

Building the Movement

Each Mind Matters Action Plan



Why do we need a Mental Health Movement?

We know 1 in 4 Americans lives with a mental health diagnosis; that's roughly the population of Washington, Oregon, California, Idaho, Nevada, Arizona, New Mexico, Utah, Colorado, Wyoming, Montana, North Dakota, South Dakota, Nebraska, and Oklahoma combined. That means either you, or someone you love, is already living with a mental health issue or will likely face one in the future.

Even though mental health issues are so common, there aren't a lot of people talking about the issue. Most people don't have good information about what it really means to live with a mental health issue, what can be done to help, or how to support someone you love who's struggling.

The few examples out there tend to be mostly stereotypical and inaccurate. Think about the last time you saw a character with a mental illness on TV or in the movies. Most likely, they were shown committing some act of violence. In fact, according to a survey for the Screen Actors' Guild, "characters in prime time television portrayed as having a mental illness are depicted as *the most dangerous of all demographic groups*: 60 percent were shown to be involved in crime or violence (three times the average rate)."¹

Unfortunately, negative beliefs about people who have a mental health diagnosis are common in real life as well, and what we believe about others or ourselves informs our actions. These beliefs and actions get in the way of creating mentally healthy communities, and can have serious consequences for people with already living with a mental health diagnosis, such as:

- Being afraid to reach out for help when it is needed
- Difficulty finding and keeping friends or romantic partners
- Rejection when applying for safe housing
- Experiencing bullying, violence or harassment
- Limited work opportunities and a poorer standard of living
- Unequal access and unfair treatment in health care settings
- Feelings of hopelessness and isolation

It's time to change the conversation. Each Mind Matters -- California's Mental Health Movement -- wants to see more people having conversations about mental health. But it's not enough to just talk about mental health *more*, we want people to talk about mental health in a whole *new* way.

We're not interested in the same old conversations that lead to fear, judgment, or feelings of hopelessness. We want people to start talking more about the struggles we all share, about hope for recovery, and how we can create more accepting and healing communities.

¹http://www.samhsa.gov/mentalhealth/understanding_Mentalllness_Factsheet.aspx

But there's no way we can do this alone. This is *California's Mental Health Movement*. And a movement means a lot of people who are passionate about solving a problem, taking specific actions to change our community for the better. We need all types of people to help spread the message that Each Mind Matters: Doctors, reporters, teachers, students, Veterans, business owners, parents, young adults, seniors, people who have had problems with mental health, and the people who love them.

People like you. People like us. Working together to end stigma.

Here's our plan and some ways for you to help. Join us, and be a part of California's Mental Health Movement.

How We're Mobilizing a Movement:

Each Mind Matters needs a large number of dedicated volunteers to take this movement on as their own and carry the messages and resources needed to change the conversation about mental health across the state of California.

But a real movement isn't just about having masses of people repeating talking points. It's a two-way conversation, especially in a state as large, complex, and as diverse as California. We need to not only share our message, but we need to hear from real people and leaders from different communities about what works in their world: How do you talk about mental health? What words do you use? Where is the best place and time to bring the conversation up?

We share our resources, products, and messages with the community. But we also create spaces where we listen to what they have to say about them, and what their unique needs are. We create a space where community leaders can talk to us, and talk to each other. Empowering them to adapt the raw tools and resources that have been created to be better for their community, then we enable them to share what they've created with each other.

We also know that while the people in our movement are passionate and dedicated, they are volunteers: Volunteers living real lives with jobs, commitments, and other passions that take up a large part of their time and attention. We feel it's our job to create a variety of ways for people to participate in the movement. Maybe they want to show support but don't have the time right now to dive in. Maybe they've recently had a life change and have more free time to commit. Maybe something has happened in their lives to bring this issue into full-focus as their primary passion. We have a place for all of them.

When people are ready to jump in, we make it easy for them to take action. We give them clear direction as to what work needs to be done that they can choose from. We give them the tools to do the job. And we're here to back them up and connect them with others when they need it.

What We've Created:

We've developed some great tools that members of our movement can use to get California talking about mental health in a new way:

- We've made documentary films, Public Service Announcements, and videotaped real people from all walks of life sharing their stories.
- We've helped support the growth of Speaker's Bureaus across the state and organized their info in a place where people can find them and bring them to their community to speak.
- We've gathered information about mental health events happening across the state and made it easy for people to find them and get involved.
- We've produced guides on how to talk about difficult topics like: teaching kids about understanding differences in others and "walking in their shoes," how to reach out to a friend who might be considering suicide, or how to talk about your own mental health struggles so you can reach people's hearts and change their minds.
- We've partnered with leaders from California's diverse ethnic and cultural groups to help share practices and tools being used in their communities including videos of people telling their stories in a variety of languages, the Spanish campaign SanaMente, and resources from the Native American communities on their approach to talking about mental health.
- We've gathered a database of resources and phone numbers for people looking to get help, and websites where young people can reach out to their peers for support.
- We've established a color that represents our cause and created ribbons and set up an online store with all types of Lime Green Gear that members can share and wear to help get conversations started.

