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# STATEWIDE

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## *The Statewide PEI Project: Achieving More Together*

In Fiscal Year 2017-2018, 46 counties collectively pooled local Prevention and Early Intervention (PEI) funds through the California Mental Health Services Authority (CalMHSA) to support the ongoing implementation of the Statewide PEI Project. The Statewide PEI Project is publicly known as *Each Mind Matters: California's Mental Health Movement*, which represents an umbrella name and vision to amplify individual efforts from the county and other organizations that are taking place across California under a united movement to reduce stigma and discrimination and prevent suicides.

## *Strategies of the Statewide PEI Project in Fiscal Year 2017-2018*

Funding to the Statewide PEI Project supported programs such as maintaining and expanding public awareness and education campaigns, creating new outreach materials for diverse audiences, providing technical assistance and outreach to county agencies, schools and community based organizations, providing mental health/stigma reduction trainings to diverse audiences, engaging youth through the Directing Change program, and building the capacities of schools to address mental health, stigma reduction and suicide prevention.

## *Statewide achievements in FY 2017-2018*

The effects of the Statewide PEI Project go beyond county lines. Influencing all Californians in the message of Each Mind Matters is critical for creating a culture of mental health and wellness regardless of where individuals live, work or play. Key statewide achievements of the Statewide PEI Project in FY 2017-2018 include:

- Over 350,000 Lime Green Ribbons disseminated throughout the state
- Nearly 1 million hardcopy materials were disseminated in counties, schools, and CBOs
- Over \$170,000 in mini-grant funds were provided to CBOs, NAMI affiliates, Active Minds Chapters and Community Colleges to host community outreach events utilizing Each Mind Matters resources and messaging
- The Directing Change Program received over 740 videos submissions from over 150 schools across California, engaging over 2,400 students
- Nearly 10 new Each Mind Matters culturally adapted resources were developed
- Over 30 news broadcasts, news articles and radio reports discussed programs implemented by the Statewide PEI Project
- Over 400 county agencies, schools, local and statewide organizations across California were touched by programs implemented by the Statewide PEI Project

*Accolades from community members*

Programs implemented under the Statewide PEI Project received numerous accolades from community members who benefit from these programs. A few examples include:

*“Strongest part of the presentation was hearing people’s personal experiences. I had a great time.”- Participant from Kern county’s NAMI Mental Health 101 Presentation*

*“Thank you for the Spanish brochures. Individuals had been asking for information in Spanish.” – Kern County*

*“This has really shown me that my uncle has mental illness and we have tended to look the other way about it for a long time. We will try to get him the help he needs now. Thank you so much for bringing this to us.” – NAMI Ventura County event attendee*

*“I liked that this course was very informative of the LGBTQ community, and showed that these individuals truly have it harder to be accepted in today’s society. I learned how to be much more cautious of my terms, and how to be able to be supportive of my friends that are LGBTQ.” – Kognito Online Training Participant*

*“The biggest way in which making the film impacted us is the conversations that it opened up. Through the backdrop of filmmaking the three of us had some serious talks about the subject of suicide, its effect on our generation, and the effects it has had on each of us personally,” – Student, Riverside Poly High School – Riverside County (on Directing Change)*

*“I am starting to have a lot of anxiety and I appreciated receiving information about how to get help.” – College Student in El Dorado County (on NAMI sponsored event)*

*“I am pleased to tell you that we are working on some great resources listed on the Toolkit! Thank you for providing the spreadsheet so we can see what the call volume is in Alpine. That’s wonderful.” – Program Coordinator, Alpine County, Suicide Prevention Network*

*“I want to thank you for this information. We will take a look at everything you have sent to prepare for Suicide Prevention Week!” – Psychiatric Social Worker, Los Angeles Unified School District*

*“I sent these resources out to our contractors and staff today. We are all pretty wiped out, but I am so proud of the work we all have been doing, it’s been heartbreaking and inspiring. Thank you always for your support of Sonoma County and for sending these valuable resources when we needed them most.” – Mental Health Services Act Coordinator, Sonoma County Department of Health Services Behavioral Health Division*

*“The SanaMente sponsorship has allowed us to prioritize mental health and suicide prevention initiatives in Spanish speaking communities in San Francisco. We appreciate the support we received from this sponsorship and we thank you for helping those in crisis through your contribution to San Francisco Suicide Prevention.” – San Francisco County SanaMente Sponsorship Recipient*

### *Projected Outcomes of the Statewide PEI Project*

Changing the current culture around mental health and suicide prevention requires a long-term commitment. Ongoing investment in the unprecedented statewide investment in strategies implemented by the Statewide PEI Project PEI will result in larger social impact (e.g., changing attitudes, increasing knowledge, and modifying behaviors) by implementing programs that can benefit counties regionally and statewide, procuring resources at lower cost (e.g., cost efficiencies), and ultimately making a significant impact on preventing mental illnesses from becoming severe.

#### Projected 10 year outcomes:

- Increased intervention and provision of support by a community helper
- Increased proactive inclusion of individuals with mental health challenges
- Increased community encouragement and acceptance of seeking services early
- Increased knowledge and skills for recognizing and facilitating help seeking

#### Projected 20 year outcomes:

- Reduced discrimination against persons with mental illnesses
- Reduced social isolation and self-stigma
- Improved functioning at school, work, home and in the community
- Reduced suicidal behavior
- Reduced societal costs related to untreated mental illness

The following information provides a comprehensive summary of activities that were implemented by CalMHSA Statewide PEI Project contractors and their subcontractors in 2017-2018:

- RSE
- The Directing Change Program and Film Contest
- Each Mind Matters Outreach & Engagement
- NAMI California
- Active Minds
- California Community Colleges Student Mental Health Program
- RAND Corporation

## Organizations Reached

In FY 2017-2018, **more than 450** local county agencies, schools and organizations received outreach materials, a training, technical assistance or a presentation about stigma reduction, suicide prevention and/or student mental health through the collective efforts of all programs implemented under the Statewide PEI Project. See Appendix A for a comprehensive list of organizations reached by the Statewide PEI Project.

