

MINUTES

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY (CalMHSA) ADVISORY COMMITTEE MEETING

March 14, 2013

Sacramento, California

San Diego, California

Commerce, California

MEMBERS PRESENT

Maureen F. Baumann, Advisory Committee Co-Chair, CalMHSA Vice President

Joseph Robinson, Advisory Committee Co-Chair

Kurt Schweigman, Bay Area Region

Justin Louie Lock, Central Region

William Arroyo, Los Angeles Region, CalMHSA Member

Keris Jän Myrick, Los Angeles Region

Jerry Wengerd, Southern Region, CalMHSA Member

Donna Ewing-Martó, Southern Region

Donna Jensen, Superior Region

MEMBERS ABSENT

Michael Kennedy, Bay Area Region, CalMHSA Member

Robin Roberts, Central Region, CalMHSA Member

Anne Robin, Superior Region, CalMHSA Member

STAFF PRESENT

Ann Collentine, CalMHSA Program Director

Stephanie Welch, CalMHSA Senior Program Manager

Sarah Brichler, CalMHSA Program Manager

Benita Ramsey, CalMHSA Contract Specialist

Laura Li, CalMHSA Program Analyst

Maya Maas, CalMHSA Executive Assistant

Michelle Yang, CalMHSA Executive Assistant

Jaikelle Meeks, CalMHSA Administrative Assistant

MEMBERS OF THE PUBLIC

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

Kirsten Barlow, California Mental Health Directors Association (CMHDA)

Estelle Saltzman, Runyon Saltzman & Einhorn

Pat Ryan, California Mental Health Directors Association (CMHDA)

Ashley Bradley, Runyon Saltzman & Einhorn

Nicole Jarred, Runyon Saltzman & Einhorn

Steve Fong, Runyon Saltzman & Einhorn

Norma Rivera, Runyon Saltzman & Einhorn

Scott Rose, Runyon Saltzman & Einhorn

Donnell Ewert, Shasta County

David Kopperud, California Department of Education
 Brad Luz, Sutter/Yuba County
 Doretha Flournoy, California Institute for Mental Health (CiMH)
 Kristee Haggins, California Institute for Mental Health (CiMH)
 Theresa Ly, Education Development Center
 Kimberly Ganade-Torres, San Francisco City & County
 Karen Markland, Fresno County
 Morris Lawson III, Los Angeles County
 Kasey Clarke, Marin County
 Kim Suderman, Yolo County
 Katherine Elliott, California Institute for Mental Health (CiMH)

1. Call to Order

Co-Chair, Maureen Bauman, called the meeting to order at 2:46 p.m.

2. Roll Call and Introductions

Laura Li, CalMHSA Staff, took roll and confirmed a quorum. Ms. Li then reviewed the public comment instructions.

Maureen Bauman	Present	Kurt Schweigman	Present	William Arroyo	Present
Joseph Robinson	Present	Robin Roberts	Absent	Keris Jan Myrick	Present
Anne Robin	Absent	Jerry Wengerd	Present	Mike Kennedy	Abstain
Donna Jensen	Present	Justin Louie Lock	Present	Donna Ewing Marto	Present

Co-Chair Bauman then asked for introductions, first from those on the phone and then from those in the room.

3. Approval of Agenda as Posted (or Amended)

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

Action: *A motion was made to approve the agenda as posted.*

Motion: *Donna Jensen*

Second: *Joseph Robinson*

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

None

Maureen Bauman	Aye	Kurt Schweigman	Aye	William Arroyo	Aye
Joseph Robinson	Aye	Robin Roberts	Absent	Keris Jan Myrick	Aye
Anne Robin	Absent	Jerry Wengerd	Aye	Mike Kennedy	Abstain
Donna Jensen	Aye	Justin Louie Lock	Aye	Donna Ewing Marto	Aye

Motion approved unanimously.

4. Consent Calendar

Co-Chair Bauman asked if there were any items to be pulled from the consent calendar. Hearing none, she entertained a motion for approval of the consent calendar.

