
SDR Consortium Final Report

SDR Consortium

The work of the Consortium was largely defined by the Strategic Work Plan created by the Consortium. The ultimate role as stated by this work plan was to share Consortium member collective experience to inform and partner with CalMHSa and its Program Partners to reduce mental health stigma and discrimination by improving outcomes that promote wellness, social justice and social inclusion. The specific actions to accomplish this were organized in four specific outcomes which formed four specific workgroups:

1) STATEWIDE NETWORK FOR MENTAL HEALTH SDR SUSTAINABILITY

Promote sustainability of wellness, social justice and social inclusion efforts to reduce mental health stigma and discrimination by cultivating opportunities for development of an integrated network of local and state level partners and coalitions, both within and outside of the mental health system

2) ROLES OF CONSUMERS & FAMILY MEMBERS

Support meaningful roles for consumers and family members in mental health SDR advocacy, education and collaboration aimed at promoting wellness, social justice and social inclusion by being a champion of causes

3) POLICY & ADVOCACY

Increase advocacy to promote mental health stigma and discrimination reduction policies

4) ENGAGING DIVERSE COMMUNITIES

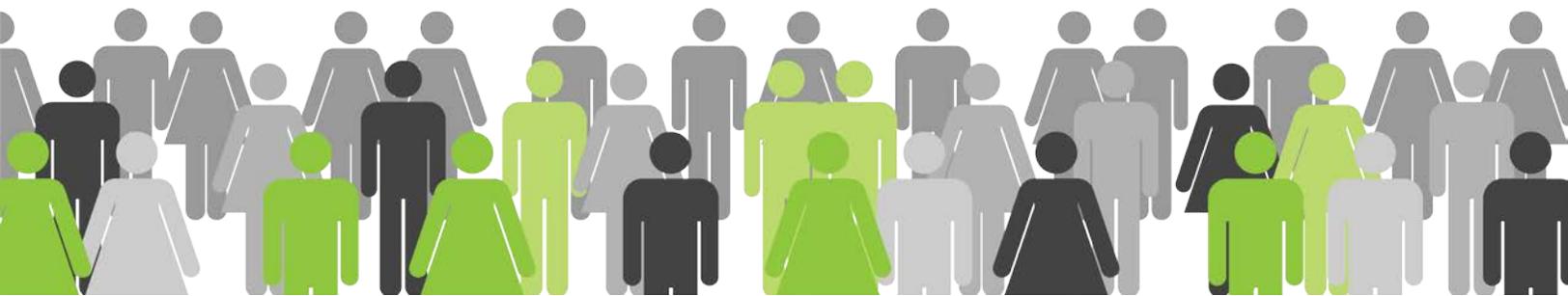
Educate and engage diverse community sectors in the SDR conversation about wellness, social justice and inclusion. Collectively the Consortium worked to bring the overarching role as defined by the Strategic Work Plan to fruition while the individual workgroups, with assistance from individual workgroup consultants, accomplished the specific goal of each workgroup.

Due to the late start Consortium staff and members were able to provide feedback to a limited number of SDR partner projects. However, significant feedback was provided on SDR outreach messaging and Each Mind Matters campaign's marketing materials. Staff collaborated closely with RS&E and Paschal Roth to refine messaging to ensure that outreach materials were "public-facing." Additionally, staff and members distributed and supported the use of common SDR messages/outreach materials when engaging organizations and individuals across the state to get involved in reducing mental health stigma and discrimination.

To serve in these workgroups Consortium staff, in conjunction with the Steering Committee, worked to recruit and maintain a membership body that proportionally reflected the diverse population of California and met the criteria set in the original design. Given the limited number of spots available within the Consortium, it was determined to accept only applications from individuals who fit multiple representational needs, in order to maintain as accurate a reflection of the state's diverse population as possible.

Work Group Outcome Deliverables

Hardcopy deliverables highlighted and attached.



