

CalMHSA Express Week of April 21, 2014

Extra! Extra!
CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- *Mental Health Month Media Toolkit Now Available!*
- *Student Filmmakers Selected for Next Round of “Directing Change” Competition*
- *Santa Clara County Mental Health Department Launches Suicide Prevention Campaign*
- *Higher Education Institutions Encouraged to Apply for SAMHSA Campus Suicide Prevention Grant*
- *University of California at Riverside Enlists Power of Peers*

Hot News (funded by County Members of CalMHSA and Proposition 63)

Mental Health Month Media Toolkit Now Available! Each year in May, consumers, families, caregivers, program providers and community leaders participate in Mental Health Month to underscore the importance of education, awareness and advocacy for individuals who live with mental illness, and this year, Tuesday, May 13th, 2014 has been designated Mental Health Matters Day. The [Mental Health Month toolkit](#) will help program partners and counties conduct outreach through traditional and social media outlets around these events. Contact: Jeanine Gaines at jgaines@rs-e.com.

Student Filmmakers Selected for Next Round of “Directing Change” Competition: 22 regional winners of the “Directing Change” student video contest have been selected to move on to the statewide round of judging. A total of 422 Public Service Announcement submissions to prevent suicide and end the stigma of mental illness were received, representing 996 students from 20 counties across California. Statewide contest winners will be announced at an award ceremony May 13th, 2014 at the Crest Theater in Sacramento ([RSVP here](#)). To view the full list of the regional winners and their winning videos, visit www.directingchange.org. Contact: Jana Sczersputowski at jana@adease.com.

Santa Clara County Mental Health Department Launches Suicide Prevention Campaign: The Santa Clara County (SCC) Mental Health Department recently launched a campaign to raise awareness about suicide prevention, displaying on 16 Valley Transportation Authority buses the message "Give up? Not on your life," with the phone number for the county's suicide and crisis hotline written underneath. The launch was highlighted in local news, with the [Mountain View Voice](#), [KTVU Channel 2](#), and [KGO Radio](#) covering the launch. For more information about the launch, visit the [SCC Mental Health website](#). Contact: Evelyn Tirumalai at evelyn.tirumalai@hhs.sccgov.org.

Higher Education Institutions Encouraged to Apply for SAMHSA Campus Suicide Prevention Grant: The Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services is accepting applications for fiscal year 2014 Campus Suicide Prevention grants. The grants facilitate a comprehensive approach to preventing suicide in institutions of higher education. More details about the grants are available [here](#). Previous Garrett Lee Smith Campus Suicide Prevention Grantees are not eligible. Contact: Gwendolyn Simpson at (240) 276-1408 or gwendolyn.simpson@samhsa.hhs.gov.

University of California at Riverside (UCR) Enlists Power of Peers: UCR recently held a recruitment fair to encourage peers to serve in mentoring or leadership roles on campus. Over 30 different peer groups are represented in [UCR's Network of Peers](#), with a focus on holistic health, ethnicity/diversity, and student judicial affairs. The fair reached over 300 peer educators with information on campus resources. Contact: Humberto Santiago at humberto.santiago@ucr.edu or (951) 827-5001.

Down the Pipeline

Save the Date for Mental Health Matters Day! On May 13th, 2014, thousands of people will gather on the South Lawn of California's Capitol Building in Sacramento to show that mental health is important to everyone. A dynamic speaking program and interactive exhibits will be followed by an Each Mind Matters walk on Capitol Mall. The Sacramento River Cats will play the "Mental Health Matters" School Day baseball game, and the Directing Change award ceremony will take place at the Crest Theatre. [RSVP here](#) for the event and claim your tickets for the River Cats game and Directing Change event. Contact: Jeanine Gaines at jgaines@rs-e.com.

REMHDCO Hosts Cultural Responsiveness Training: The Racial and Ethnic Mental Health Disparities Coalition (REMHDCO) has contracted with CalMHSA to host a cultural responsiveness training for all CalMHSA Statewide Partners. This free training will take place on Wednesday, May 14th, 2014 from 9:00 a.m. to 4:30 p.m. at the USC State Capital Center in Sacramento. The training will feature experts from the Armenian, Middle Eastern, Southwest Asian, Slavic and Russian communities. Contact Noemi Castro at ncaastro@remhdco.org.

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

CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop. 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California's diverse communities.

The third issue of the News to Use on CalMHSA Programs for Youth will be published next week in place of the CalMHSA Express. Look for a new CalMHSA Express on May 5th, 2014!

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