What's Next:

There are some things we are working on to help boost the movement even more.

We hope to make significant progress on the following goals by the end of July 2015:

- We're working hard to make sure our message gets out to the most people possible. An important tool for that work is the media. We're working on getting stories about California's Mental Health Movement in the mainstream print, online, radio, and television media outlets.
- We are creating a training program for our most committed volunteers, giving them the skills they will need to take their work to the next level.
- We want the EMM campaign to be a living, growing movement that belongs to all the different people in California. We're committed to creating spaces (both online and in person) where community leaders can meet up, share their ideas about strategies that work in their communities.

Update:

- [See RSE media update for this period](#)
- [Training program was created for change agents. Many challenges were encountered with the coordination and payment of change agents following](#)

	<p>New State of Mind” in your community, or ask your local theater to show the EMM Public Service Announcements before films.</p> <ul style="list-style-type: none"> • Join the Each Mind Matters Community Leader’s online group. Find out more about what other Community Leaders are doing. Share your tips and expertise with EMM staff by telling them the strategies that have worked best in reaching your community.
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Update:

Through Change Agent trainings and the grant projects EMM O&E highlighted and provided the specific ways detailed above to numerous individuals and organizations of engaging in the movement. Continued engagement to this established group of both individuals and organizations will continue in FY 15/16.

Green Ribbon Certification:

Mental health doesn’t just impact individuals and families, but it has a significant impact on businesses and organizations. If you operate a business or organization you know that your success depends upon being able to hire and retain healthy, happy employees. It has been estimated that by the year 2020, depression will be the second leading cause of disability throughout the world² Imagine the human and productivity losses represented by those numbers! We need to do more to promote more welcoming, healthy workplaces and healthier, happier employees.

Show everyone that your business or organization supports mental health by becoming a Green Ribbon Certified business. These businesses and organizations make a commitment to promoting conversations about mental health in the workplace by choosing from and taking at least three of the following actions:

- Link to www.eachmindmatters.org from their company website. Some ideas for where to share the link: On your community responsibility page, on your human resources site, on your partners page, on your resources listings.
- Share the Lime Green Ribbon in your lobby or public area. Get free green ribbons from EMM and our information card to leave for your customers at the front desk or in the lobby.
- Have employees rock lime green gear or decorate their workstations in lime green during Mental Health Awareness weeks or months.
- Share mental health information and resources from EMM with your human resources department to distribute to your employees.
- Have an EMM information table at your next large organizational community event.

² Murray CJL, Lopez AD. *The Global Burden of Disease: A Comprehensive Assessment of Mortality and Disability from Diseases, Injuries and Risk Factors in 1990 and Projected to 2020*. Geneva, Switzerland; World Health Organization, 1996.

- Find a speaker's bureau near you on the EMM website and have them present at your next all staff meeting or company training.
- Host a fund-raising drive at your organization or business and match employee contributions to mental health organizations.
- Feature stories, resources, and information from EMM about mental health in your company newsletter or e-blast, especially during October and May.

Businesses and organizations who take at least three of the above actions are eligible to be recognized as Green Ribbon Certified. Businesses or organizations will receive Green Ribbon Certified window clings or stickers, a free supply of green ribbons for their lobby or staff rooms, and Each Mind Matters swag to show off their commitment to creating mentally healthy workplaces and communities.

Update:

Due to limited funding the Green Ribbon Certification was rolled out within the school grant program. Customized outreach materials were created for this effort with remaining resources available for future efforts. Lessons were learned from a grantee who proposed to outreach to the business community. These lessons will be closely reviewed before considering specific outreach/green ribbon certification to the business community.

Joining the Movement:

Now that you've decided on a level of participation you're comfortable with, you need to get connected to what we have planned on a statewide level so you can jump in and get started. First, let's discuss where we plan to begin finding like-minded, passionate people who support our movement, and how we will engage them in shaping what we do.

Finding Partners for the Movement:

EMM has a large group of dedicated people from many organizations and communities who have helped to create, shape, and share our work so far. Our plan is to connect first with these allies, share our plans for the next steps of our work, get their insights, and support them in starting these conversations about mental health in their communities. We will do this by presenting our plan at upcoming partner meetings and listening to their insights, and presenting our campaign at conferences that are often attended by our supporters.

There are many, many opportunities to share our plan across the state, and unfortunately we can't possibly cover all of them. Luckily for us, we have a group of people who have been invested in our plan from the beginning that can represent EMM and share the plan, allowing us to have a much broader reach. The primary group of volunteers that will be asked to do this work are participants from the SDR

Consortium. They are experts from a wide variety of disciplines and backgrounds who are all passionate about our cause. ³

Existing Meetings and Conferences to Share Our Message:

Below are some potential meetings and conferences where we can share our message, get feedback, and find new partners in the movement:

<u>Dates</u>	<u>Partner Meetings</u>
August 1-2, 2014 Newport Beach Marriott Newport Beach, CA	<i>National Alliance for Mental Illness (NAMI)</i>
September 2, 2014 MHAC Office Sacramento, CA	Meeting with CEO of <i>Mental Health Association of California (MHAC)</i>
September 2, 2014 MHAC Office Sacramento, CA	Meeting with CEO of <i>Mental Health Association of California (MHAC)</i>
September 3, 2014 United Advocates for Children and Families (UACF) Office Sacramento, CA	<i>Mental Health Services Act (MHSA) Partners Meeting</i>
September 4, 2014 California Hospital Assoc. (CHA) Office Sacramento, CA	Irregulars Meeting
September 8, 2014 9:00 AM - 2:30 PM (PDT) CA Behavioral Health Directors Assoc. (CBHDA) Office Sacramento, CA	<i>California Behavioral Health Directors Association (CBHDA) MHSA Committee Meeting</i>
September 10, 2014 Mental Health Assoc. of California Office Sacramento, CA	<i>Racial and Ethnic Mental Health Disparities Coalition (REMHDCO)</i>
September 12, 2014 2:45 PM - 5:00 PM (PDT) Teleconference	<i>California Mental Health Services Authority (CalMHSA) Advisory Committee Meeting</i>
September 17-19, 2014 Fairmont Hotel Newport Beach, CA	<i>California Council of Community Mental Health Agencies (CCCMHA) Policy Forum</i>
September 24, 2014 PATH San Diego, CA	<i>California Coalition for Mental Health (CCMH)</i>
September 25, 2014	<i>California Mental Health Services</i>

³ See BaseCamp project site for listing of all SDR Consortium members, regions, disciplines and organizations represented and contact info.

3:00 PM - 4:00 PM (PDT) Teleconference	Authority (CalMHSA) Executive Board Meeting
September 30, 2014 CA Dept. of Public Health (CDPH) Office Sacramento, CA	Meeting with Jahmal Miller and Ronald Chapman from Department of Public Health (CDPH)
October 14, 2014 Old Natoma Inn, Folsom, CA	<i>California Mental Health Planning Council</i> (CMHPC)
October 21, 2014 Sierra Health Foundation Sacramento, CA	Final SDR Consortium Meeting

<u>Dates</u>	<u>Conference</u>
September 8-9, 2014 Los Angeles, CA	<i>Stronger Together: California Colleges & Universities United for Student Mental Health</i> Conference
September 17-18, 2014 Los Angeles, CA	<i>Latino Behavioral Health Institute</i> (LBHI) Conference
October 7, 2014 San Luis Obispo, CA	Suicide Prevention Forum
October 17, 2014 Santa Rosa, CA	Latino Conference
October 21, 2014 Pasadena, CA	<i>California Association of Social Rehabilitation Agencies</i> (CASRA) Fall Conference
October 21-22, 2014 Los Angeles, CA	<i>Integrating Substance Use, Mental Health, and Primary Care Services</i> Conference
October 22-26, 2014 Orlando, Florida	Alternatives 2014
October 24-25, 2014 Burbank, CA	<i>National Association of Social Workers</i> (NASW) Annual Conference
October 30, 2014 Sacramento, CA	Sacramento Mental Health Older Adult Coalition's <i>Mental Health and Aging</i> Annual Conference
November 7, 2014 San Luis Obispo, CA	Suicide Prevention Forum
November 8-9, 2014 Marina Doubletree by Hilton Berkeley, CA	<i>California Association of Marriage and Family Therapists</i> (CAMFT) Fall Symposium
November 14-15, 2014 San Diego, CA	<i>California Association of School Counselors</i> (CASC) Annual Conference

November 22, 2014 9:00 AM - 12:45 PM (PST) San Francisco, CA	International Survivors of Suicide Loss Day Conference – San Francisco, CA
December 8-9, 2014 Redondo Beach, CA	<i>California Hospital Association (CHA)</i> Symposium
February 17-20, 2015	The 7th International <i>Together Against Stigma: Each Mind Matters Empowering Community Mental Health Through Research, Practice, Policy, and Advocacy</i> Conference
December 8-9, 2014 Redondo Beach, CA	<i>California Hospital Association (CHA)</i> Symposium

<u>Dates</u>	<u>Event</u>
August 23, 2014 Citrus Heights, CA	Veterans Picnic
August 28, 2014 Sacramento, CA	<i>Global Local</i> Native Event
September 10, 2014 Sacramento, CA	<i>World Suicide Prevention Day</i>
September 13, 2014 Redding, CA	<i>Out of Darkness</i> Walk
September 13, 2014 Riverside, CA	<i>Million Father March</i>
September 20, 2014 Ventura, CA	<i>Out of Darkness</i> Walk
September 21, 2014 San Francisco, CA	<i>Out of Darkness</i> Walk
September 26, 2014 Sacramento, CA	<i>Native American Day at the Capitol</i>
September 27, 2014 Orange County, CA	<i>NAMI: Orange County</i> Walk
September 27, 2014 Chico, CA	<i>Out of Darkness</i> Walk
October 4, 2014 Sacramento, CA	<i>Out of Darkness</i> Walk
October 4, 2014 Los Angeles, CA	<i>Native American Day</i> Celebration
October 11, 2014 Los Angeles, CA	<i>NAMI: LA</i> Walk
October 11, 2014 Santa Rosa, CA	<i>Out of Darkness</i> Walk
October 11, 2014	<i>Take Back the Night</i> Event