Outcome 1: Build strong relationships with CalMHSA Program Partners and CalMHSA to reduce mental health stigma and discrimination by promoting wellness, social justice and social inclusion.

Key Accomplishments:

- SDR Consortium Membership included several CalMHSA Program Partners who both shared and received information from the Consortium and collaborated on SDR efforts.
- SDR Consortium staff met regularly with CalMHSA and its Program Partners and key liaisons from all three initiatives (SDR, SMH, and SP). Meetings included regular updates on programs and projects, both from the Consortium and from Program Partners, seeking opportunities for Consortium assistance and collaboration, and provide community feedback as possible.
- Many Program Partners presented their projects and opportunities for feedback at Consortium In-Person meetings, including RSE, EIC, Paschal Roth, NAMI Affiliates, MHA Ca, and CalMHSA.
- Convened Vignette Feedback Workgroup that met regularly with RSE throughout Vignette video development process to provide feedback and insight into Vignette development.

Outcome 2: Promote sustainability of wellness, social justice and social inclusion efforts to reduce mental health stigma and discrimination by cultivating opportunities for development of an integrated network of local and state level partners and coalitions, both within and outside of the mental health system.

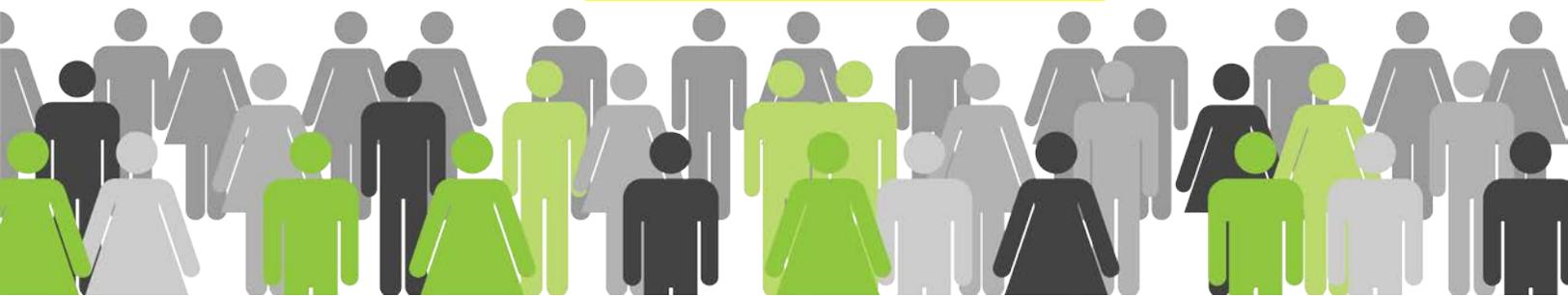
Key Accomplishments:

- Group regularly reviewed and provided feedback with CalMHSA Program Partners on SDR and Each Mind Matters messaging.
- Group assisted in organization and development of statewide SDR outreach by:
 - Members identified existing networks to leverage for outreach;
 - Group developed “the ask” and other language to utilize when networking;
 - Assisted in development of “**Each Mind Matters Outreach Action Plan**”.
- Consortium Members were activated to network and perform SDR and EMM outreach:
 - 32,200 individuals reached
 - 32,418 green ribbons distributed
 - 72,072 people reached through media
- Group provided diverse perspectives on SDR, messaging, outreach to diverse/local communities, and connecting resources and services.

Outcome 3: Support meaningful roles for consumers and family members in mental health SDR advocacy, education and collaboration aimed at promoting wellness, social justice and social inclusion by being a champion of causes.

Key Accomplishments:

- Group created a mental health fact sheet for organizations/individuals.
- Group created and disseminated a **Workplace Mental Health Assessment Survey**.



o Assessment Report

Outcome 4: Increase advocacy to promote mental health stigma and discrimination reduction policies.

