



CaIMHSA Prevention and Early Intervention Statewide Projects Abbreviated Summary & Key Activities Report

SUICIDE PREVENTION				
Program	Provider	Lead Contact	Contact Information	
1	Suicide Prevention Network Program	Didi Hirsch Psychiatric Services	Lyn Morris, Division Director	310-895-2305 or lmorris@didihirsch.org
Summary of Project	Didi Hirsch Mental Health Services' Suicide Prevention Center and a consortium of nine other crisis centers will achieve a suicide prevention-informed California. It will organize regional suicide prevention task forces, which will constitute the California Suicide Prevention Network. With representatives from schools, nonprofits, government, and medical centers, these task forces will take concrete steps to address service gaps/underserved populations. Each region will submit programs to the Best Practices Registry for Suicide Prevention for national use.			
Key Activities	Key Activity No. 1: Create Suicide Prevention Network Program (SPNP) Key Activity No. 2: Create needs assessment to create baseline Key Activity No. 3: Establish and lead regional task forces Key Activity No. 4: Provide quality management Key Activity No. 5: Develop and Disseminate effective resources Key Activity No. 6: Publicize Best Practice document of needs assessment			
2	Regional Local Suicide Prevention Capacity Building Program	Didi Hirsch Psychiatric Services	Lyn Morris, Division Director	310-895-2305 or lmorris@didihirsch.org
Area/Region	<i>A - Ventura, San Bernardino, Riverside, Orange, San Diego, Imperial & Los Angeles</i>			
Summary of Project	To save lives, Didi Hirsch's activities are helping to build capacity for Los Angeles and Orange Counties in addition to Imperial, San Diego, San Bernardino, Ventura and Riverside Counties, its Crisis Line, and warmlines. Suicide Prevention Center will work with Imperial, San Diego, San Bernardino, Ventura, and Riverside Counties to enhance suicide prevention; the Crisis Line will become their official hotline. Vietnamese- and Korean-speaking Crisis Line counselors will help people in underserved communities. Los Angeles County Department of Mental Health's ACCESS Center will extend warmlines' hours with an overnight line.			



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Program	Provider	Lead Contact	Contact Information
Key Activities	Key Activity No. 1: Hire staff for crisis line expansion with bilingual services Key Activity No. 2: Hire full-time county liaison to assist in providing county-centered suicide prevention services Key Activity No. 3: Extend hours of Three L.A. County warmlines Key Activity No. 4: Establish new ACCESS warmline operation Key Activity No. 5: Add 11pm to 3am shift to NAMI-OC warmline Key Activity No. 6: Establish the Southern California Warmline Network (SCWN)		
	Transitions Mental Health Association	Barry Johnson, Division Director	805-540-6540 or bjohnson@t-mha.org
Area/Region	<i>B - San Luis Obispo, Santa Barbara & Kern</i>		
Summary of Project	Transitions-Mental Health Association will pursue the following objectives: Become an American Association of Suicidology-accredited suicide call center for San Luis Obispo and Northern Santa Barbara Counties; participate in Department of Mental Health and Office of Suicide Prevention statewide consortium of crisis centers and the CalMHSA Statewide Coordination Workgroup; establish a Suicide Prevention online option, including confidential, real-time posting and commenting, as well as online depression/suicide screening; increase the role of consumer and family members in San Luis Obispo Hotline service delivery; assist Kern County and Southern Santa Barbara County in increasing hotline and peer warm-line capacity.		
Key Activities	Key Activity No. 1: Obtain AAS accreditation Key Activity No. 2: Establish warmlines in Santa Barbara County Key Activity No. 3: Establish regional network of providers Key Activity No. 4: Expand the role of Transition's Peer Advisory and Advocacy Team (PAAT) Key Activity No. 5: Develop protocols for identifying, evaluating and disseminating Best Practices		
	Family Services Agency of the Central Coast	Carly Galarneau, Assistant Program Director	831-459-9373 or carlygfsa@gmail.com
Area/Region	<i>C - Monterey & Santa Cruz</i>		
Summary of Project	Suicide Prevention Service of the Central Coast, an established provider of integrated suicide prevention and intervention services (including prevention education and twenty-four hour suicide crisis response), will implement best practices to achieve accreditation status via the American Association of Suicidology, launch Internet-based prevention and education tools, expand services for historically underserved groups, strengthen the safety net of local support services for high risk groups, employ diverse evaluation measures, and collaborate with regional and statewide partners.		