Sacramento, CA	
October 11, 2014 Pinoleville, CA	<i>Pinoleville Native America Mental Health and Wellness Day</i>
October 12, 2014 Auburn, CA	<i>Out of Darkness Walk</i>
October 16, 2014 Santa Clara, CA	<i>Rising Above Stigma</i> Benefit
October 18, 2014 Oakland, CA	<i>Out of Darkness Walk</i>
October 18, 2014 San Luis Obispo, CA	<i>Out of Darkness Walk</i>
October 25, 2014 Hemet, CA	<i>NAMI: Inland Empire Walk</i>
October 25, 2014 Los Angeles, CA	<i>Out of Darkness Walk</i>
October 26, 2014 Cupertino, CA	<i>Out of Darkness Walk</i>
November 1, 2014 Santa Barbara, CA	<i>Out of Darkness Walk</i>
November 2, 2014 Sacramento, CA	<i>Run for Rhett</i>
November 8, 2014 Pasadena, CA	<i>Out of Darkness Walk</i>

Special Opportunities During the Year:

Making big changes on a big problem means working on your cause all year long, but there are specific times when the attention of the state and nation is more tuned in to our message. The two biggest opportunities happen in the Fall and Spring. Specifically, a series of National observances in September and October, and a whole month (May) dedicated to raising mental health awareness.

Let's start with our opportunities to raise awareness coming up in the fall:

September 8-12: Suicide Prevention Week

September 15- 21: National Wellness Week

October 5-11: Mental Illness Awareness Week

October 7: National Day of Prayer for Mental Illness Recovery and Understanding

October 10: World Mental Health Day and National Depression Screening Day

Here are some opportunities EMM will be promoting for our volunteers of all levels:

"The Supporter"

Embrace the Lime Green during the awareness days and weeks!

Start with wearing the green ribbon and ramp it up from there. *Carry some extra*

green ribbons in your bag to share with others who ask about yours.

Paint your nails Lime Green, wear a Lime Green tie or dress – get creative! Check out the ideas on Pinterest: <http://www.pinterest.com/LimePixelStudio/lime-green-fashion/> Be ready to answer questions about your fabulous fashion choices and educate others.

Lime Green is not just for your outfit. Get some Lime Green ribbons at the craft store and tie it around trees, on your front door, the grill or the antenna of your car. The goal is to get noticed and get a conversation going.

Speaking of getting a conversation going ... you can help the movement without ever leaving home. Use your favorite social media platform to start people talking. Here are some possible messages, actions and resources to get you going!

- Change your Facebook cover photo to lime green.
- Use the EMM Twibbon on your profile pic!
<http://twibbon.com/Support/each-mind-matters>

Share information about mental health and EMM on Twitter or FaceBook (make sure to tag it with #EMM or #EachMindMatters!). We even wrote some for you to get you past your writer's block. Use these as is, or get inspired to create your own!

- Know someone having a tough time? Checking in can go a long way in making a difference in their life. Learn how to support someone at <http://www.suicideispreventable.org/> #EMM #EachMindMatters
- Mental Health Issues affect 1 in 4 American adults. You are not alone. Join California's Mental Health Movement at www.eachmindmatters.org #EMM #EachMindMatters
- Share your story of hope on EMM! <http://www.eachmindmatters.org/join-the-movement/share-your-story/> #EMM #EachMindMatters
- Rocking Lime Green for Mental Health Awareness Week! (insert photo) Get your Lime Green on! <http://www.eachmindmatters.org/store/> #EMM #EachMindMatters
- People who have been diagnosed with a mental illness are teachers, doctors, politicians, lawyers, artists, business owners and scientists, among many other occupations that contribute to society in major ways. They are our colleagues, family, friends and neighbors. #EMM #EachMindMatters
- People living with mental health challenges are not defined by their condition. It is just a small part of who they are and how they live their lives. #EMM #EachMindMatters
- You can help to promote mental wellness for all Californians.#EMM #EachMindMatters Make Your Pledge Today!
- A diagnosis of a mental illness is not a life sentence. Help is available and recovery is possible. With support and treatment, most people who are living

with mental health challenges report reduced symptoms and an increased quality of life. #EMM #EachMindMatters

If you're a **Change-Maker or a Community Leader**, there are even more opportunities for you to get involved statewide during the awareness weeks this Fall. Check out the different audiences we're trying to reach in your region and the activities we're promoting. Find the one that's the right fit for you, and contact the point person or organization heading up the volunteers in your area.

No point person or organization listed? We're looking at you Community Leaders! This is the perfect opportunity to step into a leadership role. Don't worry, we'll have your back, just get in touch with EMM and we'll help you get started.