## Training, Presentations and Outreach

Trainings, presentations and other forms of in-person outreach provide additional skills and knowledge to communities about stigma reduction and suicide prevention. Multitudes of individuals were reached through trainings, presentations and various outreach efforts with stigma reduction, suicide prevention and student mental health messages, resources, tools and materials through the collective efforts of all programs implemented under the Statewide PEI Project. These include:

*Trainings:* Trainings allow community members to learn valuable skills in how to address stigma reduction and suicide prevention

- **Each Mind Matters webinars:** Online trainings available to all Californians that included including an introduction to the movement, resources available, stigma and discrimination reduction, suicide prevention, and more.
  - Total number of webinars implemented: 6
  - Total number of people attending the webinars: 455 live attendees with 146 webinar recording views
- **Kognito Suicide Prevention and Mental Health trainings:** Online avatar-based suicide prevention and mental health trainings for college students, faculty and staff. All California Community Colleges staff and students were provided with the opportunity to utilize the Kognito training.
  - Total number of student, faculty and staff trained: 12,364
  - Campuses that participated in the training: 105
- **NAMI Mental Health 101 Presentations:** NAMI California supported 7 NAMI Affiliates from 7 different counties through the MH101 Presentation Funding. The grants gave each affiliate an opportunity to outreach, engage and conduct a MH101 presentation in their communities to eliminate stigma and foster hope and recovery for peers and family members.
  - Total number of People Reached: 275
- **NAMI California's Youth and Young Adult Mixer 2018:** NAMI California supported 14 high school students from three different counties to attend the NAMI CA Education workshops. The funds gave each student an opportunity to attend the workshops at the conference, Youth and Young Adult Mixer and for them to come together to raise awareness around mental health and take back to their counties valuable information.
  - Total number of People Reached: 14
  - Campuses that participated:
    - Preuss High School
    - San Joaquin Delta College
    - Hartnell Community College
    - Cabrillo Community College
- **AB2246 Preparing for Policy Change:** In person trainings on programs, policies and procedures that education systems can use to meet the requirements of AB 2246
  - Total number of people trained: 372
  - Total number of education systems that participated in training: 99

- **School-Based Suicide Prevention Trainings:** A training that introduces basic principles about suicide prevention including warning signs/risk factors, how to talk to youth to identify suicide risk, and information on resources.
  - Total number of people trained: 100
  - Total number of schools and school systems that participated in the training: 1
- **Directing Change Judges Training:** Online trainings that provided an overview of best practices in suicide prevention and mental health messaging, as a platform for judging submitted Directing Change videos
  - Total number of people trained: 325
- **California Community College Student Mental Health Trainings:** Distance learning training and technical assistance webinars on relevant topics to improve local community colleges' student mental health programs and services.
  - Total number of people trained: 365
  - Training topics: Veterans on Campus, PTSD, Impact of Immigration on Latino Student's Mental Health, Each Mind Matters
- **California Community Colleges AmeriCorps Student Ambassador Mental Health and Wellness Webinar:** Presentation to AmeriCorps Student Ambassador college partners about mental health and wellness, EMM tools, resources, etc.
  - Total number of Student Ambassadors trained: 24

*Presentations:* Presentations increases knowledge and awareness around stigma reduction and suicide prevention.

- **Each Mind Matters Conferences and Presentations**
  - Total number of conferences: 25
  - Conferences receiving Each Mind Matters presentations: NAMI Conference Youth Mixer, Vision y Compromiso Conference, Active Minds National Conference, CCC Annual Conference, Mental Health Matters Day, May is Mental Health Awareness Month at the Capitol, Sacramento Capitol for Bebe Moore Campbell Advocacy Day,
- **NAMI Mental Health 101 Presentations:** In person presentations that give individuals an opportunity to learn about mental illness through presentations, personal testimonies and videos that represent a variety of cultures, beliefs and values
  - Total number of presentations conducted: 7
  - Total number of people in attendance: 275
- **Active Minds Speakers Bureau Presentations:** In-person presentations by speakers who are trained to use their personal story to raise awareness about mental health
  - Total number of presentations conducted: 4
  - Total number of people in attendance: 20

*Outreach/Events:* Outreach and other events are public events in which community members can learn about Each Mind Matters.

- **Active Minds Chapter Events:** Active Minds Chapters utilized Each Mind Matters materials and messaging to host outreach events on their higher education campuses
  - Total estimated number of attendees: 459
  - Total number of campuses where Active Minds Chapter Events occurred: 16

- **The Foundation for California Community Colleges Outreach Events:** The Foundation for California Community Colleges and their local campuses conduct mental health outreach to campuses utilizing Each Mind Matters materials and messaging
  - Total estimated number of attendees: 4,800
  - Total number of campuses where Community College Outreach Events occurred: 8
- **The Foundation for California Community Colleges Crisis Text Line:** Since the service launch in May 2017, the Crisis Text Line partnership offers a no-cost 24/7 support service for students. Finding that, the primary issues the students are texting in for include: Anxiety/Stress 43.6%, Relationships 39.1%, Depression/Sadness 25.7% and Isolation/Loneliness 12.4%.
  - Total number of students texting in: 2,781
  - Total number of completed conversations: 4,465
- **Each Mind Matters Tabling:** The Each Mind Matters Outreach & Engagement Team and Resource Navigators tabled at various conferences to engage conference attendees with Each Mind Matters materials and messages
  - Total number of conferences where Each Mind Matters tabling occurred: CCC League – Equity Summit, School Summit Workshop, League’s Annual Convention, HSA, Wellness Together, A2Mend Conference, SD Child and Adolescent Mental Health Conference, Latino Education and Advocacy Summit, CIBHS Conference, Expert Roundtable Networking Event, CPHEN Conference, the Challenged of Youth 2018 Sonoma County, CCC Vet Summit, Basic Needs Summit, Behavioral Health Action Launch, LGBTQ+ Suicide Prevention Conference, DHCS Health Fair
- **Active Minds Send Silence Packing Exhibits:** Campuses across California received a discounted rate to receive the *Send Silence Packing* exhibit, which publicly displays backpacks on campus grounds representing youth suicide deaths to begin a conversation about suicide prevention.
  - Total number of campuses that displayed the Send Silence Packing Exhibit: 13

