

CalMHSA Express Week of November 3, 2014



EACH MIND MATTERS

California's Mental Health Movement



The CalMHSA Express provides mental health partners, policy makers, and stakeholders with timely updates from the Prevention and Early Intervention programs implemented on behalf of counties by the California Mental Health Services Authority (CalMHSA). It also helps community members become involved in [Each Mind Matters: California's Mental Health Movement](#).

Week In Review:

- NAMI Takes *Ending the Silence* Program to National Audience
- Each Mind Matters Spreads Lime Green Movement Statewide
- *Walk In Our Shoes* Tour Brings Mental Health Awareness to Young Californians
- Mental Health Awareness Week Spreads California's Mental Health Movement
- The University of California Encourages Students to Direct Change

Hot News (Funded by County Members of CalMHSA and Prop 63.)

NAMI Takes *Ending the Silence* Program to National Audience: The National Alliance on Mental Illness (NAMI) has recently begun offering the *Ending the Silence* program CalMHSA invested in first to its affiliates nationwide and is using the public service announcements produced by California students in the *Directing Change* video contest to engage a national audience. *Ending the Silence* is an educational program designed for high school audiences, using personal testimony to help students identify the signs of mental illness, as well as how to help themselves or others who may be in need of support. Contact: Beth Wolf at Beth@namica.org.

Each Mind Matters Spreads Lime Green Movement Statewide: The Each Mind Matters campaign is engaging Californians in mental health awareness with a presence at diverse events statewide:

- Each Mind Matters tabled at the UCLA 11th Annual Statewide Conference "Integrating Substance Use, Mental Health, and Primary Care Services in Our Community" where 800 people attended. In addition, CalMHSA Program Manager, Theresa Ly presented on CalMHSA and its resources including, the *Know the Signs* Campaign's Suicide Prevention in Primary Care Toolkit and the MY3 suicide prevention mobile app.



- Each Mind Matters participated in the 2014 National Association of Social Workers – California Annual Conference where hundreds of social workers and health care professionals converged.
- Each Mind Matters participated in the National Alliance on Mental Illness Walk in the Inland Empire, where over 1000 people attended.

Contact: Miguel Perla at Miguel.perla@eachmindmatters.org.

Walk In Our Shoes Tour Brings Mental Health Awareness to Young Californians: The *Walk In Our Shoes* program reaching out to 9 – 13 year olds about mental health and wellness recently completed its second statewide school performance tour. Stigma and discrimination reduction contractor, Runyon Saltzman Einhorn (RSE), in partnership with Sacramento’s B Street Theatre, produced and performed a musical play following the lives of four high school students with mental health challenges that seek to educate others about mental illness by sharing their stories. The nine-week tour reached over 26,000 elementary and middle school students through 100 performances in 22 counties. Contact: Kate Calderazzo at kcalderazzo@rs-e.com or (916) 446-9900.

Mental Health Awareness Week Spreads California’s Mental Health Movement: Mental Health Awareness Week (MHAW) took place October 5th – 11th, 2014 and the week’s activities proved to be a successful way to reach Californians with information and resources. In addition to statewide advertising, counties received toolkits full of MHAW activities to implement at the local level. Counties held ribbon pledge drives that encouraged individuals to stake a stand against stigma, and encouraged local residents to wear lime green to work or school. EachMindMatters.org tallied 6,095 page views, doubling that of any other week to date! Each Mind Matters social media followers also increased across all platforms. The [Each Mind Matters blog](#) will have a recap and photos of this year’s activities. Contact: Jeanine Gaines at jgaines@rs-e.com.

The University of California (UC) Encourages Students to Direct Change: The University of California is proud to participate in the [2015 Directing Change Student Film Contest](#), building on the success of the 2014 program. UC has opened submissions in the innovative effort to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students. Students are encouraged to submit 60-second public service announcements on Suicide Prevention or Ending the Silence on Mental Illness. Submissions are due by February 1st, 2015. Contact: Taisha Caldwell at Taisha.Caldwell@ucop.edu.

Prop. 63 in the News

The [Lincoln News Messenger](#) featured an interview with Anara Guard of the *Know the Signs* Campaign speaking about how suicide is preventable and how to recognize the warning signs of suicide.

The [CSU Fullerton Daily Titan](#) highlighted the *Red Folder* initiative, which prepares faculty and staff to identify and react appropriately to students coping with mental distress, and guide them through correct ways to respond.

The [UCSF Student Newspaper](#) focused on the school's new *Mental Health Matters* campaign, which includes posters and social media posing the question, "How do you take care of your mental health?"

Down the Pipeline

Webinar on Suicide Prevention Resources for Native Americans: On Thursday, November 13th, 2014 from 2:00 PM - 3:00 PM PST, the *Know the Signs* Campaign will host a webinar focused on creating Culture and Community: Suicide Prevention Resources for Native Americans. The program is a suicide prevention guide to assist Native American communities and outreach to communities that highlights culturally relevant and responsive suicide prevention marketing materials developed by tribal and urban Native organizations throughout the US. The webinar will also discuss ways in which counties and tribal organizations can put the guide to use. Register for the webinar in advance [here](#). Contact: Anara Guard at anara@suicideispreventable.org.

The CalMHSA Express is published on the first and third Monday of each month. Look for a new CalMHSA Express on November 17th, 2014! Please continue to submit your great activities, upcoming events and tips on how the mental health community can become involved in your work 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.