

Extra! Extra! CalMHSA EXPRESS



WELLNESS • RECOVERY • RESILIENCE

In Review:

- *Statewide Coordination Workgroup (SCW) Meeting held, 94 attended*
- *Directing Change High School Student Video Contest launched*
- *Clearinghouse for educators launched*
- *Style Guide Book for Journalists Reporting on Mental Illness released*
- *2Lives a Day Lost Summit in LA*
- *Final Statewide PEI Evaluation Framework released*

Hotshots:

County Liaisons, CalMHSA contractors, and MHSOAC staff attended the SCW meeting in Santa Clara. Santa Clara MH Director, Nancy Pena and Community Advocate, Vic Ojakian welcomed attendees. Please see synopsis of program partners and project activities: http://calmhsa.org/wp-content/uploads/2012/09/10_Program-Partners-Key-Activities-and-Contact-Information.pdf

Students throughout California are invited to **Direct Change** by submitting 60-second videos in two categories: suicide prevention and eliminating stigma about mental illness. This represents leveraging between the SP, SDR, and SMH Initiatives. Visit the campaign website for contest rules and information. The submission deadline is March 1, 2013. <http://www.directingchange.org>

Entertainment Industries Council (EIC) – On September 10th, EIC developed and released a style guide book for journalists who report on mental health issues. The first of its kind, the style guide debuted during the “2 Lives a Day Lost in L.A.” summit held at the California Endowment Center (<http://bit.ly/MHStyleGuide>). The summit, which raised awareness of mental health programs in Los Angeles County, was attended by community members and media. Please see the news report on Univision in Spanish that Julio Ortiz broadcast from the event. <http://www.prweb.com/releases/2012/9/prweb9887626.htm>

The Regional K-12 Student Mental Health Initiative (CA County Superintendents Educational Services) launched a clearinghouse of resources for educators and others. We invite you to visit the website: www.regionalk12smhi.org

Prevention and Early Intervention Reaching Communities Across the State:

Student Mental Health Initiative – *The Sacramento Bee and Collegian News published terrific stories about CalMHSAs CSU student wellness and suicide prevention programs funded through Prop. 63 grants. <http://www.sacbee.com/2012/09/05/4787363/grants-bolster-sacramento-states.html> and <http://collegian.csufresno.edu/2012/09/12/health-center-promotes-suicide-prevention-week/>*

Community Colleges – *Twenty-three community colleges are implementing programs this fall with funding from CalMHSAs. Spectrum of programs includes: SP activities, Veterans SP, Active Minds chapters being started on campuses, and peer training programs. Collaboration with county mental health departments required. For more information: www.cccco.edu/mentalhealth and <http://www.ccstudentmentalhealth.org>*

Stigma & Discrimination Reduction – *The SDR Social Marketing Campaign launched their Speakers Bureaus Component. The overarching goal of the Speakers Bureau program is to support contact strategies in ways that leverage existing resources/activities and plan for sustainability beyond the scope of the SDR social marketing campaign. Mini-grants of up to \$15,000 for local speakers bureaus throughout California help incorporate SDR campaign messages, increase speaking placements and support speakers with stipends. In doing so, these funds both support existing bureaus and allow them to invest in their programs and people in sustainable ways that will continue to ripple for years to come. Applications are due Friday, November 2, 2012. For more information contact: Kristen Stancik at kristen.stancik@citizenrelations.com or Stephanie Welch at stephanie.welch@georgehills.com.*

Suicide Prevention – *Transitions Mental Health Association launched a non-crisis friendship line in Santa Barbara this week. The hotline offers supportive listening and is staffed by people who have experienced mental illness themselves. Read about it in the Santa Barbara Independent: <http://www.independent.com/news/2012/sep/11/non-crisis-telephone-support-line/>*

Evaluation – *RAND has released the final Statewide Prevention and Early Intervention Evaluation Framework: http://calmhsa.org/wp-content/uploads/2012/09/TR1316_FNLCompiled.pdf*

Down the Pipeline:

*AdEase launch of Suicide Prevention Social Media campaign – to be presented at October CalMHSAs Board Meeting
Regional Training Calendar – to be updated bi-monthly*

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