

# Extra! Extra! CalMHSA Express



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## **Week In Review:**

- *Speakers Bureau Grants awarded to expand stigma and discrimination reduction efforts throughout the state*
- *Upcoming Know the Signs webinar teaches counties how to maximize the campaign's impact*
- *Program Partner Spotlight showcases University of California's innovative approaches to improve student mental health*
- *RAND releases final literature reviews for Suicide Prevention, Student Mental Health and Stigma and Discrimination Reduction*

## **Hotshots (funded by CalMHSA and Proposition 63)**

***Speakers Bureau Grants Awarded:*** Fifteen outstanding speaker bureaus throughout the state have been awarded mini-grants of up to \$15,000 to support CalMHSA's Stigma and Discrimination Reduction (SDR) Social Marketing campaign in 2013. The Speakers Bureaus combat mental health stigma by offering a unique opportunity for speakers to share their experiences living with a mental illness. Grantees will use the funds to strengthen their programs, recruit and train new speakers, increase the frequency of their presentations to the community, incorporate stigma and discrimination reduction messages into their work, provide stipends to their speakers and pursue additional resources to ensure sustainability beyond the grant period.

Another round of mini-grant funding will become available in spring 2013; application details will be announced in the Express. For more information on this initial set of mini-grants, please contact Kristen Lisanti at [kristen.lisanti@citizenrelations.com](mailto:kristen.lisanti@citizenrelations.com).

**Upcoming Know the Signs Webinar Teaches Counties How to Use and Customize Know the Signs Campaign Materials:** The Know the Signs social marketing campaign is in full swing around the state! Over 76,000 people have visited the suicide reduction campaign's website and materials are available to be viewed, customized and downloaded from the resource center on Your Voice Counts.

**Opportunity for counties:** Please join us on Tuesday, January 15<sup>th</sup> from 1:30 to 2:30 p.m. for a webinar that will demonstrate how you can make the best use of the campaign materials.

**Who should attend:** CalMHSA County Liaisons, PEI and MHSA Coordinators, Mental Health Directors, Program Partners and others who represent organizations whose clients will benefit from strategic use the campaign materials.

**What you will learn:** The webinar will discuss how to strategically integrate materials into existing outreach and marketing efforts and step-by-step instructions about how to download and customize the materials. Most importantly, the webinar provides an opportunity for you to ask questions and to see examples of how your colleagues in other counties are already using the materials. The webinar will be facilitated by Richelle Brown (AdEase) and Jana Sczersputowski (Your Social Marketer).

**To RSVP:** <https://attendee.gotowebinar.com/register/7250766060638169088>  
Questions? Contact Jana Sczersputowski at [jana@yoursocialmarketer.com](mailto:jana@yoursocialmarketer.com) or 858-740-4381.

**Program Partner Spotlight Showcases University of California's Innovative Student Mental Health Programs:** Studies have found American college students are experiencing mental health challenges with greater frequency than ever before. The University of California is taking proactive approaches to reach students in need of services. Read about UC's online depression screening, peer faculty and staff training, stigma reduction campaigns, and more here: [http://calmhsa.org/wp-content/uploads/2013/01/UC.Spotlight.final\\_.pdf](http://calmhsa.org/wp-content/uploads/2013/01/UC.Spotlight.final_.pdf) Previous issues of the Spotlight are available here: <http://calmhsa.org/documents/newsletters-reports/>.

**RAND Releases Final Literature Reviews:** RAND has released the final literature reviews for student mental health, suicide prevention, and stigma and discrimination reduction. The literature reviews will guide RAND's evaluation of California's Prevention and Early Intervention Initiative. They can be downloaded for free at the links below, and may be distributed without restrictions.

**Suicide Prevention:** [http://www.rand.org/pubs/technical\\_reports/TR1317.html](http://www.rand.org/pubs/technical_reports/TR1317.html)

**Stigma and Discrimination Reduction:**

[http://www.rand.org/pubs/technical\\_reports/TR1318.html](http://www.rand.org/pubs/technical_reports/TR1318.html)

**Student Mental Health:** [http://www.rand.org/pubs/technical\\_reports/TR1319.html](http://www.rand.org/pubs/technical_reports/TR1319.html)

**Prop. 63 in the News**

*CalMHSA program partners Taisha Caldwell (University of California) and Anara Guard (Know the Signs) participated in a press conference with Senate President Pro Tempore Darrell Steinberg on December 20<sup>th</sup> to promote Prop. 63 as a national model for mental health services. The event received extensive media attention in English and Spanish language media outlets throughout the state. View the [abridged press conference](#).*

*Asian Week: California Launches Suicide Prevention Website*

<http://www.asianweek.com/2013/01/04/california-launches-suicide-prevention-website/>

**Down the Pipeline**

*Kings View Behavioral Health is launching a Central Valley Suicide Prevention hotline Thursday, January 10<sup>th</sup>. Details will be posted in the next Express.*