Action: *Approval of the meeting minutes from the November 29, 2012 Advisory Committee Meeting.*

Motion: *Jerry Wengerd*
Second: *Donna Jensen*

Public comment was heard from the following individual(s):
 None

Maureen Bauman	Aye	Kurt Schweigman	Aye	William Arroyo	Aye
Joseph Robinson	Aye	Robin Roberts	Absent	Keris Jan Myrick	Aye
Anne Robin	Absent	Jerry Wengerd	Aye	Mike Kennedy	Abstain
Donna Jensen	Aye	Justin Louie Lock	Aye	Donna Ewing Marto	Aye

Motion approved unanimously.

5. Runyon Saltzman & Einhorn, Inc. (Stigma & Discrimination Reduction)

Stephanie Welch, CalMHSA Senior Program Manager, gave a brief overview of Runyon Saltzman & Einhorn’s (RS&E) project. The presentation provided an update on the inoculation campaign, which focuses on children ages 9 to 13 years old. She requested that the committee and stakeholders provide guidance and feedback following RS&E’s presentation. She then introduced Scott Rose, Principal, RS&E. Mr. Rose illustrated the lifespan of stigma and the genesis of misunderstandings related to mental health and resilience. In response to feedback provided by the Advisory Committee in 2012, RS&E’s staff has been working with child development experts, CalMHSA’s Student Mental Health Program Partners, and schools and counselors to determine the age range to be the focus and what the inoculation campaign should look like. As well as working with their strategic council to make sure there was cultural competency across the plan, Ann Collentine, CalMHSA Program Director, helped RS&E network with child development experts, who have been reviewing the entire plan.

RS&E has created a campaign called “Walking in Someone Else’s Shoes,” after eliminating other ideas. The selected concept was most consistently ranked high by the subjects in the age range for interest in learning more about mental health and produced empathy. Some pieces of the campaign will include an interactive Website, a school-based theatrical tour of California schools, digital banner and radio ads, and ads in rural cable TV markets.

RS&E staff has collected narratives of wellness from transitional age youth for the interactive Website with assistance from their PEI and RS&E partners—including CAYEN and Inspire USA (ReachOut.com). Those narratives will be vetted by RS&E’s strategic counsel, CalMHSA and the child psychologists that are part of their team. While staff discussed using actual pictures for some of the narratives, they realized that the youth featured may change

their mind at a later date and regret having used a real photo. The Website will include a special corner for parents and teachers, which will provide them with resources to fuel a conversation with their children as well as access crisis information. The Website will be tested in the following weeks by United Advocates for Children and Families and other organizations. A Spanish language version is being considered and the site will be made accessible to the deaf and hard of hearing.

RS&E is forming an Inoculation Campaign Workgroup to assist in the development of the campaign. Ms. Welch asked for a volunteer from the Advisory Committee to participate in the workgroup and assist in rolling out the campaign by August 2013. Donna Ewing Marto volunteered to participate on behalf of the committee.

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

None

6. Student Mental Health Policy Workgroup (SMHWP)

Ann Collentine, CalMHSA Program Director, introduced David Kopperud from the California Department of Education. After thanking the Workgroup participants, who included administrators, educators, students, family members, and consumers, Mr. Kopperud gave a review of the recommendations from the March 8, 2013 meeting. Mr. Kopperud stated that this is a recommendation regarding including curriculum on Mental Health in credentialing standards for educators and, since credentialing standards are only updated every 10 years, it is vital that these recommendations be submitted now. If the recommendation is enacted, the state will audit credential programs to ensure compliance in teaching the standard requirements.

Action: Support of bringing recommendations being proposed by the SMHWP to CalMHSA Board for their consideration and/or endorsement.