*E-Newsletters:*

- **Each Mind Matters Insiders Newsletter:** A monthly electronic newsletter created specifically for service providers that provides information about relevant resources, upcoming events and opportunities for providers to get involved in California’s Mental Health Movement.
  - Total number of Each Mind Matters Insider Newsletter Subscribers: 333
- **Each Mind Matters Community Newsletter:** A monthly electronic newsletter created for community members to engage all Californians in the mental health movement.
  - Total number of Each Mind Matters Community Newsletter Subscribers: 5,394
- **The California Community Colleges Student Mental Health Program Newsletter:** A monthly electronic newsletter that engages individuals from the California Community Colleges about mental health and includes information about Each Mind Matters resources.
  - Total number of California Community College Newsletter Subscribers: 391

## Technical Assistance

Technical assistance (TA) is provided by all Statewide PEI Project contractors, each targeting a different audience. Technical assistance includes providing crisis support, capacity building, guidance, and resource navigation on stigma reduction, suicide prevention and student mental health. It also includes building and maintaining a statewide network of providers and organizations who collaborate and learn from each other to implement more effective efforts and reach broader audiences. In addition, an Each Mind Matters Resource Navigation Team provides regular communication in the form of in person meetings and TA emails covering a range of topics with practical tools and information. During the FY 2017-2018, sixteen TA emails covered topics such as the Suicide Prevention and Mental Health Awareness Month Toolkits, Veteran's Mental Health, Supporting PEI Efforts in Schools and others. During FY 2017-2018, specific TA consultations included:

- **TA to counties**
  - Total number of TA consultations: 258
- **TA to CBOs**
  - Total number of TA consultations: 50
- **TA to schools**
  - Total number of TA consultations: 24
- **TA to NAMI affiliates and programs**
  - Total number of TA consultations: 10
- **TA to Active Minds Chapters**
  - Total number of TA consultations: 58
  - Total number of new Active Mind Chapters: 9

## Dissemination and Website Visits

Between July 1, 2017 and June 30, 2018, a total of **957,998** physical, hardcopy materials across Each Mind Matters programs and initiatives were disseminated throughout California. In addition, individuals the state received numerous emails to access and share resources electronically via the Each Mind Matters Resource Center ([www.emmresourcecenter.org](http://www.emmresourcecenter.org)).

- **Each Mind Matters Promotional Items:** 360,038
- **Each Mind Matters Educational Materials:** 374,434
- **Materials Provided in Spanish:** 205,501
- **Know the Signs/El Suicidio Es Prevenible Educational Materials:** 78,820
- **Directing Change Materials:** 106,971
- **The Foundation for California Community Colleges Student Mental Health Program Materials:** 37,705
- **The Foundation for California Community Colleges Each Mind Matters and Crisis Text Line Materials:** 175,386

The Statewide PEI Project supports the following campaign and program websites. All resources encourage recipients to visit these websites to learn more about mental illness stigma, mental health and suicide prevention. These websites allow for all Californians to engage and learn about Each Mind Matters and join in the Mental Health Movement. In FY 2017-2018:

- **EachMindMatters.org**
  - Total visits to the website: 81,647
  - Total unique visitors to the website: 64,015
- **SanaMente.org**
  - Total visits to the website: 38,689
  - Total unique visitors to the website: 27,454
- **SuicidelsPreventable.org**
  - Total visits to the website: 79,099
  - Total unique visitors to the website: 65,857
- **ReconozcaLasSenales.org**
  - Total visits to the website: 6,389
  - Total unique visitors to the website: 5,266
- **DirectingChange.org**
  - Total visits to the website: 37,017
  - Total unique visitors to the website: 22,208
- **WalkInOurShoes.org**
  - Total visits to the website: 104,907
  - Total unique visitors to the website: 71,982
- **PonteEnMisZapatos.org**
  - Total visits to the website: 3,483
  - Total unique visitors to the website: 3,099
- **CCCStudentMentalHealth.org**
  - Total visits to the website: 114,615
  - Total unique visitors to the website: 57,419
- **RAND's CalMHSAs Reports page** (The Statewide PEI Project does not fund the hosting or maintenance of this page)
  - Total visits to the website: 14,195
  - Total unique visitors to the website: 11,479

## Mini-Grants and Sponsorships

As a part of the Statewide PEI Project, mini-grants and sponsorships are awarded to local community-based organizations, schools, and clubs/chapters/affiliates to grow the Each Mind Matters movement across the state through increasing reach and dissemination and implementing community events and activities. Mini-grants and sponsorships awarded in FY 2017-2018 include:

- **Active Minds for Every Mind Mini-Grant:**
  - Total Number of Recipients: 16
  - Total Funding amount granted: \$11,750
  - Recipients:
    - Samuel Merritt College
    - Clovis Community College
    - Chabot College
    - Cerritos College





- UC Los Angeles
- CSU Monterey Bay
- UC Irvine
- CSU Fresno
- UC Riverside
- Mount San Jacinto
- San Diego State University
- CSU San Marco
- UC San Diego
- San Francisco State University
- San Jose State University
- Columbia College