Who we're trying to reach:	What part of California?	Things you can do to participate:	Point Person or Organization
NAMI Affiliates General Public	Los Angeles	Participation, tabling, co-branding, and outreach at Los Angeles NAMI walk	Miguel Perla NAMI
General Public	Northern California	Participation, tabling, co-branding, and outreach at Sacramento Out of Darkness Community Walk	Each Mind Matters
Elected Officials General Public	Northern California	Get proclamations and ask for public support displays (wearing lime green, handing out ribbons, talking to press) from County Boards of Supervisors	
Elected Officials General Public Elected Officials General Public <i>(cont.)</i>	Superior Region	Get proclamations and ask for public support displays (wearing lime green, handing out ribbons, talking to press) from County Boards of	

		Supervisors	
Elected Officials General Public	Central Valley	Get proclamations and ask for public support displays (wearing lime green, handing out ribbons, talking to press) from County Boards of Supervisors	
Elected Officials General Public	Los Angeles	Get proclamations and ask for public support displays (wearing lime green, handing out ribbons, talking to press) from County Boards of Supervisors	Miguel Perla
Elected Officials General Public	Bay Area	Get proclamations and ask for public support displays (wearing lime green, handing out ribbons, talking to press) from County Boards of Supervisors	PEERS MHA-SF
Elected Officials General Public	Southern Region	Get proclamations and ask for public support displays (wearing lime green, handing out ribbons, talking to press) from County Boards of Supervisors	Miguel Perla
Religious/Spiritual Communities; Ethnic/Cultural Communities General Public Religious/Spiritual Communities; Ethnic/Cultural Communities	Northern California	Outreach to religious communities on National Day of Prayer and at Northern California Spirituality	Gigi Crowder

General Public <i>(cont.)</i>		Conference on October 9 and 10.	
Religious and Spiritual Communities Ethnic and Cultural Communities General Public	Southern California	Outreach to religious communities on National Day of Prayer	River Church of Anaheim Saddleback Church Catholic Diocese
General Public	Northern California	Promotion of lime green mental health awareness activities in schools and communities such as posting lime green ribbons, wearing lime green, etc.	CAMPHRO Each Mind Matters (Asher)
General Public	Superior Region	Promotion of lime green mental health awareness activities in schools and communities such as posting lime green ribbons, wearing lime green, etc.	Lassen Aurora Network Hmong Cultural Center
General Public	Central Valley	Promotion of lime green mental health awareness activities in schools and communities such as posting lime green ribbons, wearing lime green, etc.	Sierra Health Foundation Respite Partnership Collaborative Communities Creating Change Not Dialogue Healthy Sac Coalition
General Public	Los Angeles	Promotion of lime green mental health awareness activities in	MHA-LA Pacific Clinics Project Return Peer Support

		schools and communities such as posting lime green ribbons, wearing lime green, etc.	Network Entertainment Industries Council
General Public	Bay Area	Promotion of lime green mental health awareness activities in schools and communities such as posting lime green ribbons, wearing lime green, etc.	PEERS Family Education Resource Center The Center for Dignity, Social Inclusion, and Empowerment MHA-SF
General Public	Southern Region	Promotion of lime green mental health awareness activities in schools and communities such as posting lime green ribbons, wearing lime green, etc.	NAMI Orange County Community Health Improvement Partners (CHIP San Diego) Clinic for Women Anaheim Wellness Center Orange County Recovery Education Institute- Orange Transitions MHA-San Luis Obispo SLO the Stigma
General Public Elected Officials	Bay Area	Arrange public event in the form of lighting of public offices in major metropolitan area in lime green, press coverage, or PSA distribution.	Each Mind Matters (Joseph Robinson)
General Public Elected Officials (cont.)			
General Public	Sacramento/Northern	Arrange public	Each Mind

Elected Officials	California	event in the form of lighting of public offices in major metropolitan area in lime green, press coverage, or PSA distribution.	Matters (Joseph)
General Public Elected Officials	Los Angeles	Arrange public event in the form of lighting of public offices in lime green, press coverage, or PSA distribution.	Miguel Perla

Update:

EMM O&E, Change Agents, and Grantees attended numerous events and conferences throughout the year. Please see program report for the exact numbers of individuals directly and indirectly reached.

Awareness Week:

Awareness weeks in the Fall (and the month of May) give us a unique opportunity to raise awareness and boost our efforts, but real change comes from making a deeper connection with specific audiences, especially those who can make decisions and lead the way for others.

In addition to spreading our message to the general public, the first groups we will be focusing on are:

- Teachers, Professors, School Personnel
- Mental Health Providers (both established and future providers)
- Primary Health Care Providers
- Community Workers (CBO employees)
- Ethnic and Cultural Communities

Update:

There were numerous Mental Health Matters Month efforts in May many of which involved community partners which are currently being evaluated by RAND. These results will shape future efforts.

Connecting with Specific Audiences:

To connect more deeply with the audiences above, we will utilize a combined strategy of: 1) Identifying Community Leaders and Green Ribbon Certified organizations or businesses who can start conversations in their community, and 2)

Direct contact approaches such as email and mailing campaigns and presentations or tabling at audience specific conferences and cultural celebrations/festivals.

