

Advisory Committee Meeting

AGENDA

March 15, 2012
2:45 pm – 5:00 pm

Dial-in Number: 877-339-2412
Access Code: 2250381321

WebEx Registration:

<https://calmhsa.webex.com/calmhsa/onstage/g.php?d=596424121&t=a&EA=maya.maas%40georgehills.com&ET=69dcd54c5005899ceb3d4f79883a6f08&ETR=7758d63baa3abc7a0ecbdc4c1a24c0c7&RT=MiM0&p>

Registration Password: 1234

Public Meeting Location:

Marriott Cal Expo
1782 Tribute Road
Sacramento, CA 95815

CalMHSA ADVISORY COMMITTEE MEETING

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The Committee welcomes and encourages public participation in its meetings. Following each item, time is reserved for members of the public to address the Committee. Items not on the agenda are reserved for the end of the meeting.

Comments will be limited to three minutes per person and twenty minutes total. Each interested party is to complete the Public Comment Card and provide it to committee member as each location, prior to start of item. When it appears there are several members of the public wishing to address the Committee on a specific item, at the outset of the item, the Committee Chairs may announce the maximum amount of time that will be allowed for presentation of testimony on that item. Comment cards from each meeting location will be retained as a matter of public record.

1. **Call to Order**
2. **Roll Call & Public Comment**
3. **Approval of the Agenda as Posted (Or Amended)**
4. **Approval of the Meeting Minutes from the January 12, 2012 Advisory Committee Teleconference**
5. **Program Director's Report** (*verbal*)
 - First Amendment to the Implementation Work Plan Status Update
 - Implementation Work Plan Status Update
6. **Stigma and Discrimination Reduction – Social Marketing Campaign Overview**
 - Request for feedback on Runyon Saltzman and Einhorn, Inc. Messaging/Campaign
7. **Advisory Committee Stakeholder Informal Roundtables**
 - Direct staff to work with CALMH Board to incorporate informal feedback to CalMHSA at quarterly CALMH Board meetings.
8. **General Public Comment**
9. **Adjourn Meeting**

¹ In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact Laura Li at (916) 669-4098 (telephone) or (916) 859-4805 (facsimile). Requests must be made as early as possible, and at least one full business day before the start of the meeting.

Materials relating to an item on this agenda submitted to this Board after distribution of the agenda packet are available for public inspection at 3043 Gold Canal Drive, Suite 200, Rancho Cordova, CA, 95670, during normal business hours.

Agenda Item 4

SUBJECT: CalMHSA Advisory Committee Meeting Minutes

BACKGROUND AND STATUS:

The minutes of the previous meeting require approval or acceptance and require no additional discussion. If the Committee would like to make a correction to the meeting minutes, they may do so at the time of request for approval.

RECOMMENDATION:

Staff recommends approval of the meeting minutes from the January 12, 2012 Advisory Committee Teleconference.

REFERENCE MATERIAL(S) ATTACHED:

- Meeting Minutes from the January 12, 2012 Advisory Committee Teleconference

MINUTES
CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY (CalMHSA)
ADVISORY COMMITTEE MEETING

Sacramento, California

San Diego, California

Martinez, California

January 12, 2012

MEMBERS PRESENT

Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice-chair
Joseph Robinson, Advisory Committee Co-Chair
Anne Robin, Superior Region, CalMHSA Member
Donna Ewing-Martó, Southern Region
Justin Louie Lock, Central Region
Michael Kennedy, Bay Area Region, CalMHSA Member
William Arroyo, Los Angeles Region, CalMHSA Member

MEMBERS ABSENT

Donna Jensen, Superior Region
Jerry Wengerd, Riverside County, CalMHSA Member
Keris Jän Myrick, Los Angeles Region
Molin Malicay, Bay Area Region

STAFF PRESENT

John Chaquica, CalMHSA Executive Director
Ann Collentine, CalMHSA Program Director
Laura Li, CalMHSA Program Analyst
Doug Alliston, Legal Counsel, Murphy Campbell Guthrie & Alliston

MEMBERS OF THE PUBLIC

Delphine Brody, California Network of Mental Health Clients
Sandra Marley, National Alliance on Mental Illness
Amy Wilner, Butte County
Linda Heart, African American Mental Health Coalition
Monica Nepomuceno, California Department of Education
Janine Moore, Riverside County PEI Coordinator
Sharon Jones, Merced County MHSa Coordinator
Jennifer Jones, Santa Clara County Consumer Affairs
Jackie Stanfill, Sutter/Yuba Mental Health PEI Program Manager
Kim Ganade-Torres, San Francisco

Betsy Sheldon, California Community Colleges Chancellor's Office
Belinda Veal, University of California Office of the President
Adele James, CalMHSA SDR Program Manager
Scott Rose, Runyon Saltzman & Einhorn
Sophie Cabrera, El Dorado County MHSR Coordinator
Stephanie Welch, CalMHSA
Fiona Young, California Family Resource Association
Gulshan Yusufzai, California Network of Mental Health Clients
Stacie Hiramoto, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)

1. Call to Order

Co-Chair, Maureen Bauman, CalMHSA Board Member, Placer County, called the meeting to order at 3:03 p.m.