- **Active Minds Chapter Launch Mini-Grant:**

- Total Number of Recipients: 23
- Total Funding amount granted: \$12,228
- Recipients:

- Santa Monica College
- Cerritos College
- UC Los Angeles
- College of Marine
- UC Merced
- CSU Monterey Bay
- UC Irvine
- CSU Fresno
- UC Riverside
- Mount San Jacinto
- San Diego State University
- CSU San Marcos
- UC San Diego
- San Diego City College
- San Diego Mesa College
- San Francisco State University
- San Joaquin Delta College
- College of San Mateo
- San Jose State University
- Gavilan College
- Evergreen Valley College
- Cabrillo Community College
- Columbia

- **Active Minds Speakers Bureau: Pablo Campos Mini-Grant:**

- Total Number of Recipients: 4
- Total Funding amount granted: \$11,550
- Recipients:

- UC Merced
- CSU San Marcos
- San Diego City College
- Gavilan College

- **Active Minds Send Silence Packing Mini-Grant:**

- Total Number of Recipients: 8
- Total Funding amount granted: \$15,500
- Recipients:

- Clovis Community College
- Fresno City College
- Reedley College
- Madera Center College
- UC Los Angeles
- CSU San Marcos



- San Diego City College
- Palomar College
- **Each Mind Matters Lime Green Ribbon School Mini-Grant:**
  - Total Number of Recipients: 25
  - Total Funding amount granted: \$12,500
  - Recipients:
    - Encore High School for the Arts
    - Murrieta Valley High School
    - Claremont High School
    - Clovis East High School
    - Foothill High School
    - Pleasant Valley High School
    - Irvington High School
    - San Ramon Valley High School
    - Riverside City College
    - Franklin High School
    - UC Berkeley
    - UC Irvine
    - Laguna Middle School
    - Winship Middle School
    - Jesse Bethel High School
    - Merced Adult School
    - Orland High School
    - Verbum Dei High School
    - CSU Los Angeles
    - San Jose State University
    - American River College
    - Mt. San Jacinto College Menifee Campus
    - Western Sierra Collegiate Academy
    - San Diego State University
    - Modoc High School
- **Each Mind Matters SanaMente Mini-Grant:**
  - Total Number of Recipients: 11
  - Total Funding amount granted: \$37,000
  - Recipients:
    - Alliance for Community Transformation & Wellness, University of Redlands
    - Centro La Familia
    - Felton Institute
    - Latino Health Access
    - Lighthouse Counseling & Family Resource Center
    - MECCA (Multi Ethnic Collaborative of Community Agencies)
    - Mil Mujeres
    - Parents Can
    - Survivors of Torture
    - Transforming Local Communities
    - Vision Y Compromiso



- **Each Mind Matters SanaMente Sponsorship:**

- Total Number of Recipients: 11
- Total Funding amount granted: \$2,750
- Recipients:
  - PEERS
  - NAMI San Fernando Valley
  - Olive Crest
  - Tarzana Treatment Center
  - The Wall Las Memorias Project
  - Turning Point Alcohol and Drug Education
- Program
  - 2<sup>nd</sup> Chance Family & Youth Services
  - Community Housing Services
  - LGBT Center OC
  - Transitions Mental Health Association
  - Turning Point of Central California

- **NAMI On Campus High School Mini-Grant:**

- Total Number of Recipients: 11
- Total Funding amount granted: \$5,500
- Number of people reached: 1,950
- Recipients:
  - Helix Charter High School
  - Grossmont High School
  - Lake Tahoe Community College
  - Rancho Alamito High School
  - Making Waves Academy
- Chino High School
  - La Quinta High School
  - Whitney High School
  - Tahquitz High School
  - Patrick Henry High School
  - La Jolla High School

- **NAMI Minority Mental Health month Mini-Grant:**

- Total Number of Recipients: 15
- Total Funding amount granted: \$15,000
- Recipients:
  - NAMI El Dorado County
  - NAMI Kern County (2x)
  - NAMI San Diego County (2x)
  - NAMI Contra Costa County
  - NAMI Ventura County (2x)
  - NAMI San Francisco (2x)
  - NAMI Santa Clara
  - NAMI Sacramento
  - NAMI Mt. San Jacinto

- **NAMI May is Mental Health Awareness Month Mini-Grant:**
  - Total Number of Recipients: 6
  - Total Funding amount granted: \$10,000
  - Recipients:
    - NAMI Butte County
    - NAMI El Dorado County
    - NAMI Kern County
    - NAMI Mt. San Jacinto
    - NAMI San Francisco
    - NAMI San Luis Obispo
- **NAMI Mental Health 101 Presentation:**
  - Total Number of Recipients: 7
  - Total Funding amount granted: \$3,575
  - Recipients:
    - NAMI El Dorado County
    - NAMI Kern County
    - NAMI San Diego County
    - NAMI Santa Clara County
    - NAMI Mt. San Jacinto County
    - NAMI Contra Costa County
    - NAMI Sacramento County
- **California Community Colleges Student Mental Health Program Mini-Grant:**
  - Total Number of Recipients: 8
  - Total Funding amount granted: \$30,000
  - Recipients:
    - Clovis Community College
    - Irvine Valley Community College
    - Sierra Community College
    - Riverside Community College
    - Sacramento Community College
    - San Bernardino Community College
    - San Diego Community College
    - Palomar Community College
- **California Community Colleges Mental Health and Wellness Student Ambassadors Sponsorship:**
  - Total Number of Recipients: 7
  - Total Funding amount granted: \$3,500
  - Recipients:
    - Santa Rosa Junior College
    - Skyline College
    - LA Mission College
    - Rio Hondo Community College
    - Riverside College
    - Imperial Valley College

