

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

March 15, 2012

Sacramento, CA

**MEMBERS PRESENT**

Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice-chair  
Joseph Robinson, Advisory Committee Co-Chair  
Anne Robin, Superior Region, CalMHSA Member  
Jerry Wengerd, Riverside County, CalMHSA Member  
Justin Louie Lock, Central Region  
Keris Jän Myrick, Los Angeles Region  
Michael Kennedy, Bay Area Region, CalMHSA Member  
William Arroyo, Los Angeles Region, CalMHSA Member

**MEMBERS ABSENT**

Donna Ewing-Martó, Southern Region  
Donna Jensen, Superior Region  
Molin Malicay, Bay Area Region

**STAFF PRESENT**

Ann Collentine, CalMHSA Program Director  
Laura Li, CalMHSA Program Analyst  
Maya Maas, CalMHSA Executive Assistant  
Amy Shearer, CalMHSA Executive Assistant  
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  
Dean Chance, Runyon Saltzman & Einhorn  
Sandra Poole, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)  
Stacie Hiramoto, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)  
Bryce McAnally, Runyon Saltzman & Einhorn  
Richard Doss, Runyon Saltzman & Einhorn  
Norma Rivera, Runyon Saltzman & Einhorn

Estelle Saltzman, Runyon Saltzman & Einhorn  
Scott Rose, Runyon Saltzman & Einhorn  
Steven Purcell, NAMI California  
Kathleen Derby, NAMI California  
Jim Isherwood, Lake County  
Jamie Hannigan, Shasta County  
Marta McKenzie, Shasta County  
Roberta Rubinstein, Fischer Communications  
Brian Canning, Free Your Mind Projects  
Sonia Rubio, San Bernardino County  
Pat Oetzel, NAMI Shasta County  
Brenda Scott, NAMI California  
Jim Gilmer, Cyrus Urban Interchurch Sustainability Network (CUISN)  
Theresa Ly, Education Development Center (EDC)  
Kimberly Ganade-Torres, San Francisco City and County  
Barbara Meyers, Alameda County Network of Mental Health Clients

**1. Call to Order**

Co-Chair, Maureen Bauman, CalMHSA Board Member, Placer County, called the meeting to order at 3:00 p.m.

**2. Roll Call and Public Comment**

Co-Chair Bauman called on Laura Li, CalMHSA Staff, who took roll and established a quorum. She then asked for any general public comment.

*Public comment was heard from the following individual(s):  
Delphine Brody, California Network of Mental Health Clients*

**3. Approval of the Agenda as Posted (or Amended)**

Co-Chair Bauman entertained a motion for approval of the agenda.

**Action:**            ***Approval of the agenda as posted.***

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

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

**Abstention:**     ***Keris Jän Myrick, Los Angeles Region***

***Motion approved unanimously.***

**4. Approval of the minutes from the January 12, 2012 Advisory Committee meeting**

Co-Chair Bauman asked for any changes to the January 12, 2012 Advisory Committee meeting minutes. Hearing none, she moved on to the next item.

**5. Program Director's Report (verbal)**

Co-Chair Bauman asked Ms. Collentine to give a verbal program report. Ms. Collentine reported the following:

- Staff is hard at work tracking deliverables and implementation
- More field visits are scheduled
- The First Amendment to the Statewide Implementation Work Plan will be presented to the Mental Health Services Oversight and Accountability Commission (MHSOAC) on March 23, 2012

**6. Stigma and Discrimination Reduction – Social Marketing Campaign Overview**

Co-Chair Bauman called on the team from Runyon, Saltzman & Einhorn (RS&E) to present on their stigma and discrimination reduction creative concepts. The RS&E team outlined their three-part campaign focused on 11–13 year olds (inoculation), 14–24 year olds (mobilization) and adults 25 and older (influence) presenting sample radio spots and Web campaigns. Following their presentation, the RS&E team asked the committee and participating stakeholders for feedback. Extensive and detailed feedback was provided including:

- Making an effort to use the feedback of children with mental illness
- Considering other languages, starting with Spanish
- Using voices of non-standard English
- Using depictions of diversity
- Focusing on overall health

Ms. Collentine requested RS&E to present again at the May 10, 2012, Advisory Committee Meeting.

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

*Delphine Brody, California Network of Mental Health Clients*

*Sandra Marley, National Alliance on Mental Illness*

**7. Advisory Committee Stakeholder Informal Roundtables**

Co-Chair Bauman called on Ms. Collentine to present on staff's ideas for incorporating the roundtables with the California Mental Health Planning Council (CALMH) Board Meetings. At the April 22, 2012 CALMH Board Meeting, CalMHSA staff will present on the Statewide PEI projects and request input from stakeholders regarding

implementation. Staff invited recommendation of other meetings that might be used in a similar capacity going forward. Ms. Collentine and Stephanie Welch, CalMHSA Program Manager, will also be getting out more into communities to attending local meetings to get the word out about the statewide projects.

After discussion amongst the committee and stakeholders regarding spotty stakeholder attendance at and little variation on locations of CALMH meetings, staff was directed to proceed with the CalMHSA presentation on April 22<sup>nd</sup> as a test.

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

**Motion approved unanimously.**

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

*Kathleen Derby, NAMI California*

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

*Sandra Marley, National Alliance on Mental Illness*

**8. General Public Comment**

Co-Chair Bauman opened the floor for any general public comments. Hearing none, she adjourned the meeting.

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

*None*

**9. Adjourn Meeting**

The meeting was adjourned at 4:36 p.m.