2. Roll Call and Public Comment and Recusal Instructions

Co-Chair Bauman called on Laura Li, CalMHSA Staff, who took roll and established a quorum.

Doug Alliston, Legal Counsel, Murphy Campbell Guthrie & Alliston, gave a brief review of the public comment procedures to include completing a public comment card for the purpose of having a record on file of comments made during the meeting. He then reviewed the recusal policy as it applies to Advisory Committee members.

3. Opening Remarks by Co-Chairs

Co-Chair Bauman thanked everyone for attending and hoped that time would be used efficiently.

4. Approval of the Agenda as Posted (or Amended)

Co-Chair Bauman entertained a motion for approval of the agenda. Upon hearing a motion and second, she asked that the phone be unmuted for a vote of members.

Action: *Approval of the agenda as posted.*

Motion: *William Arroyo, MD, Los Angeles County*

Second: *Ann Robin, MFT, Butte County*

Motion approved unanimously.

5. Approval of the minutes from the November 17, 2011 Advisory Committee meeting

Co-Chair Bauman entertained a motion to approve the November 17, 2011 meeting minutes. Hearing no changes, a vote was taken.

Action: **Approval of the November 17, 2011 meeting minutes.**

Motion: **Ann Robin, MFT, Butte County**

Second: **Michael Kennedy, MFT, Sonoma County**

Motion approved unanimously.

Public comment was heard from the following individual(s):

None

6. Program Director's Report

Co-Chair Bauman asked Ms. Collentine to give a verbal program report. Ms. Collentine reported the following: Implementation Work Plan key activities are now posted on the CalMHSA Website; staff is still exploring teleconference options and hopes to have a solution by the next teleconference; the Stigma and Discrimination Reduction (SDR): Program Two: Values, Practices and Policies Program (VPPP), Component Four: Promoting Mental Health in the Workplace Request for Proposal (RFP) has been released with proposals due on February 15, 2012—early indicators are that there will be organizations submitting proposals in response to the RFP; and the Statewide Evaluation Expert Team (SEE) is still in development.

7. Presentation of Stigma and Discrimination Reduction Consortium

Co-Chair Bauman called on Adele James, SDR Consortium Project Manager, to present an update. Ms. Collentine provided an introduction and noted that Ms. James' PowerPoint is available on the CalMHSA Website.

Ms. James reviewed the materials provided in the consortium member application packet, which is to be sent to all nominees. The letter of nomination has distributed. Submissions are requested by January 18, 2012. Ms. James then reviewed the selection process to be followed. Ms. James opened up the floor for feedback on the application. Individuals who want more time for review of the application were invited to submit feedback by Monday, January 16, 2012. Donna Ewing-Martos, Justin Louis Lock and Anne Robin provided suggestions on additions to the application. Co-Chair Bauman then opened up the floor for public comment.

Public comment was heard from the following individual(s):

Delphine Brody, California Network of Mental Health Clients

Stacie Hiramoto, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)

*Linda Heart, African American Mental Health Coalition
Gulshan Yusufzai, California Network of Mental Health Clients*

- 8. Presentation and Action on CalMHSA Draft Implementation Work Plan Amendment #1**
Co-Chair Bauman called on Ms. Collentine to present on the first amendment to the Implementation Work Plan, which will be presented to the MHSOAC in March. It was noted to the Committee members and public that a 30-day comment period will take place from January 20–February 19, 2012. Ms. Collentine reviewed the details of the amendment and asked for feedback. Dr. Arroyo expressed his approval of the reasonable approach taken and provided his endorsement of the amendment as presented. Ms. Robin agreed with Dr. Arroyo’s comments and approved of the support being provided to contractors. Co-Chair Bauman then opened up the floor for public comment.

Action: ***Support of staff recommendations.***

Motion: ***Ann Robin, MFT, Butte County***

Second: ***Michael Kennedy, MFT, Sonoma County***

Motion approved unanimously.

*Public comment was heard from the following individual(s):
Stacie Hiramoto, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)
Fiona Young, California Family Resource Association
Linda Heart, African American Mental Health Coalition*

- 9. General Public Comment**

Co-Chair Bauman opened the floor for any general public comments.

*Public comment was heard from the following individual(s):
Sandra Marley, National Alliance on Mental Illness*

- 10. Adjourn Meeting**

Co-Chair Bauman asked for any other public comment. Hearing none the meeting was adjourned at 4:06 p.m.

Agenda Item 6

SUBJECT: Stigma and Discrimination Reduction - Social Marketing Campaign Overview

BACKGROUND AND STATUS:

CalMHSA contracted with the integrated communications firm of Runyon Saltzman & Einhorn, Inc. (RS&E) to develop and execute a statewide social marketing media campaign for the Stigma and Discrimination Reduction (SDR) component. The multi-pronged campaign will focus on the following three target audiences:

- California 11 to 13 year olds (“Inoculation” Target)
 - Research shows that people acquire stigmatizing beliefs between middle school and adolescence.
 - Research also maps stigma as a problem originating from ignorance and/or a lack of knowledge about mental illness.
 - Data shows that early onset of mental illness and stigma can be reduced by critical targeting of promotion and early intervention.
 - **Creative Strategy:** Inoculate California 11 to 13 year olds against stigma through education, and create positive expectations of people with mental illness (PWMI) before negative biases form.