Key Accomplishments:

- Created **Feedback Summary for Vignette videos.**
- Developed **"Selecting Groups for Disparities Reduction Efforts" Document.**
- Developed **"Intersectional Identities" Paper.**

Outcome 5: Educate and engage diverse community sectors in the SDR conversation about wellness, social justice and inclusion.

Key Accomplishments:

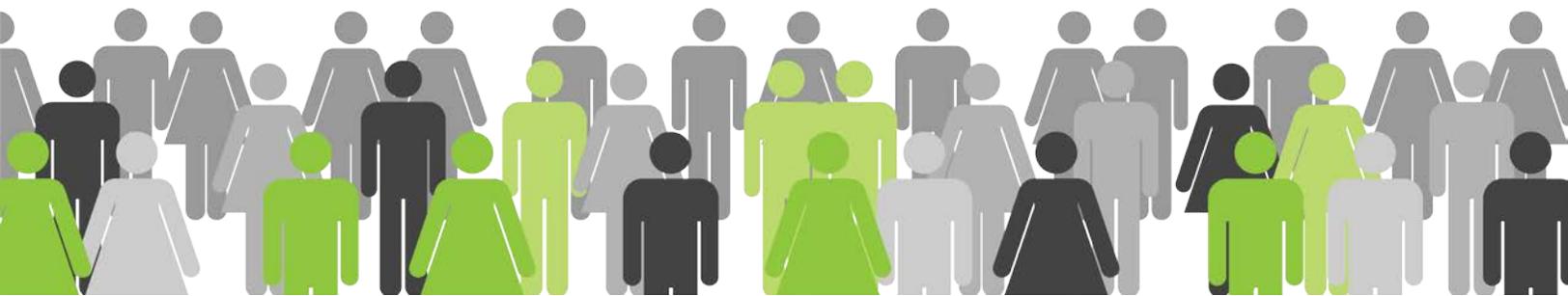
- Worked closely with Disability Rights California on a filter that intends to eliminate stigmatizing language from statute. This bill passed through legislative committees and was signed by the Governor.
 - o Group created a **fact sheet on the bill** that was broadly disseminated to raise awareness on the impact of stigmatizing language.
 - o Group distributed over 61,000 copies of info one-sheet about removing outdated and stigmatizing language from existing state legislation.
- Group provided significant input into policy papers drafted by Disability Rights California.
- Worked collaboratively with Paschal Roth public relations to identify, engage then follow up with at least 122 elected officials who were involved in Mental Health Matters Day events on May 13, 2014.

"Clearinghouse" Website

Deliverable 4.5.3: In collaboration with the SDR Resource Development Program Partners, MHA-SF, Contractor will assist the SDR Consortium to act as a hub or clearinghouse, to ensure the CalMHSA SDR tools and resources are adequately disseminated and accessible to interested parties.

Through discussions with CalMHSA and MHA-SF it was determined that a website is the best mechanism to achieve this "hub or clearinghouse" deliverable. The Consortium staff, with the collaboration of Consortium Members, designed and developed the Each Mind Matters Program and Resource Catalogue. This website is designed to be the "hub" of deliverables produced through the CalMHSA initiatives. Design, development, and implementation of the website included extensive "focus group" user research and intensive collaboration with all CalMHSA Program Partners.

This website organizes all programs and resources created including brief summaries, top downloadable materials and the website and contact information of each. The programs and resources are searchable by keyword, target audience, program type, and program area. If you are interested in accessing tools and resources to reduce stigma and discrimination, increase student mental health, and/or prevent suicide, you can find and print them on this website.



The Program and Resource Catalogue website is designed primarily for County Behavioral/Mental Health staff to search and easily find programs and resources created through CalMHSA. This website is accessible to other mental health professionals, community-based organizations, and the general public as well. It is linked on both the Each Mind Matters and CalMHSA websites.

