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CalMHSA Express



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**Week In Review:**

- *“Each Mind Matters” Unifies Mental Health Movement*
- *ReachOutHere Campaign Materials Now Available*
- *Disability Rights California Releases SDR Fact Sheet in Multiple Languages*
- *Program Partner Spotlight Highlights Regional Suicide Prevention Capacity Building Efforts with Crisis Centers*

**Hot News (funded by CalMHSA and Proposition 63)**

***“Each Mind Matters” Unifies Mental Health Movement:*** CalMHSA and Stigma and Discrimination Reduction (SDR) partner RS&E unveiled the “Each Mind Matters: California’s Mental Health Movement” tagline and logo last week. Each Mind Matters symbolizes how California is transforming its mental health systems— from the ground up. The theme will be used throughout CalMHSA efforts to promote mental health awareness, support equity for mental health care and achieve acceptance and inclusion for individuals and families living with mental health challenges. The overwhelmingly positive response from the mental health community reflects the extensive engagement of the community during development. Throughout Mental Health Month in May, we will be unveiling Each Mind Matters tools to help you promote awareness and unify our efforts across the state. Contact Stephanie Welch at [stephanie.welch@calmhsa.org](mailto:stephanie.welch@calmhsa.org).



**ReachOutHere Campaign Materials Now Available!** New posters, print ads, and radio spots direct transition-aged youth to the interactive, in-language forums for youth at [ReachOutHere.com](http://ReachOutHere.com) (English-language) and [BuscaApoyo.org](http://BuscaApoyo.org) (Spanish-language). ReachOutHere Forums and other resources on ReachOut.com address mental well-being by de-stigmatizing mental illness, encouraging help-seeking, increasing social connectivity, and building resilience. General and/or customized posters, fliers and take-ones can be ordered by April 15, 2013. Please use the order form [here](#) or contact Alexandra Kathol at [akathol@rs-e.com](mailto:akathol@rs-e.com).

**Disability Rights California Releases SDR Fact Sheet in Multiple Languages:** Disability Rights California's new Mental Health Stigma and Discrimination Reduction project fact sheet "Preventing Employment Discrimination against People with Mental Health Disabilities," Publication is now available in multiple languages including English, Spanish, Korean, Chinese, Vietnamese, Cambodian, Russian, Tagalog, Hmong, Armenian and Arabic. These and other SDR tools developed by DRC are available [online](#). Contact: Margaret Johnson at [Margaret.Jakobson@disabilityrightsca.org](mailto:Margaret.Jakobson@disabilityrightsca.org).

**Program Partner Spotlight Highlights Regional Suicide Prevention Capacity Building Efforts with Crisis Centers:** An invitation to chat, or a friendly check-in call during a tough time – these human touches can make a life-saving difference for a person considering suicide. April's [Program Partner Spotlight](#) highlights how CalMHSA Suicide Prevention programs support communities in saving lives by enhancing local crisis hotline capacity and expanding use of innovation and technology that welcomes young people and individuals from diverse communities to reach out for help. Transitions – Mental Health Association has partnered with CalMHSA to build suicide prevention capacity in San Luis Obispo, Santa Barbara and Kern counties. CalMHSA's partnership with the Bay Area Suicide Prevention Consortium, coordinated by San Francisco Suicide Prevention, has enabled the Bay Area to utilize emerging technologies including online chat and text to reach people unlikely to call a hotline, including young people who primarily communicate via electronic tools. Previous issues of the Spotlight are available [here](#).

Do you have news to share? Send submissions to Jenna Thompson at [Jenna@paschalroth.com](mailto:Jenna@paschalroth.com).