Below are individuals and organizations that have been leaders and our partners in this movement across California. These Community Leaders and Green Ribbon Certified organizations and businesses may support our efforts in a variety of ways including: offering feedback on our outreach plan, performing a specific action from the list that follows, and/or hosting or co-hosting an opportunity to connect with their communities:

<u>Name</u>	<u>Organization</u>	<u>Audience</u>	<u>County</u>
Adrian Bernard	Second Story Peer-Run Respite, NAMI	CBO	Santa Cruz
Adrienne Shilton	California Institute for Mental Health	CBO and Mental Health Providers	Sacramento
Ana Aguayo-Bryant	CSU Office of the Chancellor	Post-Secondary, Future MH Providers	Los Angeles
Azizza Goines	Sacramento Black Chamber of Commerce	Cultural Communities	Sacramento
Diane Kubrin	Los Angeles Gay & Lesbian Center	Cultural Communities	Los Angeles
Gigi Crowder	Alameda County BHCS	Cultural Communities	Alameda
Jim Raphael	Mental Health Advocacy Project	CBO and Mental Health Providers	Santa Clara
Kathleen Casela	United Advocates for Children and Family	CBO, Parents of K-12	Sacramento
Ken White	Ken White and Assoc., Viet-Care, NAMI OC	Mental Health Providers and CBO	Orange
Kirsten Barlow	CMHDA	Mental Health Providers	Sacramento
Kurt Schweigman	Oglala Lakota Tribe, Consultant	Cultural Communities	Alameda
Maribel Chavez	For The Child/ Project ABC	Parents of K-12	Los Angeles
Myel Jenkins	Sierra Health Foundation	Primary Care	Sacramento

		Providers, Mental Health Providers	
Nga Le	Community Health for Asian Americans	Cultural Communities	Contra Costa
Peter Schroeder	Mental Health Association of California	Mental Health Providers	Alameda
Ralph Nelson	MHSOAC, NAMI Tulare	Mental Health Providers, CBO	Tulare
Reina Juarez	University of California, San Diego	Post- Secondary, Future MH Providers	San Diego
Sandra Poole	California Black Health Network	Cultural Communities	Sacramento
Rocco Cheng	Pacific Clinics	Cultural Communities, Mental Health Providers, CBO	Los Angeles
Seng Yang	Hmong Cultural Center of Butte County	Cultural Communities	Butte
Stephen Salva	California Assoc. of School Counselors	Future MH providers	Los Angeles
Suamhirs Rivera	Mental Health Systems, Inc.	Mental Health Providers	San Diego
Tara Pir	Inst. for Multicultural Counseling & Ed.	Future Mental Health Providers, Cultural Communities	Los Angeles
Tracy Tripp	Ione Band of Miwok Native Americans	Cultural Communities	Sacramento
Vic Ojakian	Asian Americans for Community	Cultural	Santa Clara

	Involvement	Communities	
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Update:

The level of engagement varied greatly by individual/organization listed above. Through the Change Agent and Grantee Program this initial list of engaged individuals/organizations has grown significantly.

The Ask:

We've created some great building blocks to help our community leaders to make a significant change in their population. We start with a simple, clear action we are asking them to take, then give them a tool to help them on their way. Of course, we also want to hear back from them what's helping and what's needed. This is why our visits aren't just a one-hit-wonder. We go back, form relationships, and provide an online community for them to talk with us and other community leaders.

Stakeholder	Action Requested	Resource
K – 12 Schools (Teachers, Admin)	<p>Host an assembly during Mental Health awareness Month. Have a speaker attend and share their story.</p> <p>Share resources with parents at PTA meetings and in the back-to-school handbook</p> <p>Bookmark Reach Out or Walk In Our Shoes on computer lab computers accessible to students</p>	<p>www.walkinourshoes.org/ us.reachout.com/ www.suicideispreventable.org/ http://www.speakourminds.org/resource/stigma-reduction-messages-youth/ http://www.speakourminds.org/resource/stigma-reduction-messages-parents-caregivers/</p>
Post-Secondary (Admin, Faculty)	<p>Include web addresses for Reach Out and suicide is preventable along with national suicide hotline in all syllabi.</p> <p>Ask speakers to present in freshman core classes and at residence halls.</p> <p>Train all RAs in website resources for Reach Out and Suicide Is Preventable</p> <p>Get communications and arts students involved in Directing Change campaign</p>	<p>us.reachout.com/ www.suicideispreventable.org/ www.directingchange.org/ http://www.speakourminds.org/resource/stigma-reduction-messages-youth/ http://www.speakourminds.org/#search</p>