- California 14 to 24 year olds (“Mobilization” Target)
 - Demographic research reveals that many youth in this age range are open, accepting and blooming.
 - They go online to talk or read about personal issues at websites like ReachOut.com.
 - The key objective of ReachOut.com is to de-stigmatize mental illness by increasing mental health literacy, encouraging help-seeking, building resilience through improved coping skills and increasing social connectedness and social power.
 - Most will feel at least “okay” on any given day, but are familiar with their own or someone else’s bouts of sadness, anxiety, hopelessness, and confusion.
 - **Creative Strategy:** Use advertising to let the target sample what other 14-24 year olds are talking about at ReachOut.com, when things aren’t going so well.

- California adults age 25+ (“Influence” Target)
 - This target is comprised of people with power (PWP) over PWMI.
 - People with power control access to education, jobs, housing, health care, criminal justice and family support.
 - They often feel anger, pity and/or fear toward PWMI.
 - Consciously or not, they avoid, segregate, and/or coerce PWMI on the basis of their mental illness.
 - **Creative Strategy:** Provide contact between PWP and PWMI, especially contact that disconfirms negative stereotypes.

RS&E has developed initial creative concepts toward the Inoculation and Mobilization targets, and has received direction and feedback from many program partners and stakeholders, including

California Youth Empowerment Network (CAYEN), NAMI California, MHA California, Racial and Ethnic Disparities Coalition (REMHDCO), UC Davis Center for Reducing Health Disparities, and multiple ethnic social marketing experts. The collective input, including feedback on how the various concepts will work when developed in Spanish language executions, has been used to revise and refine the concepts over the past several weeks.

RS&E is currently in the process of conducting in-depth qualitative one-on-one interviews among the two youth audiences to determine:

- Which advertising concept of the five alternatives evokes the greatest interest in learning about mental illness among 6th through 8th graders?
- Which advertising concept of four alternatives evokes the greatest intention to visit ReachOut.com among 14 to 24 year olds?
- Are all nine concepts culturally relevant and appropriate?
- Are any concepts clear and easily understood?
- Do any arouse strong objections or dislikes?

RS&E will present the creative concepts for both the Inoculation and Mobilization targets to the Advisory Croup on March 15, 2012 to solicit feedback from the Advisory Committee to determine if the concepts include messages or images that could inadvertently reinforce stigma and discrimination.

RECOMMENDATION:

Request for feedback on Runyon Saltzman and Einhorn, Inc. Messaging/Campaign

REFERENCE MATERIALS ATTACHED:

- None

Agenda Item 7

SUBJECT: Advisory Committee Stakeholder Informal Roundtables

BACKGROUND AND STATUS:

On July 27, 2011, CalMHSA staff hosted an informal stakeholder meeting to address stakeholder feedback regarding stakeholder member participation in CalMHSA meetings. In an effort to be transparent and inclusive, a new structure for a Program Advisory Committee of CalMHSA was presented to and approved by the CalMHSA Board in August 2011.

In addition to the above committee structure, CalMHSA agreed to host Informal Quarterly Roundtables. The Roundtable structure was intended to allow for additional input from stakeholders. The concept was to convene quarterly informal roundtable and to rotate within regions when possible so that stakeholders throughout the state could be heard.

With the goal of finding an existing format which would be consistent with the intent of providing another venue for feedback to CalMHSA from stakeholders, CalMHSA has reached out to the California Association of Local Mental Health Boards and Commissions (CALMH Board) to collaborate in the concept of the informal roundtable.

The California Association of Local Mental Health Boards and Commissions (CALMHB/C) is a statewide organization that supports the work of local mental health boards. The Association was established in 1993 as a 501(c)(3) (Tax ID # 33-0581682) to assist local mental health boards and commissions to carry out their mandated functions and to advocate at the state level as a unified voice for local mental health boards and commissions' concerns. The Association seeks to improve the quality and cultural competency of mental health services delivered to the people of California.

After initial conversation with the CALMH Board President, it appears that the CALMH Board is very receptive about providing time at their quarterly meetings to hear about the status of CalMHSA's Statewide Work Plan and providing member feedback to CalMHSA regarding what they see in their communities and other relevant local information they feel important for CalMHSA to know of or hear about.

The next CALMH Board meeting is scheduled for April 2012 in Los Angeles and tentatively CalMHSA is invited to join the meeting pending Advisory Committee and CALMH Board approval.

RECOMMENDATIONS:

Direct CalMHSA staff to work with CALMH Board to incorporate informal feedback to CalMHSA at quarterly CALMH Board meetings.

REFERENCE MATERIALS ATTACHED:

- <http://calmhbc.trilogyir.com/>