## Directing Change

The Directing Change program offers young people the exciting opportunity to participate in the movement by creating 60-second films about suicide prevention and mental health that are used to support awareness, education and advocacy efforts on these topics. NORC at the University of Chicago conducted a comprehensive cross-sectional control study in 2017. Findings from the study found Directing Change to be highly effective in increasing knowledge, behavior and attitudinal outcomes related to suicide prevention and mental health and demonstrated changes in school climate. In addition to providing technical assistance and social media engagement:

- Total number of films submitted: 742
- Schools, organizations and colleges/universities that submitted videos: 164
- Total number of youth participating: 2,430
- Total number of views of Directing Change videos on YouTube: 276,149

## New Materials and Resources

During FY 2017-2018, the Statewide PEI Project prioritized working with stakeholders to determine resource gaps in mental health awareness and suicide prevention materials and developed new materials and resources to address these gaps. The new materials were developed by stakeholders with input from subject matter experts as needed, reviewed by multiple stakeholder groups across the state for feedback, and tested with target audience focus groups for additional input. The materials developed included:

*For General Public (English):*

- Animated PSA that was shown on the scoreboard at AT&T Park during a SF Giants game in May
- “From Small Talk to Real Talk” t-shirt for Mental Health Matters Month
- September Suicide Prevention Awareness Week, October Mental Health Awareness Week, and May Mental Health Awareness Month toolkits with new activity ideas and guides
- A “Say This Not That” series of illustrations to be used in social media posts
- “Message cards” with messages of support in English and Spanish

*For Spanish Speaking Communities:*

- “Say This Not That” tip sheet and social media guide
- Radio spots and web banners for a SanaMente media buy in the LA market
- Latinx LGBTQ+ Immigrant Youth booklet

## Media

Activities implemented under the Statewide PEI Project received significant media attention in FY 2017-2018. Across the state, the following news outlets reported on these activities:

### Butte County:

- Chico Enterprise-Record: *Local students take first place in state film competition*  
<https://www.chicoer.com/2018/06/11/local-students-take-first-place-in-state-film-competition/>
- Chico Enterprise-Record: *Local film students receive awards for documentaries on mental health*  
<https://www.chicoer.com/2018/05/11/local-film-students-receive-awards-for-documentaries-on-mental-health/>

### El Dorado County:

- Tahoe Daily Tribune: *31-day awareness calendar returns to address community mental health*  
<https://www.tahodailytribune.com/healthy-tahoe/31-day-awareness-calendar-returns-to-address-community-mental-health/>
- South Lake Tahoe News: *Tahoe Art League hosts exhibit in recognition of Mental Health Awareness Month*  
<http://southtahoenow.com/reader-content/04/20/2018/tahoe-art-league-hosts-exhibit-recognition-mental-health-awareness-month>

### Fresno:

- Fresno Bee: *Proud autistics belong 'in the room where it happens' when mental health policy is topic*  
<http://www.fresnobee.com/opinion/readers-opinion/article164342122.html>

### Los Angeles:

- MENAFN: *Historic Leimert Park and Top Holistic Experts Present a Natural Health Fair to South Los Angeles*  
[https://menafn.com/qn\\_news\\_story\\_s.aspx?storyid=1096868700&title=Historic-Leimert-Park-and-Top-Holistic-Experts-Present-a-Natural-Health-Fair-to-South-Los-Angeles](https://menafn.com/qn_news_story_s.aspx?storyid=1096868700&title=Historic-Leimert-Park-and-Top-Holistic-Experts-Present-a-Natural-Health-Fair-to-South-Los-Angeles)

### National:

- EURweb.com: *Each Mind Matters in Leimert Park Wholistically Speaking*  
<https://www.eurweb.com/2018/05/each-mind-matters-in-leimert-park-wholistically-speaking-photos/>
- BusinessWire: *Actress Mädchen Amick, Director Lisa Klein and Youth Filmmakers from Across California Honored for Directing Change in Mental Health*  
<https://www.businesswire.com/news/home/20180525005736/en/Actress-M%C3%A4dchen-Amick-Director-Lisa-Klein-Youth>
- NAMI Blog: *There Is No Shame: The Power To End Mental Health Stigma Begins With Me*  
<https://www.nami.org/Blogs/NAMI-Blog/July-2017/There-is-No-Shame-The-Power-to-End-Mental-Health>

**Orange:**

- 93.1 Jack FM – CBSlocal.com: *Chester Bennington's Son Shares Suicide Prevention Video*  
<http://931jackfm.cbslocal.com/2017/09/13/chester-benningtons-son-shares-suicide-prevention-video/>

**Riverside:**

- Press-Enterprise: *Encore High, Riverside City College students win film awards*  
<https://www.pe.com/2018/06/09/encore-high-riverside-city-college-students-win-film-awards/>
- Press-Enterprise: *Students' mental health films win regional awards*  
<https://www.pe.com/2018/05/19/students-mental-health-films-win-regional-awards/>

**Sacramento:**

- Comstocks Magazine: *Hottest Ticket in Town* <https://www.comstocksmag.com/commentary/hottest-ticket-town>
- Sacramento Business Journal: *Within mental health, a new vision set: No one should suffer alone*  
<https://www.bizjournals.com/sacramento/news/2017/11/06/within-mental-health-a-new-vision-set-no-one.html>

**San Bernardino:**

- Daily Press: *Apple Valley film students 'Speak Up': Suicide prevention piece places third in statewide contest* <http://www.vddailypress.com/news/20180522/apple-valley-film-students-speak-up-suicide-prevention-piece-places-third-in-statewide-contest>
- Daily Bulletin: *Upland students' film is a regional winner in state contest*  
<https://www.dailybulletin.com/2018/05/17/upland-students-film-is-a-regional-winner-in-state-contest/>

**San Diego:**

- Del Mar Times: *Four scholars honored by Friends of Solana Beach Library*  
<http://www.delmartimes.net/lifestyle/philanthropy/sd-cm-nc-sblibrary-scholars-20180530-htmlstory.html>