<p>Post-Secondary (cont.)</p>	<p>Bookmark Reach Out and Suicide Is Preventable websites on computer labs</p> <p>Have the psychology department host a depression screening and distribute website info on Depression Screening Awareness Day</p>	
<p>Future MH Providers</p>	<p>Have a speakers' bureau present during graduate classes.</p> <p>Include information from the myth/fact sheets in classroom tests</p> <p>Have students compile a list of resources to share with future clients as a homework assignment using the websites as a starting point</p> <p>Have a pinning ceremony for Mental Health Friendly Providers: Give future mental health providers who have been to a speaker's bureau or other EMM presentation a green ribbon pinned on their gown at graduation</p>	<p>http://www.speakourminds.org/resource/myths-facts/ http://www.speakourminds.org/#search http://www.speakourminds.org/resource/why-stigma/</p>
<p>Established MH Providers</p>	<p>Have speaker's bureau present at clinical supervision meeting</p> <p>Include messages to decision makers as part of a professional development facilitated conversation</p> <p>Hand out green ribbons in waiting area</p>	<p>http://www.speakourminds.org/resource/stigma-reduction-messages-decision-makers/ http://www.speakourminds.org/resource/why-stigma/</p>
<p>Behavioral Health CBOs</p>	<p>Have speaker's bureau present at staff meeting</p>	<p>http://www.speakourminds.org/resource/stigma-reduction-</p>

<p>(Admin and Staff)</p> <p>Behavioral Health CBOs <i>(cont.)</i></p>	<p>Include talking points from decision makers sheet and why stigma in new hires orientation materials</p> <p>Hand out green ribbons and fact cards in the waiting area</p>	<p>http://www.speakourminds.org/resource/why-stigma/ http://www.speakourminds.org/#search</p>
<p>Primary Care (Physicians, RN, PA, Administers)</p>	<p>Have speakers bureau present as part of larger lunch-and-learn trainings at health facility for all staff</p> <p>Have talking points from decision makers guide and why stigma flyer included in orientation materials for new hires</p> <p>Include EMM website and suicide is preventable website and hotline phone number posted in each exam room and waiting room</p> <p>Hand out green ribbons and fact cards in waiting area</p>	<p>http://www.speakourminds.org/resource/stigma-reduction-messages-decision-makers/ http://www.speakourminds.org/resource/why-stigma/</p>
<p>Cultural & Ethnic Communities</p>	<p>Offer in language information sheets at places of worship and other community gathering centers.</p> <p>Share family resources with parents at local community schools.</p> <p>Distribute myths and facts in language at community cultural festivals</p> <p>Host an EMM table at a cultural celebration</p> <p>Hand out green ribbons along with information cards on myths</p>	<p>http://www.speakourminds.org/resource/stigma-reduction-messages-parents-caregivers/ http://www.speakourminds.org/resource/stigma-reduction-messages-latino-families/ http://www.speakourminds.org/resource/myths-facts-spanish/ http://www.speakourminds.org/resource/myths-facts-sheet-russian/ http://www.speakourminds.org/resource/myths-and-facts-hmong-language/ http://www.speakourminds.org/resource/myths-and-facts-iu-mien/ http://www.speakourminds.org/resource/myths-and-facts-khmer-language/</p>

and facts in barber shops, beauty salons, nail shops, and other places where people spend a significant amount of time talking

<http://www.speakourminds.org/resource/myths-and-facts-lao-language/>
<http://www.speakourminds.org/resource/why-stigma/>

Update:

The majority of activities detailed above have been completed in addition to numerous other specific strategies. Please refer to the Grantee Program report for a detailed listing of these strategies/organizations.

The Two-Way Conversation:

We want the EMM campaign to be a living, growing movement that belongs to all the different people in California. We're committed to creating spaces (both online and in person) where community leaders can meet up, share their ideas about strategies that work in their communities.

To realize that goal, EMM is setting up an online community leader discussion room⁴ where leaders can talk with one another about how they are starting a movement in their community, share what tools they have created, find out what other tools have been created by EMM and our partners that might be of use to them, celebrate success stories, and reach out for support from both other community leaders and the EMM staff.

In addition, EMM will meet with each of the identified groups at least once during the fiscal year 14/15 at one of their community meetings to discuss implementation and listen for feedback for what's needed from the groups.

Update:

Although EMM O&E has presented numerous times not enough time/energy has been spent to listening and organizing feedback. In FY 15/16 time will be committed to gathering feedback and sharing with SDR partners.

Reaching the General Population:

Research shows that one of the most powerful ways to change attitudes about mental illness is having contact with someone from your community who talks openly about their mental health struggles and recovery. In other communities, education about mental health issues and ways to achieve greater wellness is more helpful. To help more people have the experience they need, EMM will utilize Speaker's Bureau and Community Outreach Grants to support and promote these efforts on a regional basis.

⁴ Each Mind Matters Community Leaders social network on Ning.com

Recipients of these grants will lead the effort of changing the conversation about mental health in their particular community by hosting speaking engagements or other outreach efforts.

Additionally, speaker's bureau participants funded by the grants may be asked to do things like participate in at least one "main stream" event in their community, whether that be sharing their story at a Toastmaster's meeting, a poetry night, church or 12-step meetings.⁵

Additionally, volunteers or speakers could be asked to participate in online discussion groups of different audiences (parent support networks, health chat boards, etc.) to help share resources and start conversations about mental health.