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Program		Provider	Lead Contact	Contact Information
Key Activities	Key Activity No. 1: Provide crisis response and accreditation Key Activity No. 2: Identify potential opportunities for technology and internet based prevention Key Activity No. 3: Provide educational outreach and training Key Activity No. 4: Build capacity for peer based support systems			
		Family Services Agency of Marin	Amy Faulstich, Project Coordinator	415-499-1193 ext. 3004 or afaulstich@sfamarin.org
<i>Area/Region</i>	<i>D - Marin, Sonoma, Napa, Lake, Mendocino & Solano</i>			
Summary of Project	The North Bay Suicide Prevention Project will expand accredited, locally responsive Crisis Hotline services and reduce suicide in six North Bay counties of Marin, Sonoma, Solano, Napa, Lake and Mendocino. By 2014, North Bay residents will have access to immediate, confidential, high quality and effective 24/7 Suicide Prevention Hotline services provided by lead agency Family Service Agency of Marin in collaboration with the six North Bay county governments.			
Key Activities	Key Activity No. 1: Expand Family Service Agency capacity to serve five additional counties Key Activity No. 2: Form and operate North Bay Suicide Prevention Regional Council Key Activity No. 3: Provide needs assessment Key Activity No. 4: Implement expanded five-county, 24/7 hotlines Key Activity No. 5: Develop county-specific local suicide prevention committees			
		San Francisco Suicide Prevention	Dave Paisley, Deputy Director	(415) 984-4900 ext. 106 or davidp@sfsuicide.org
<i>Area/Region</i>	<i>E - San Francisco, Santa Clara, San Mateo & Contra Costa</i>			
Summary of Project	San Francisco Suicide Prevention (SFSP) is the lead agency for this regional project representing San Francisco, Santa Clara, Contra Costa and San Mateo counties. The effort will expand suicide prevention services technologically and geographically, including development of electronic crisis counseling services, outreach to rural communities, improved capacity and capability of warm lines located in each county and improved outreach and services to African American, Asian/Pacific Islander, Latino, LGBTQ, adolescent, transition age young adults, mid-aged, and older adult communities.			
Key Activities	Key Activity No. 1: Design and implement Electronic Crisis Counselling Key Activity No. 2: Research rural outreach strategies use by other crisis centers Key Activity No. 3: Expand warmline outreach in the Bay Area Key Activity No. 4: Increase outreach to target populations Key Activity No. 5: Obtain AAS accreditation Key Activity No. 6: Provide technical support to other agencies			

SUICIDE PREVENTION			
Program	Provider	Lead Contact	Contact Information
	Institute on Aging Center	Patrick Arbore, Founder & Director	(415) 750-4111 or parbore@ioaging.org
<i>Area/Region</i>	<i>F - Sacramento, El Dorado, Placer, Yolo, Sutter/Yuba, Amador, Butte, Colusa, Glenn, Trinity, Humboldt, Siskiyou & Modoc</i>		
Summary of Project	Grant support would enable Center for Elderly Suicide Prevention (CESP) to augment and strengthen its senior warm line/hotline so it can best complement the work of traditional hotlines currently operating in the targeted counties; extend and develop CESP's suicide prevention efforts in collaboration with mental health agencies and other organizations in these rural counties and; develop a forum with colleagues in suicide prevention efforts state-wide to address the special needs of older adults.		
Key Activities	Key Activity No. 1: Increase the capacity of <i>The Friendship Line</i> hotline/warmline service to provide intervention and elderly suicide prevention services in the San Francisco Region Key Activity No. 2: Enhance the capacity of mental health services in elderly suicide prevention in rural communities in Northern California Key Activity No. 3: Collaborate on other statewide hotlines, warmlines and other intervention and elderly suicide prevention efforts		
	Kings View	Morrissa Holzman, LCSW	(559) 256-0100 ext. 3034 or mholzman@kingsview.org
<i>Area/Region</i>	<i>G – Calaveras, Fresno, Madera, Merced, Stanislaus & Tuolumne Counties</i>		
Summary of Project	Kings View will provide 4 major prevention services through this grant.: 1) Engage all key stakeholders, agencies and community groups in the 4 counties in establishing the most effective methods to publicize and “market” our suicide prevention project locally, 2) Establish and operate a 24/7 365 day Suicide Prevention Hotline 3) Develop and implement a marketing strategy/plan unique to each county, 4) Collect, record and analyze all data generated from presentations and call logs; improve quality of prevention services and hotline based on data collected; link and network with other CalMHSA programs.		
Key Activities	Key Activity No. 1: Implement local needs assessment Key Activity No. 2: Establish and operate the Central Valley suicide prevention hotline Key Activity No. 3: Market the suicide prevention hotline		

