

CalMHSA Express Week of March 2, 2015



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:

- *Each Mind Matters* New Website Launches!
- Partnership Leads to Accurate Mental Health Portrayals in the Media
- *Each Mind Matters* Celebrity Supporters Help Spread California's Mental Health Movement
- *Together Against Stigma* Spotlights California and Sparks Global Conversation
- New Fellows Represent Next Generation of Mental Health Stigma and Discrimination Leaders

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

***Each Mind Matters* New Website Launches!** *Each Mind Matters* is excited to announce the launch of the all-new [Each Mind Matters website](#)! Visit the website and get inspired by real people all across California telling their stories, find local mental health events near you, and get the tools and resources you need to speak up, spread the word, and share your story. Don't miss out on all the amazing news happening around *Each Mind Matters* and mental health across the state. Read all the latest news on the *Each Mind Matters* blog, sign up for the newsletter, and follow *Each Mind Matters* on [Twitter](#), [Facebook](#), and [Instagram](#). You can find all this and more at www.eachmindmatters.org. Contact: info@eachmindmatters.com.

Partnership Leads to Accurate Mental Health Portrayals: Two storylines on the TV series *Chicago Fire* resulted from CalMHSA's partnership with California counties and the Entertainment Industries Council (EIC). EIC brought the show's writing staff together with the Los Angeles County Department of Mental Health, which arranged for an expert on mental health for first responders to attend, along with a young woman with lived experience – a former gang member who is now a volunteer with Angels on Call. The two resulting storylines – one on suicide and another on alcohol abuse and grieving over the death of a fellow fire fighter – are examples of how dialogue with the media can create better understanding of mental health through stories and characters. Contact: Skylar Jackson at sjackson@eiconline.org.

Each Mind Matters Celebrity Supporters Help Spread California's Mental Health Movement: *Each Mind Matters*, and retail partner Philosophy, teamed up for an appearance at Oscars events where celebrities were encouraged to record a 60-second public service announcement about California's Mental Health Movement and living stigma free. The successful effort generated over 35 PSAs from a diverse group of celebrities such as Oscar-winner Alexander Dinelaris, co-writer of the Oscar award winning film *Birdman*, Nigel Lythgoe, producer and judge of "So You Think You Can Dance," and Richard Linklater, director of the Oscar nominated film *Boyhood*. The PSA will debut in May for Mental Health Matters Month. Contact: Jasmin Sosa at jsosa@rs-e.com.

Together Against Stigma Spotlights California and Sparks Global Conversation: The 7th International Conference on Stigma Research, Policy and Practice, "*Together Against Stigma: Each Mind Matters*," hosted over 750 prominent thought leaders, researchers, advocates, practitioners and policymakers from 17 countries in San Francisco from February 18th – 20th, 2015, marking the first time the conference was held in the United States. Hosted by CalMHSA, the County Behavioral Health Directors Association of California, the California Institute for Behavioral Health Solutions (CiBHS), and the World Psychiatric Association, the conference spotlighted the innovations and outcomes pioneered by California's mental health partners, and the emerging findings from RAND researchers. Three days were packed with thought-provoking panels, new research, and inspiring testimony. Highlights included:

- Former U.S. Senator Gordon H. Smith's powerful testimony of his firsthand experience with suicide loss as a father, and California State Senator Darrell Steinberg's moving remarks as he accepted recognition for his leadership, both served as calls to action for policymakers to prioritize combating stigma.
- An address from Alison K. Malmon, founder and Executive Director of Active Minds, the nation's leading student mental health organization with more than 420 chapters on college and university campuses across the U.S., Puerto Rico and Canada, turned the tragedy of her brother's suicide into an opportunity to raise awareness, build support and generate advocacy among college students. Malmon also shared the frustration young people feel over the "the stigma they have inherited from previous generations," and discussed the value of empowering young adults in stigma reduction activities.
- Hollywood screenwriters, journalists and Facebook representatives shared insights on how the media develops the stories and tools that shape perspectives on mental health.

Conference presentations will be shared on the [website](#). Contact: Amanda Lipp at amanda.lipp@calmhsa.org.

New Fellows Represent Next Generation of Mental Health Stigma and Discrimination Leaders: With support from CalMHSA the *Center for Dignity, Recovery and Empowerment* held a one day pre-conference Leadership Forum prior to the International Together Against Stigma Conference where emerging leaders from Mongolia, Hong Kong, United Kingdom, Fiji and New Zealand, joined fellows from California and across the nation for the beginning of a one-year fellowship program. The fellowship prepares emerging community leaders to create significant and innovative improvements within their communities. [Click here to meet the Fellows!](#) Contact: Daniel Esparza at daniel@mentalhealthsf.org.

Prop. 63 in the News

In this [Live Science](#) feature from EIC, actor Anthony Anderson shares his perspectives on how entertainment programs can encourage help-seeking by showing authentic people and situations involving mental health.

Down the Pipeline

Assessing & Managing Suicide Risk Training: On March 5th, 2015, the California Department of Health Care Services and the Suicide Prevention Resource Center will host an Assessing & Managing Suicide Risk: Core Competencies for Mental Health Professionals training in Redding. Participants will learn how to manage one's own reactions to suicide, reconcile the difference and potential conflict between a clinician's goal to prevent suicide and a client's goal to eliminate psychological pain through suicide and more. [Register](#) for the training by March 2nd, 2015. Contact Jeffrey Kukral at Jeffrey.Kukral@dhcs.ca.gov.

Mental Health Parity to be Featured on Mental Health Matters: On March 7th, 2015 at 7:00PM, Mental Health Matters, a monthly television talk show, produced by mental health consumers and their family members will cover - both the state and federal parity laws and health plans responsibilities. You can watch the show online [here](#). Contact: Margaret Jakobson-Johnson at margaret.jakobson@disabilityrightsca.org.

Directing Change Helps Support Local Awareness Activities and Schools: On March 10th, 2015, from 2:00 – 3:00PM, Directing Change will host a webinar to showcase a large inventory of films created "by youth for youth" that is available to schools, county behavioral health agencies, and community-based organizations to support trainings, outreach and awareness activities. The webinar will also discuss tips and ideas to use the films to support Mental Health Matters activities in May, and provide an overview of prevention programs and educational resources available to schools. Register for the webinar [here](#). Contact: Jana Sczersputowski at jana@yoursocialmarketer.com.

Higher Education Campus Suicide Prevention Grants Now Available: The Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services is accepting applications for fiscal year 2015 Campus Suicide Prevention grants. Grants will help facilitate a comprehensive public health approach to prevent suicide in institutions of higher education. Application materials and more information are available [here](#). Applications are due by Monday, April 20th, 2015. Contact: Gwendolyn Simpson at Gwendolyn.simpson@samhsa.hhs.gov.

The CalMHSA Express is published twice per month. Look for a new CalMHSA Express on March 16th, 2015! 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.