

CalMHSA Express Week of December 2, 2013

Extra! Extra!  
CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

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### **Week In Review:**

- *Each Mind Matters and “A New State of Mind” Documentary Win PRISM Award*
- *Know the Signs Campaign Launches in Nevada and Placer Counties*
- *Walk in Our Shoes Campaign Gains Momentum*
- *Deadline Extended for Generation Next Competition*

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

***Each Mind Matters and “A New State of Mind” Documentary Win PRISM Award:*** *Each Mind Matters: California’s Mental Health Movement* was recently awarded a PRISM Award by the Los Angeles chapter of the Public Relations Society of America. The award recognized the launch of the *Each Mind Matters* [campaign](#) in May 2013, including *EachMindMatters.org* and the coordinated online and media outreach for the PBS documentary, “A New State of Mind: Ending the Stigma of Mental Illness.” Contact: Kristen Lisanti at [Kristen.Lisanti@citizenrelations.com](mailto:Kristen.Lisanti@citizenrelations.com).

***Know the Signs Campaign Launches in Nevada and Placer Counties:*** *The Tahoe-Truckee Suicide Prevention Task Force* officially launched the local *Know the Signs Campaign* in October, gaining the commitments of seventy-five task force members who will share campaign information through presentations and outreach to local organizations. The task force meeting also enabled members to practice “finding the words” to reach out and talk to someone they are concerned about. The Task Force has set a goal of reaching 5,000 individuals in the Tahoe-Truckee region by 2015. Contact: Amy Machin-Ward at [tahoewards@gmail.com](mailto:tahoewards@gmail.com) or (530) 386-6047.

***Walk in Our Shoes Campaign Gains Momentum:*** *The social marketing campaign* targeted to 9-13 year olds continues to gain strength with new online features and tools to engage young people in conversations about hope, recovery and resilience.

- A five-week sweepstakes for the Walk In Our Shoes and its Spanish-language companion, Ponte En Mis Zapatos, encourages young people to learn about mental health with the opportunity to win shoes for themselves and schoolmates. Learn more [here](#).
- Since August 19th, 2013 there have been 23,294 unique website visits and 74,000 page views to [www.WalkInOurShoes.org](http://www.WalkInOurShoes.org).
- Three additional English-language and one additional Spanish-language narratives have premiered on [www.WalkInOurShoes.org](http://www.WalkInOurShoes.org) and [www.PonteEnMisZapatos.org](http://www.PonteEnMisZapatos.org), inviting 9-13 year olds to walk in the shoes of someone who has experienced a mental health challenge. Check out the latest story [here](#), about Ryan, who "skateboarded over the cracks and turns of mental illness on the path of life."
- Additionally, nearly 20,000 students in 31 counties have participating in the Walk in Our Shoes School Performance Tour. To view a clip of the Walk In Our Shoes performance, please click [here](#).

Contact: Ashley Bradley at [abradley@rs-e.com](mailto:abradley@rs-e.com).

**Deadline Extended for Generation Next Competition:** The Entertainment Industries Council, Inc. (EIC)'s Generation Next film/television, journalism, and social media competition has extended its deadline for entries to December 13<sup>th</sup>, 2013. The competition gives students in the CSU, UC, and California Community College systems, as well as private colleges and universities across California, the opportunity to practice meaningful and socially-conscious storytelling while exploring an essential topic: mental health. View a [video](#) for more information, and visit Generation Next's [website](#) to apply. Contact: Sabine Sighicelli at [ssighicelli@eiconline.org](mailto:ssighicelli@eiconline.org)

### **Prop. 63 in the News**

The [Mid Valley News](#) highlighted a new mobile app for students, designed to make the College's services more accessible, from Rio Hondo College's Student Mental Health Awareness and Support Program, a CalMHSA grant recipient.

### **Down the Pipeline**

**Santa Barbara County Holds SafeTALK Training for Court School Staff:** On December 3<sup>rd</sup>, 2013, Santa Barbara County will be holding a countywide SafeTALK training for staff supporting students in court schools. SafeTALK is a training that prepares anyone over the age of 15 to identify persons with thoughts of suicide and connect them to suicide first aid resources. Staff members from Juvenile Hall and Los Prietos Boys Camp are invited to come together to learn how to listen and respond to our most at-risk youth. Contact: Helen Rehm at [HRehm@sbceo.org](mailto:HRehm@sbceo.org).

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