California's Mental Health Movement in the Media:

Reaching broad groups of people will also require mainstream media outlets. EMM will work together with program partners RSE and Pascal Roth to create stories, films, PSAs, web content, Op Eds and Press Releases around specific timely news "hooks" to ensure that the EMM message is shared with the broadest possible audience via earned media slots on the internet, radio, print media, and Television.⁶ PSAs that have been developed through the Directing Change campaign could be shown in local movie theaters across the state, especially during awareness weeks or months.

In addition to mainstream media outlets, EMM will continue to expand its list of subscribers to its newsletter and drive traffic to the EMM website via social media campaigns (see social media "ask" for "Supporters") and traditional outreach or special actions in communities like flash mobs or contests to create viral challenges.

Lastly, EMM could apply to be the recipient of Corporate Giving grants, fundraisers (such as they donate a dollar at grocery store chains, or text donation campaigns), and be listed as a charitable organization for Corporate and State Employee giving programs. Where EMM is not an appropriate fit due to funding guidelines of the organization, another non-profit mental health stigma reduction partner could be identified as the recipient. These fund-raising strategies serve a dual purpose: helping EMM sustain its efforts in the community, and more importantly, to make mental health as common a cause and topic for support as breast cancer or other charitable causes.⁷

Measuring Our Impact:

To ensure that we are reaching our goals and we are making the change we hope to see in our communities. We need to establish baseline statistics of current numbers of discussions that are happening and people that are being reached. This can be

⁵ Some ideas for festivals in regions of the state can be found at: <http://www.californiafairsandfestivals.com>

⁶ See Editorial Calendar with potential news "hooks" dates and channels on BaseCamp.

⁷ See list of potential fundraising campaigns in BaseCamp site.

easily gathered by evaluating current number of newsletter subscribers, likes and follows on social media outlets, and web hits. Additionally, we may seek to identify other baseline measures of media mentions of stigma from other partners, such as the Entertainment Industries Council.

During and after our campaign efforts for fiscal year 14/15, we will conduct follow-up measures in identified sectors to assess whether the number of people contacted with our message has increased as a result of our efforts.

Audience	Outreach Strategy	Measurement Tool	Outcome
Ethnic and Cultural Communities	Placement of in-language materials in diverse language media outlets	Number of mentions in diverse language media outlets, number of viewers or readers	
Ethnic and Cultural Communities	Participation in cultural festivals and celebrations	# of green ribbons or other resource materials distributed	
Elected Officials	Proclamations	# of proclamations	
Elected Officials	Lighting of city hall	# of cities participating	
General Public	Social Media Campaign	<ul style="list-style-type: none"> • # of likes on FB • # of new followers on Twitter • # of shares • # of posts with #EMM hashtag • # of Twibbons downloaded • # of online pledges 	
Religious/Spiritual Communities	Northern California Conference	# of participants	
Religious/Spiritual Communities	Day of Prayer	# of participants # of green ribbons distributed	
General Public	Press	# of news stories on	

		TV, radio, and print mediums # of viewers	
General Public	PSAs	# of PSAs aired # of viewers	
General Public	Local Green Ribbon Events	# of events # of attendees at events	
Mental Health Providers, Future Mental Health Providers, Primary Care Providers & CBOs	Speaker's Bureau presentations at staff development, lunch & learn, classes, and clinical supervision meetings	# of presentations # of participants	
K-12 K-12 <i>(cont.)</i>	Distribute information about age appropriate websites, Speakers Bureau presentations at Parent and Teacher information nights	# of presentations # of hits to websites	
Post-Secondary	Distribute information about age appropriate websites, Speakers Bureau presentations at classes, campus diversity events, faculty meetings, and RA trainings	# of presentations # of hits to websites	

Update:

The majority of activities detailed above have been completed. RAND evaluations will help to evaluate the impact of these and other activities. Please see program report for this period for specific outreach numbers

Lastly, it will be important to evaluate whether not only the number of conversations has increased but whether people's attitudes have changed as a result as well.

Dr. Patrick Corrigan, a well-known researcher in the area of mental health stigma, has developed an assessment tool that can be administered as a pre- and post test for audiences who have heard a speaker's bureau presentation. These pre and post tests could be administered at each of the speaker's bureau engagements to determine the impact this effort was having.

In some communities, speaker's bureaus and pre-post tests may not be the most effective means of changing attitudes or measuring impact. In these cases, the approach to changing attitudes and measuring outcomes will be informed by the leaders and experts in that community.

These impact and penetration measures could be compared with the large scale follow-up survey done previously, the baseline taken at the beginning of the fiscal year, and any partner data to evaluate the impact and effectiveness of our campaign efforts.

How You Can Get Involved:

Each Mind Matters is interested in hearing your thoughts about what you've learned in this document. We would love to hear your ideas about possible ambassadors, places to disseminate information, ways to get into the media, and how our campaign approach needs to be adapted for specific communities. Only by working together can we truly create California's Mental Health Movement.

Please forward all comments and feedback on this plan to: lisa.smusz@gmail.com

Make a pledge of support and take a stand against stigma by becoming a change agent. Impact lives by becoming an agent of change. Contact Asher Hamilton-Kilili, **Change Agent Coordinator at 916-389-2623 or email her at Asher.Hamilton@eachmindmatters.org**