health programs. Sample County's partnership in California's nationally-recognized Stigma and Discrimination Reduction campaign is critical to achieving the transformation of mental health services by communicating to all Californians that help is available and recovery is achievable, thereby removing barriers to help-seeking.

In a dynamic policy environment and with the implementation of the Affordable Care Act, the cost-effective delivery of statewide PEI initiatives frees up county resources for community-responsive and innovative local efforts. With participation in this statewide partnership, Sample County has invested in California's mental health transformation and in development of breakthrough and culturally relevant best practices that serve the needs of California's diverse communities.

Benefitting all California Counties

- Invest now, save later. Research suggests that for each dollar invested in prevention today, dollars are saved by avoiding loss of suffering, income and lives.
- Achieve economies of scale by purchasing services across counties. Bulk media purchases stretch dollars 35-50% further. Regional county partnerships deliver value in crisis hotline services.
- Prepare counties for Affordable Care Act implementation through Integrated Behavioral Health Care training and technical assistance.
- Create lasting systems change. K-12 educator credential standards now include training to improve early identification of at-risk students.
- Associated Press standards now support accurate reporting on mental health, supporting help-seeking behavior.
- Reduce each county's cost for critical investments, such as culturally adapted training, social marketing, and Stigma and Discrimination Reduction best practices.
- Promote mental health awareness, inclusion and equity for individuals with mental health challenges through a coordinated campaign, Each Mind Matters.

Sample County's initial investment in statewide Prevention and Early Intervention is \$1,331,800 per year over a four year period. This initial investment built and strengthened California's crisis delivery, student mental health, and stigma reduction infrastructure. These capacities can now be sustained at much lower funding levels.

Statewide Impact: January-June 2013

Approximate reach across all CalMHSA programs:

| Individuals | Program/Activity                                       |
|-------------|--------------------------------------------------------|
| 51,900      | Trained and/or educated on prevention strategies       |
| 342,850     | Reached through crisis and early intervention services |
| 684,760     | Reached through informational resources                |
| 202,458,250 | Views of social marketing campaign materials           |

Key Examples of Local Reach

Prevention and Early Intervention (PEI) Statewide Projects are designed to complement local efforts while building statewide capacity to improve mental health.

Enhanced Local Crisis Response

Suicide Prevention Crisis Centers respond 24/7 to individuals in a mental health crisis. The local crisis centers are The Institute on Aging Friendship Line for older adults (800-971-0016) and WellSpace Health (800-273-8255). CalMHSA partners with both providers to enhance local crisis response with: additional Spanish language capacity, outreach and marketing, text and chat services.

| Call Volume      | 2012  | 2013 YTD         |
|------------------|-------|------------------|
| Friendship Line  | 700   | 1,300 (9 months) |
| WellSpace Health | 8,000 | 8,000 (9 months) |

Based on partial year data, call volume is increasing, in part due to additional outreach and marketing enhancements.



Training and Education Investments to Improve Local Response

- Student Mental Health Partners offered local training in the following areas:
- K-12 (January-September 2013): The Sample County Office of Education reached 250 educators on topics such as bullying prevention. School demonstration projects reached nearly 2,500 students.
  - Sample State University (April-June 2013): Trained 93 faculty and staff participants in ASIST suicide intervention skills.

Prevention and early intervention save lives and dollars by delivering help before a crisis when it's most effective and less costly.

Identify Warning Signs and Access Help before a Crisis

The Know the Signs Suicide Prevention campaign informs Californians of warning signs, how to talk to someone they are worried about and identify helpful resources.

Sample County residents received this information through: billboards (14 million impressions or views), TV (e.g. cable, Univision; 750,000 views), online (e.g. Hulu, Facebook; 19 million views), magazines (350,000 views), resulting in nearly 34 million total views of the campaign materials. During the first 4 months, nearly 12,000 Sample County residents visited the campaign websites to seek information.

Sample County distributed outreach brochures and promoted the Directing Change award event with local schools.

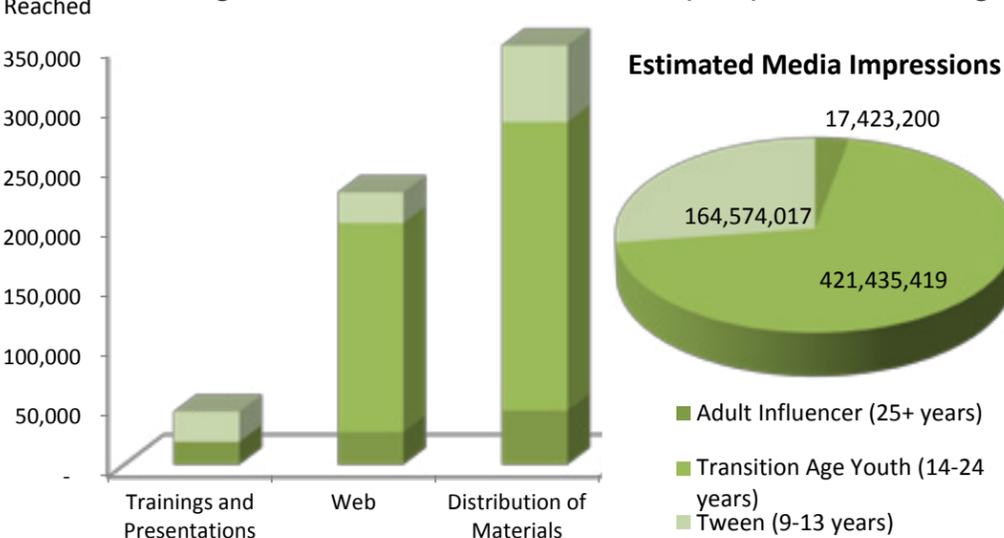
CalMHSA funded trainers reached 250 participants to date through ASIST suicide interventions skills workshops.

Why Statewide? In 2008, state strategic plans were developed for suicide prevention, stigma and discrimination reduction and student mental health. CalMHSA, a Joint Powers Authority, was created by counties in 2009 to implement the PEI Statewide projects efficiently and effectively. These are just a few program highlights; for more information please visit: www.calmhosa.org

Stigma and Discrimination Reduction Partners offered local training in the following areas:

- Provided training on promising practices in stigma reduction (MHASF).
- Speakers Bureau Grants: Reached 280 individuals in the LGBTQ and Asian (API) communities. (RSE)
- Reached 1,500 elementary and junior high school students through school-based performances. (RSE)
- NAMI trained 20 medical professionals, 13 youth as In Our Own Voice presenters and 21 as Ending the Silence trainers of trainers, 29 Parents and Teachers as Allies, including training for trainers. (NAMI)
- "A New State of Mind" documentary includes Sample residents' perspective on stigma and discrimination (RSE).
- Provided stigma reduction training for 50 participants on topics such as Accessing Educationally Related Mental Health Services. (DRC)

Stigma and Discrimination Reduction (SDR) Social Marketing Campaign: Statewide Reach



This campaign includes: Each Mind Matters: California's Mental Health Movement; lifespan-specific campaigns including Walk In Our Shoes (9-13 year olds), ReachOutHere (14-24 year olds), and the "A New State of Mind" documentary and Community Dialogues (adults 25+); and targeted campaigns for Latino, African American, Native American, Asian Pacific Islander and LGBTQ communities.