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

*Stacie Hiramoto, Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)
 Morris Lawson III, Los Angeles County*

Motion: William Arroyo

Second: Jerry Wengerd

Maureen Bauman	Aye	Kurt Schweigman	Aye	William Arroyo	Aye
Joseph Robinson	Aye	Robin Roberts	Absent	Keris Jan Myrick	Aye
Anne Robin	Absent	Jerry Wengerd	Aye	Mike Kennedy	Abstain
Donna Jensen	Aye	Justin Louie Lock	Aye	Donna Ewing Marto	Aye

Motion approved unanimously.

7. Cultural Competency Assessment Status Report

Ms. Welch provided an introductory review of the Cultural Competency Assessment project status and introduced Katherine Elliott, from the California Institute of Mental Health. Dr. Elliott gave a snapshot of what is to be expected in the final assessment report. Dr. Elliot

and her team have been using the needs assessment data to develop a plan for technical assistance. CalMHSA's Program Partners have been positive, cooperative and have demonstrated impressive partnerships with each other. Dr. Elliott and her team provided assistance to CalMHSA Program Partners with community engagement and additional understanding of culture related to PEI programs. A report will be created for each Program Partner and a summary report for CalMHSA as a whole.

Committee members raised concerns regarding the success of the assessment, the potential gaps in the cultural competency of the Program Partners, and the budget that may be needed to bridge those gaps.

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

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

8. PEI Statewide Projects Implementation Showcase

Ms. Collentine directed the committee and stakeholders to the display table, which held Statewide PEI Project materials. The materials were presented at the February 15, 2013 board meeting and are posted on the CalMHSA Website.

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

None

9. Advisory Committee Election

Advisory Committee members' terms are to be two years, but as a matter of consistency, all CalMHSA committee terms are standardized to end on the last day of the CalMHSA fiscal year, or June 30, 2014. Taking into account the CalMHSA Bylaw changes approved by the board in October 2012, the co-chairs will serve an initial term of three years and will select half of the initial committee members (three board members and three stakeholders) to also serve an initial three year term to establish a staggered turn-over of member seats.

To assist in selecting the three board member and three stakeholder seats to serve an initial three year term, Co-Chairs Bauman and Robinson are asking for volunteers willing to extend their commitment until June 30, 2015. Ideally, to ensure continuity of geographic representation, CalMHSA will attempt to ensure that staggered terms allow for no more than one representative from each region to term out annually. Justin Locke volunteered to hold a three year term. Donna Jensen expressed an interest but will confer with Anne Robin, Butte County, as to which of them will accept the third year.

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

None

10. Program Director's Report (verbal)

Ms. Collentine provided an update on the Statewide PEI Projects. On March 21st and 22nd, Mental Health America – San Francisco will hold a Stigma conference. May is Mental Health Month and some CalMHSA events include the Directing Change Screening and Awards Ceremony on May 23rd as well as the release of the PBS documentary on May 30th. The first draft of the RAND evaluation report will be reviewed in August 2013.

Ms. Collentine called on Joseph Robinson, Co-Chair, to provide an update on the SDR Consortium. Mr. Robinson expressed concerns with the transition and changes in the Consortium. He talked about the opportunity for the Committee to provide support and asked if any Committee members would like to participate on the Consortium. Ms. Welch seconded Mr. Robinson's request saying it was an excellent idea and an opportunity for great collaboration. Kurt Schweigman said he would consider participating.

Public comment was heard from the following individual(s):
None

11. General Public Comment

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

Public comment was heard from the following individual(s):
None

12. Adjournment

The meeting was adjourned at 4:59 p.m.

Motion: William Arroyo

Second: Joseph Robinson

Maureen Bauman	Aye	Kurt Schweigman	Aye	William Arroyo	Aye
Joseph Robinson	Aye	Robin Roberts	Absent	Keris Jan Myrick	Aye
Anne Robin	Absent	Jerry Wengerd	Aye	Mike Kennedy	Abstain
Donna Jensen	Aye	Justin Louie Lock	Aye	Donna Ewing Marto	Aye

Motion approved unanimously.