SUICIDE PREVENTION			
Program	Provider	Lead Contact	Contact Information
3	Regional Local Suicide Prevention Capacity Building Program Total Funding Amount : Social Marketing	AdEase	Stacey Nelson Smith, President 619-717-2359 or Stacey@adeaseonline.com
Summary of Project	AdEase’s objective is to increase public awareness that suicide is preventable and encourage help seeking behaviors. The campaign is centered on community and consumer voice, research, data driven decisions and evaluation, cultural and linguistic competence and collaboration and integration of existing efforts. The campaign’s reach is designed to effectively target the media, the general population of California and specific high-risk groups. It will permeate counties, communities and rural area as well as survivor peer groups.		
Key Activities	<p>Key Activity No. 1: Conduct baseline research data</p> <p>Key Activity No. 2: Develop campaign materials</p> <p>Key Activity No. 3: Develop and manage “Your Voice Counts” online forum</p> <p>Key Activity No. 4: Coordinate statewide representation and networking</p> <p>Key Activity No. 5: Develop website and search engine optimization</p> <p>Key Activity No. 6: Prepare and launch Physicians Campaign</p> <p>Key Activity No. 7: Conduct statewide media campaign</p> <p>Key Activity No.8: Develop, produce and distribute campaign tool kit</p> <p>Key Activity No. 9: Conduct social media campaign</p> <p>Key Activity No. 10: Statewide County Needs Assessment</p> <p>Key Activity No. 11: Coordinate statewide high school safe messaging video contest</p> <p>Key Activity No. 12: Provide bilingual media advocacy kit online</p> <p>Key Activity No. 13: Strengthen peer survivor support groups</p> <p>Key Activity No. 14: Conduct and distribute safe messaging compliance</p> <p>Key Activity No. 15: Facilitate media forums—partner with survivor groups</p> <p>Key Activity No. 16: Outreach to rural communities</p>		



SUICIDE PREVENTION			
Program	Provider	Lead Contact	Contact Information
4	Suicide Prevention Training Workforce Enhancement Program	LivingWorks	Jerry Swanner, Executive Director 910-867-8822 or jerry.swanner@livingworks.net
Summary of Project	LivingWorks will fulfill the CalMHSAs suicide prevention training objectives by offering a full suite of trainings for community gatekeepers, caregivers and others. These include ASIST, safeTALK and suicideTALK. The plan focuses on capacity to support statewide distribution and long-term sustainability by augmenting existing CA trainers with 300 new trainers. LivingWorks Education (LWE) will partner with National Suicide Prevention Line (NSPL) crisis centers in Los Angeles, Contra Costa and Sacramento to achieve its goal of training thousands in suicide intervention.		
Key Activities	Key Activity No. 1: Provide statewide representation, networking and coordination Key Activity No. 2: Provide report on resource development Key Activity No. 3: Train ASIST Trainers and build capacity Key Activity No. 4: Provide safe TALK Training of trainers Key Activity No. 5: Provide e-SuicideTALK licensing		