**Siskiyou:**

- The Siskiyou Daily News: *Behaviorial Health encourages suicide prevention awareness*  
<http://www.siskiyoudaily.com/news/20180612/behaviorial-health-encourages-suicide-prevention-awareness>

**Sonoma:**

- KSRO-FM: *Interview: Does Netflix's "13 Reasons Why" Benefit Or Burden Those Suffering Through Thoughts Of Suicide?* <http://www.ksro.com/2018/05/18/interview-does-netflixs-13-reasons-why-benefit-or-burden-those-suffering-through-thoughts-of-suicide/>

**Stanislaus:**

- Patterson Irrigator: *Suicide Prevention Week*  
[http://www.goldenstatenewspapers.com/patterson\\_irrigator/news/local\\_news/suicide-prevention-week/article\\_6160eb58-9963-11e7-bb21-bb7a9b269da7.html](http://www.goldenstatenewspapers.com/patterson_irrigator/news/local_news/suicide-prevention-week/article_6160eb58-9963-11e7-bb21-bb7a9b269da7.html)



**Statewide:**

- California School News Report: *Baldwin Park Unified School Psychologist Honored by National Group for Student Advocacy* <http://caschoolnews.net/articles/baldwin-park-unified-school-psychologist-honored-by-national-group-for-student-advocacy/>
- CIBHS Blog: *Taking Care of Ourselves and Others: Self Care and Disaster Distress Line* <https://www.cibhs.org/blog-entry/taking-care-ourselves-and-others-self-care-and-disaster-distress-line>

**Tulare:**

- Visalia Times Delta: *It's OK to say suicide': School districts set new tone for suicide prevention awareness* <http://www.visaliatimesdelta.com/story/news/2017/09/22/suicide-prevention-in-schools/667740001/>



**Appendix A: Comprehensive List of Counties, Organizations and Schools reached through the Statewide PEI Project**

**County agencies**

- Alameda County Behavioral Health
- City of Berkeley Mental Health
- Alpine County Behavioral Health Services
- Amador County Behavioral Health Services
- Butte County Behavioral Health
- Colusa County Behavioral Health
- Contra Costa Behavioral Health Services
- Contra Costa County Suicide Prevention Committee
- County of El Dorado/Health and Human Services Agency Behavioral Health Division
- El Dorado Health and Human Services
- Fresno County Department of Behavioral Health
- Glenn County Mental Health Department
- Humboldt County Department of Health & Human Services
- Humboldt County DHHS/Hope Center MHB
- Imperial County Behavioral Health Services
- Imperial County Behavioral Health Services Center for Clinical Training
- Kern County Mental Health Department
- Kings County Behavioral Health
- Lake County Behavioral Health
- Lassen County Behavioral Health
- Los Angeles County Department of Mental Health
- Madera County Behavioral Health Services
- Marin County Mental Health and Substance Abuse Services
- Mental Health Division, Behavioral Health and Recovery Services Branch, Mendocino County
- Modoc County Behavioral Health
- Monterey County Department of Behavioral Health
- Napa County Health & Human Services Agency, Mental Health Division
- Nevada County Public Health
- Orange County Health Care Agency
- Placer County Children's System of Care
- Plumas County Mental Health
- Riverside University Health System - Behavioral Health
- Sacramento County
- Sacramento Dept of HHS, Division of BH Services
- San Benito County Behavioral Health
- Department of Aging and Adult Services
- San Bernardino County Children's Network
- San Bernardino County, Department of Behavioral Health, Office of Prevention and Early Intervention
- County of San Diego, HHS
- San Francisco County Mental Health Department

- San Francisco Department of Public Health
- County of San Luis Obispo Behavioral Health Department
- San Mateo County Behavioral Health and Recovery Services
- Santa Clara County Behavioral Health Services Department
- Shasta County Health and Human Services
- Siskiyou County Behavioral Health
- Solano County Health and Human Services, Mental Health Division
- Department of Health Care Services, Sonoma County Behavioral Health Division
- Sutter Yuba Behavioral Health
- Sutter Yuba Mental Health Services
- Tri-City Mental Health Services
- Trinity County Behavioral Health Services
- Tulare County HHSA, Mental Health Branch
- Tuolumne County Behavioral Health
- Ventura County Behavioral Health Department
- Yolo ADMH/MHSA Administration

### K-12 Schools and School Systems

**Alameda:**

- Irvington High School

**Butte:**

- Pleasant Valley High School

**Contra Costa:**

- Making Waves Academy
- San Ramon Valley High School

**El Dorado:**

- South Tahoe High School

**Fresno:**

- Clovis East High School
- Sanger Unified School District, Mental Health

**Glenn:**

- Orland High School

**Humboldt:**

- Winship Middle School

**Los Angeles:**

- Banning High School
- Canoga High School Student Body
- John Marshall Middle School
- Roy Romer Middle School

- Sierra Vista High School
- University High School
- Verbum Dei High School

**Modoc:**

- Modoc High School

**Napa:**

- Redwood Middle School

**Orange:**

- Fairmont Prep. Academy
- Foothill High School

**Placer:**

- Western Sierra Collegiate Academy

**Riverside:**

- Encore High School for the Arts
- Murrieta Valley High School
- Temecula Valley High School

**Sacramento:**

- C.K. McClatchy High School
- Franklin High School

**San Joaquin:**

- Ceres High School

**San Luis Obispo:**

- Laguna Middle School

**Santa Barbara:**

- Ceres High School
- Pioneer Valley H.S.

