

CalMHSA Express Week of February 10, 2014

Extra! Extra!
CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- *Central Valley Suicide Prevention Hotline Accredited by the American Association of Suicidology*
- *Each Mind Matters Launches New Spanish Language Campaign*
- *PRISM Awards Mental Health Finalists Selected*
- *New Video Brings Each Mind Matters to Native American Community*
- *Generation Next Competition Deadline is Approaching Fast*
- *UCSD Counseling and Psychological Services Demonstrate High-Tech Student Mental Health Approach*

Hot News (funded by CalMHSA and Proposition 63)

Central Valley Suicide Prevention Hotline (CVSPH) Accredited by the American Association of Suicidology (AAS): CVSPH, sponsored by Kings View Behavioral Health Systems, recently received AAS accreditation for three years. The accreditation recognizes suicide prevention programs that meet rigorous national standards. This accomplishment is particularly meaningful given that the Central Valley's first hotline was established just a year ago through CalMHSA funding and began to take calls on a 24/7 basis in July 2013. Including CVSPH, six California crisis centers have obtained AAS accreditation through support from CalMHSA, building local capacity to respond to suicidal crisis, and promoting adherence to national standards and best practices. Contact: Barbara Breen at bbreen@kingsview.org or (559) 256-0100 x5002, or

Suicide Prevention Hotlines Accredited by AAS through CalMHSA funding:

- Central Valley Suicide Prevention Hotline
- Family Service Agency of the Central Coast Suicide Prevention Service
- Institute on Aging, Friendship Line
- Kern County Crisis Hotline and Access Center
- Santa Clara County Suicide and Crisis Hotline
- Transitions Mental Health Association San Luis Obispo Hotline

Sarah Brichler at Sarah.Brichler@calmhsa.org.

Each Mind Matters Launches New Spanish Language Campaign: Starting this year, SanaMente: Movimiento de Salud Mental de California will debut as the Spanish-language message for CalMHSA's public awareness campaigns and mental health programs statewide, with the goal to bring together coordinated efforts within the Latino community. All member Counties will receive SanaMente informational materials in the coming weeks and logos, fact sheets, and other interactive tools are available [online](#). Spanish-language videos focused on hope, recovery and resilience can be viewed and downloaded [here](#). For additional information on available materials, contact Aubrey Lara at aubrey.lara@calmhsa.org or (916) 389-2622.

PRISM Awards Mental Health Finalists Selected: About 90 entertainment industry professionals, along with experts in mental health and substance use disorders came together on the 20th Century Fox Studios lot in Los Angeles for a full weekend of reviewing submissions for the Entertainment Industries Council's PRISM Awards. The PRISM Nomination Review Committee viewed the finalist top-rated television episodes and movies from 384 total submissions that portrayed mental health and/or substance use disorders. Of these submissions, 39 percent included mental health disorders and an additional 23 percent portrayed mental health with co-occurring substance abuse disorders. The winners will be revealed at the 18th Annual PRISM Awards ceremony to be held in April in Los Angeles. Contact: Larry Deutchman at ldeutch@eiconline.org.

New Video Brings Each Mind Matters to Native American Community: CalMHSA Stigma and Discrimination Reduction contractor, Runyon Saltzman & Einhorn, has released another short [video](#) that highlights the life and work of Janet King, Native American Health Center. The Great Minds Videos are intended for counties, community-based organizations, and CalMHSA grantees to help reduce stigma and discrimination among community influencers and decision makers. Contact: Kate Calderazzo at kcalderazzo@rs-e.com.

Generation Next Competition Deadline is Approaching Fast: The Entertainment Industries Council, Inc. (EIC)'s Generation Next film/television, journalism, and social media competition's deadline for entries is Friday, February 14th, 2014. The competition gives students in the California State University, University of California, 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

University of California, San Diego (UCSD) Counseling and Psychological Services (CAPS) Demonstrate High-Tech Student Mental Health Approach: UCSD CAPS psychologists recently presented outcomes of two CalMHSA-funded Student Mental

Health Initiative projects at the [National Association of Student Personnel Administrators \(NASPA\) Mental Health Conference](#), which demonstrated the results of UC San Diego's marketing and implementation of [the American Foundation for Suicide Prevention's Interactive Screening Program](#), a doubling of the average response rate to the anonymous, web-based mental health screening tool. In addition, they highlighted the development and rollout of the "[Just in Case](#)" mobile-web app for student mental health outreach. Contact: Jerry Phelps at jerryphelps@ucsd.edu, or Monique Mendoza Crandal at mmendoza@ucsd.edu.

Down the Pipeline

Save the Date for the Tools for Change Conference: On March 7th-8th, 2014, the Center for Dignity, Recovery, and Empowerment, a project of the Mental Health Association of San Francisco, is hosting its second annual [Tools for Change Conference](#). Tools For Change is the first international conference focused on lived experience and culture change around mental health and mental illness, and will unite international thinkers, researchers, consumers, community leaders, advocates and other change agents in two days of learning, partnership, and activism to strengthen our communities to support mental health and recovery. This year's conference features a keynote address as well as fundraiser benefit with former Surgeon General Dr. David Satcher. Register for the Conference [here](#). Contact: Khoi Pham at khoi@mentalhealthsf.org.

Due to the President's Day Holiday, there will not be an edition of the CalMHSA Express on February 17th, 2014. Look forward to the next edition on March 3rd, 2014!

On February 24th, 2014, Look for the "News to Use" backgrounder, which will contain highlights of events, impact data, testimonials from people helped by CalMHSA's programs, evaluation data from RAND and much more

Do you have news to share? Send submissions to Jenna Thompson at Jenna@paschalroth.com.