STIGMA AND DISCRIMINATION REDUCTION

Program		Provider	Lead Contact	Contact Information
1	Strategies for a Supportive Environment (SSEP), Component 1: Stigma and Discrimination Reduction Consortium	Adele James Consulting, Project Manager	Adele James	916-947-6092 adele@adelejamesconsulting.com
Summary of Project	The SDR Consortium will be established in order to build a diverse and interdisciplinary statewide presence to support and advance stigma and discrimination prevent activities in California, and to raise awareness and promote utilization of best practice strategies. The Consortium's role will include reviewing/commenting on SDR messaging, and messaging for the PEI Initiatives in general, to ensure a consistent messaging and exploration of strategies for how the Consortium can serve as the "hub" or "clearinghouse" for accessible and cultural relevant anti-stigma materials for California's diverse racial, ethnic and cultural populations and communities.			
Key Activities	Key Activity No. 1: Identify Potential Consortium Members Key Activity No. 2: Establish and Convene the Consortium Key Activity No. 3: Implement Strategies for Consortium Achievement Key Activity No. 4: Plan for Transition to Consumer/Client-Lead Organization			
	Strategies for a Supportive Environment (SSEP), Component 2: Social Marketing	Runyon Saltzman & Einhorn	Norma Rivera, Social Marketing Director	916-446-9900 or nrivera@rs-e.com
Summary of Project	Runyon Saltzman & Einhorn's (RS&E) plan delineates a comprehensive, holistic strategy of prevention and early intervention, youth mobilization and adult social influence that creates a bottom-up movement and rippling effect to significantly reduce stigma and discrimination against mental illness in California. RS&E's focus will be on change driven by a powerful social marketing campaign directed at tweens 11-13 and extended to youth 14-24 that evolves with vibrant youth-movement and media documentary influences on the key adult audiences who have power over people with mental illness (PWMI), i.e., teachers, doctors and employers. The communications team includes Inspire USA Foundation and its ReachOut.com. These voices, social marketing specialists, clinical experts and others have created a plan that will generate more than a half billion impressions in three years, including more than 100 million digital impressions as social marketing leverages the de-stigmatizing power of social media. Our fundamental strategic thinking is balanced between well-established best practices in social marketing and the reduction of stigma, as well as forward thinking on the dynamics of empowerment and social influence in the coming decade.			

STIGMA AND DISCRIMINATION REDUCTION			
Program	Provider	Lead Contact	Contact Information
Key Activities	<p>Key Activity No. 1: Provide strategic planning</p> <p>Key Activity No. 2: Conduct Pre/Post social marketing evaluation</p> <p>Key Activity No. 3: Develop and coordinate media planning and execution</p> <p>Key Activity No. 4: Develop advertising concept development</p> <p>Key Activity No. 5: Conduct qualitative testing</p> <p>Key Activity No. 6: Provide campaign execution development</p> <p>Key Activity No. 7: Provide campaign advertising production</p> <p>Key Activity No.8: Develop and launch ReachOut forums website</p> <p>Key Activity No.9: Create parent and caregiver outreach</p> <p>Key Activity No.10: Launch and conduct CPT documentary</p> <p>Key Activity No.11: Coordinate youth outreach</p> <p>Key Activity No.12: Provide technical assistance and training</p> <p>Key Activity No.13: Construct interactive microsite/mini-game development</p> <p>Key Activity No.14: Plan and develop anti-stigma arts network</p> <p>Key Activity No.15: Produce California Public Television (CPT) documentary</p> <p>Key Activity No. 16: Provide outreach to Asian communities</p>		
	<p>Strategies for a Supportive Environment (SSEP), Component 3: Capacity Building</p>	United Advocates for Children and Families	Sireyia Ratliff, Deputy Director 916-643-153 ext. 102 or sratliff@uacf4hope.org
Summary of Project	<p>United Advocates for Children and Families (UACF), and partners will address Program One: Strategies for a Supportive Environment Program; Component Three: Capacity Building; building toward the best possible potential for lasting stigma reduction that portrays social norms that recognize that mental health is integral to everyone's well-being. This proposal is built upon UACF's overarching philosophy that this project belongs to the people it serves, using the project as the vehicle to reach its destination. To ensure this, UACF has established multiple partnerships with an all-encompassing cadre of expert leaders that penetrate every culture, population, age and geographic location in the state.</p>		
Key Activities	<p>Key Activity No. 1: Generate county needs assessment</p> <p>Key Activity No. 2: Develop a master plan to direct and monitor implementation throughout the project</p> <p>Key Activity No. 3: Provide capacity building contact strategies countywide the initiative</p> <p>Key Activity No. 4: Public outreach and keynote speeches</p> <p>Key Activity No. 5: Develop sustainability plan</p> <p>Key Activity No. 7: Provide outcomes and program evaluation</p>		
2	<p>Values, Practices and Policies Program (VPPP), Component 1:</p>	Mental Health Association of San Francisco	Glen McClintock, 415-421-2926 or glen@mha-sf.org