**Santa Clara:**

- Los Altos High School

**Shasta:**

- Shasta High School

**Solano:**

- Jesse Bethel High School

**Sonoma:**

- Challenges of Youth 2018 Sonoma County conference hosted by Sonoma County Office of Education

**Tehama:**

- Salisbury High School

**Tri-City:**

- Claremont High School

**Colleges and Universities**

**Alameda:**

- Active Minds at Chabot College
- Active Minds at Samuel Merritt University
- Berkeley City College
- Chabot College

**Butte:**

- Butte College

**City of Berkeley:**

- UC Berkeley

**Fresno:**

- Clovis College
- Clovis Community College
- Reedley College

**Imperial:**

- Imperial Valley College

**Los Angeles:**

- CSU Long Beach - School of Social Work
- Cerritos College
- College of the Canyons
- CSU Los Angeles
- Glendale Community College
- LA Mission College
- Long Beach City College
- Rio Hondo College
- UCLA

**Monterey:**

- Monterey Peninsula College

**Napa:**

- Sierra College

**Orange:**

- Cypress College
- Irvine Valley College
- UC Irvine

**Riverside:**

- College of the Desert
- Mt. San Jacinto College Menifee Campus
- Riverside City College

**Sacramento:**

- American River College
- Folsom Lake College
- Sacramento City College

**San Bernardino:**

- Chaffey College
- San Bernardino Valley College
- University of Redlands

**San Diego:**

- CSU San Marcos
- Palomar College
- San Diego City College

- San Diego State University - School of Social Work
- Southwestern College
- UCSD

**San Mateo:**

- Skyline College

**Santa Barbara:**

- Allan Hancock College
- Santa Barbara Community College

**Santa Clara:**

- De Anza College
- Gavilan College
- San Jose State University
- West Valley College

**Sonoma:**

- Santa Rosa Junior College

**Stanislaus:**

- Modesto Junior College

**Tulare:**

- College of the Sequoias

**Ventura:**

- Moorpark College
- Oxnard College

**Yolo:**

- UC Davis Student Health and Wellness Center

**Local Community Based Organizations**

**Alameda:**

- California Youth Connection (CYC), Alameda Chapter
- NAMI Alameda
- NAMI Alameda County
- NAMI Alameda South
- NAMI East Bay
- NAMI Tri-Valley
- PEERS, Alameda County
- Pool of Consumer Champions (POCC), Alameda County
- RDA

**Amador:**

- NAMI Amador County
- NAMI Gold Country

**Butte:**

- Feather River Health Clinic
- NAMI Butte County

**Contra Costa:**

- NAMI Contra Costa County
- NAMI East Bay

**El Dorado:**

- Minds Moving Forward
- NAMI El Dorado Western Slope

**Fresno:**

- Active Minds at Clovis Community College
- Centro La Familia
- Giants Tickets Giveaway Winner
- NAMI Fresno

**Humboldt:**

- NAMI Humboldt County

**Kern:**

- NAMI Kern County
- Transforming Local Communities

**Lassen:**

- NAMI Lassen County

**Los Angeles:**

- AB 2246 Training recipients
- AB 2246 Training recipients
- Active Minds at Cerritos College
- Active Minds at CSU Long Beach
- Active Minds at Occidental College
- Active Minds at UCLA
- Directing Change MiniGrantee Recipient
- Gabriella Shultz in LA County (mini grant recipient)
- NAMI Antelope Valley
- NAMI Asian Families/San Gabriel
- NAMI Asian Pacific L.A.
- NAMI Coachella Valley
- NAMI East San Gabriel Valley
- NAMI Glendale
- NAMI LACC
- NAMI LAPEM (Spanish Only)
- NAMI Long Beach
- NAMI Los Angeles South Central
- NAMI Mt. San Jacinto
- NAMI Pomona Valley
- NAMI San Fernando Valley
- NAMI San Gabriel Valley
- NAMI South Bay
- NAMI Tri-Valley
- NAMI Urban Los Angeles
- NAMI Western Riverside County
- NAMI Westside Los Angeles
- NAMI Whittier
- Olive Crest-Designated to Bellflower FRC
- Providence Little Company of Mary Foundation
- Rosemary Children's Services
- Stars Behavioral Health Group
- Stirling Behavioral Health
- Tarzana Treatment Centers
- The Wall Las Memorias Project

- Tri-City Mental Health Services
- Turning Point Alcohol and Drug Education Program
- Vision y Compromiso
- Wear Lime Green social media contest winner
- Westside Regional Center

**Marin:**

- NAMI Marin County

**Mendocino:**

- NAMI Mendocino County

**Monterey:**

- 2nd Chance Family & Youth Services
- Active Minds at CSU Monterey Bay
- Community Human Services
- NAMI Monterey County
- Suicide Prevention Service of the Central Coast a program of Family Service Agency of the Central Coast

**Napa:**

- Innovations Community Center
- Napa Valley Community Housing
- ParentsCAN

**Nevada:**

- Giants Tickets Giveaway Winner
- NAMI Nevada County

**Orange:**

- Active Minds at Chapman University
- Active Minds at CSU Fullerton
- Active Minds at Santiago Canyon College
- Active Minds at UC Irvine
- Council on Aging Southern California
- Latino Health Access
- LGBT Center OC
- Multi-Ethnic Collaborative of Community Agencies
- NAMI Orange County
- Westbound Communications

**Placer:**

- NAMI Placer County
- The Lighthouse Counseling & FRC
- Wear Lime Green social media contest winner

**Riverside:**

- Active Minds at College of the Desert
- Active Minds at Moreno Valley College
- Active Minds at Mount San Jacinto
- Active Minds at UC Riverside
- Cup of Happy West
- NAMI Coachella Valley
- NAMI Inland Valley
- NAMI Mt. San Jacinto
- NAMI Temecula
- NAMI Temecula Valley
- NAMI Western Riverside County
- The Anti-Bullying Institute's 2017 Anti-Bullying Conference