Each Mind Matters Technical Assistance

Targeted outreach and assistance was provided to Counties and Community Based Organizations by organized Each Mind Matters Teams. These teams met with Counties and CBOs to provide an overview of EMM messaging and resources and individualized assistance to implement within their systems. Because of the breadth of resources created on behalf of CalMHSA and the size of many County and CBO systems this assistance with incorporating messaging and implementing resources continues.

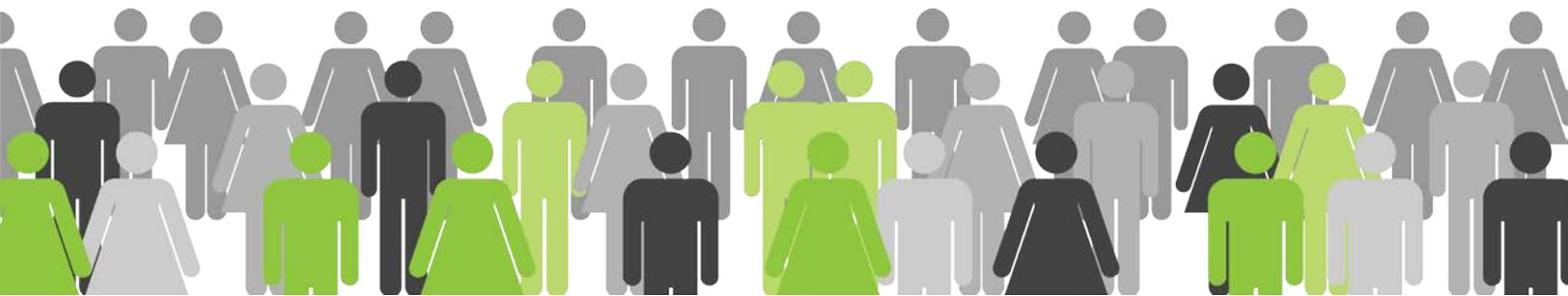
Mental Health Matters Day 2014

Consortium staff/members assisted with Mental Health Matters Day 2014 which took place outside of the State Capitol and at Rivercats Stadium in Sacramento. Considerable energy went into recruiting support for the event e.g. funds were raised from a number of organizations including National Association of Social Workers- Ca, California Coalition for Mental Health, Telecare, etc. These funds were used to purchase outreach materials and for transporting individuals from throughout the State to the event. The Consortium was largely responsible for outreach regarding the event including ensuring that individuals outside of mental health knew of and were invited to the event. Staff and members took this responsibility seriously and as a result, well over 1,000 individuals from various sectors and across the lifespan representing most Counties attended the event.

Each Mind Matters Store

Each Mind Matters, a CalMHSA organization and part of the Stigma and Discrimination Reduction (SDR) Consortium is leading the charge in California's mental health movement. To facilitate and support statewide dissemination and local adaptation of education tools and promotional items, Each Mind Matters launched their store. The store began with paper order forms distributed through counties, and quickly grew to an online venue that is shared with communities, individuals and organizations across the state. In the process of creating awareness for their movement, the mission of the Each Mind Matters store is to produce enough revenue to, not only be self-sustaining, but also to produce profits that will be used to subsidize the distribution of awareness-building and educational materials. The store helps further EMM's mission in the following ways:

- Create social dialog by distributing merchandise that allows others to raise public awareness of the mental health movement while also showing support for those affected by mental health issues.
- Through merchandise sales, generate profits that will be used to subsidize the distribution of educational materials and toolkits to organizations and individuals throughout California.
- Further expand and/or refresh the EMM merchandise lines with any earnings remaining after subsidy costs.



The SDR Consortium staff continue to manage the store, including ongoing product and brand development occurs in partnership with RSE, provide assistance with local adaptations along with RSE when appropriate, regular customer and market research, and strategic development planning. All proceeds from the EMM Store go towards purchasing additional outreach materials namely the lime green ribbon and attached information card of which more than 200,000 have been distributed statewide.

Each Mind Matters/SDR Outreach and Dissemination

See attached EMM Action Plan Summary Report.