**Sacramento:**

- 916 Ink
- Active Minds at Sacramento State
- Asian Pacific Community Counseling
- California Hospital Association
- California Behavioral Health Directors Association (CBHDA)
- California Conservation Corps Foundation (CCCF)
- California Department of Corrections and Rehabilitation (CDCR)
- California Department of Education (CDE)
- California Institute for Behavioral Health Solutions (CIBHS)
- CFO Association
- CPHEN
- Department of Health Care Services
- Giants Tickets Giveaway Winner
- Health Education Council

- La Familia Counseling
- Mental Health Services Oversight and Accountability Commission
- MH Planning Council
- MHA NorCal
- Mil Mujeres Legal Services
- Mutual Housing California
- NAMI CA
- NAMI Sacramento
- Sacramento Native American Health Center (SNAHC)
- Sutter Health
- Turning Point
- Wear Lime Green social media contest winner
- Women's Empowerment

**San Bernardino:**

- Active Minds at University of Redlands
- Building a Generation
- Inland Valley
- NAMI Chino Valley
- NAMI San Bernardino
- NAMI San Bernardino Area
- Vision y Compromiso

**San Diego:**

- "What I Wish My Parents Knew" Presentation
- AB 2246 Training San Diego participants
- Active Minds at CSU San Marcos
- Active Minds at Palomar College
- Active Minds at San Diego State
- Active Minds at UC San Diego
- Community Health Improvement Partners
- Dallas Pugh Foundation
- Kathi Anderson
- NAMI North Coastal San Diego County
- NAMI San Diego
- NAMI South Bay

- San Diego Youth Services
- Secretary of State
- Sharp Mesa Vista Hospital
- Wear Lime Green social media contest winner

**San Francisco:**

- Active Minds at City College of San Francisco
- Active Minds at San Francisco State
- Culture to Culture Foundation
- Felton Institute
- NAMI San Francisco
- San Francisco Suicide Prevention

**San Joaquin:**

- NAMI San Joaquin County

**San Luis Obispo:**

- Active Minds at Cal Poly San Luis Obispo
- NAMI San Luis Obispo County
- Transitions-Mental Health Association

**San Mateo:**

- Active Minds at College of Sam Mateo
- NAMI San Mateo
- NAMI San Mateo County
- Wear Lime Green social media contest winner

**Santa Barbara:**

- Active Minds at UC Santa Barbara
- Active Minds at Westmont College
- NAMI Southern Santa Barbara County

**Santa Clara:**

- Active Minds at San Jose State
- NAMI Santa Clara
- NAMI Santa Clara County

**Santa Cruz:**

- Active Minds at UC Santa Cruz
- NAMI Santa Cruz

**Shasta:**

- NAMI Shasta County

**Solano:**

- NAMI Solano
- NAMI Solano County

**Sonoma:**

- Active Minds at Santa Rosa Junior College
- Integrative Medical Clinic Foundation
- NAMI Sonoma County

**Stanislaus:**

- NAMI Stanislaus County

**Tehama:**

- Giants Tickets Giveaway Winner
- NAMI Tehama
- NAMI Tehama County
- Well Being Trust

**Tulare:**

- NAMI Tulare County
- Turning Point of Central California

**Tuolumne:**

- Active Minds at Columbia College
- NAMI Tuolumne County

**Ventura:**

- NAMI Ventura County

**Yolo:**

- Active Minds at UC Davis
- NAMI Yolo County

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## Appendix B: Statewide Outcomes to Date

### *Outcomes to Date*

Since counties began pooling funds through CalMHSA to implement the Statewide PEI Project in 2011, the following short-term outcomes have been achieved. Given the outcomes so far, independent evaluators of the Statewide PEI Project, the RAND Corporation, have identified the following outcomes from the Statewide PEI Project:

- 15.4% more Californians exposed to Each Mind Matters turn to help for mental health challenges.
- Over 50% of Californians were exposed to Know the Signs.
- Individuals exposed to the Know the Signs campaign report higher levels of confidence to intervene with someone at risk for suicide.<sup>1</sup>
- The Know the Signs campaign was rated by experts to be aligned with best practices and be one of the best media campaigns on the subject.<sup>2</sup>
- Students exposed to the Walk In Our Shoes website demonstrate significantly higher knowledge of mental health.<sup>3</sup>
- 63% of teachers and administrators who saw the Walk In Our Shoes performance started a conversation about mental health in the classroom.<sup>4</sup>
- 87% of students have a better understanding of mental illness and suicide after participating in Directing Change.<sup>5</sup>
- 97% of students who participated in Directing Change pledged to support a friend with a mental health challenge.<sup>6</sup>
- 87% of those who completed the Kognito training report that they are better prepared to identify, approach and refer students exhibiting signs of psychological distress.<sup>7</sup>
- 66% of California Community College faculty who completed Kognito training report an increase in the number of conversations they had with other faculty and staff about students that they were concerned about.<sup>8</sup>

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<sup>1</sup> [https://www.rand.org/pubs/research\\_reports/RR1134.html](https://www.rand.org/pubs/research_reports/RR1134.html)

<sup>2</sup> [https://www.rand.org/pubs/research\\_reports/RR818.html](https://www.rand.org/pubs/research_reports/RR818.html)

<sup>3</sup> <http://walkinourshoes.org/content/NORCReportonWIOSWebsite.pdf>

<sup>4</sup> <http://walkinourshoes.org/content/NORCReportonWIOSWebsite.pdf>

<sup>5</sup> <http://www.directingchange.org/wp-content/uploads/CalMHSA%20DC%20Eval%20Report.pdf>

<sup>6</sup> <http://www.directingchange.org/wp-content/uploads/CalMHSA%20DC%20Eval%20Report.pdf>

<sup>7</sup> [https://www.rand.org/pubs/research\\_reports/RR954.html](https://www.rand.org/pubs/research_reports/RR954.html)

<sup>8</sup> [https://www.rand.org/pubs/research\\_reports/RR954.html](https://www.rand.org/pubs/research_reports/RR954.html)