STIGMA AND DISCRIMINATION REDUCTION				
Program	Provider	Lead Contact	Contact Information	
	Resource Development		Project Manager	
Summary of Project	Mental Health Association of San Francisco, with its partners, will develop a research and training Center to accomplish the objectives of the CalMHSA Resource Development (RD) and the Promising Practices Program (PPP) through assessment, curriculum development, training and dissemination of best SDR practices statewide. SDR training programs will be developed. In the case of the PPP, culturally effective and competent SDR programs will be disseminated through key community partner organizations.			
Key Activities	<p>Key Activity No. 1: Create and identify assessment indicators, tools and instruments for Stigma and Discrimination Reduction training programs</p> <p>Key Activity No. 2: Assess the presence, penetration and type of Stigma and Discrimination Reduction training programs and projects on a state, regional and county basis</p> <p>Key Activity No. 3: Evaluate existing Stigma and Discrimination Reduction training programs to determine their readiness for development as best-practice models</p> <p>Key Activity No. 4: Develop and promulgate best practices and policies of Stigma and Discrimination Reduction training programs, training and technical assistance</p> <p>Key Activity No. 5: Disseminate best training practices, information, manuals, toolkits and evaluation tools</p>			
	Values, Practices and Policies Program (VPPP), Component 2: Partnering with Media and the Entertainment Industry	Entertainment Industries Council, Inc.	Nedra Kline Weinreich, Program Manager	310-286-2721 or nweinreich@eiconline.org
Summary of Project	The Entertainment Industries Council, Inc. (EIC) proposes to successfully engage the entertainment industry in a communication strategy with the objective to increase accurate public understanding of mental health and the intent to decrease stigma and discrimination. The return on investment in this strategy has several measurements: quantifiable activities and outcomes; anecdotes from participants and recipients; and points of engagement designed to create and sustain awareness that causes behavior change. The entertainment industry is often overlooked as a prime distribution point, rather than the major partner it can be as defined in this program. The partnership is also based on inclusion of stakeholders that represent specific California constituencies, care providers, and thought leaders. The core of the partnership is a structured collaboration between those that have a message and those that can distribute it.			
Key Activities	<p>Key Activity No. 1: Provide assessment and analysis of existing media coverage and entertainment industry programming</p> <p>Key Activity No. 2: Conduct focus groups and interviews with members of the media and key stakeholders and report findings</p> <p>Key Activity No. 3: Provide strategy and materials development</p> <p>Key Activity No. 4: Conduct media trainings</p> <p>Key Activity No. 5: Coordinate with other CalMHSA initiatives</p> <p>Key Activity No.6: Conduct Entertainment Industries Council VPPP Evaluation</p>			
	Values, Practices and Policies Program (VPPP), Component 3: Promoting Integrated Health	Community Clinics Initiative	Dr. Karen W. Linkins, Project Director	480-471-7516 or Karen@desertvistaconsulting.com



STIGMA AND DISCRIMINATION REDUCTION			
Program	Provider	Lead Contact	Contact Information
Summary of Project	The Integrated Behavioral Health Project (IBHP), a program of Tides' Community Clinic Initiative (CCI), and three partner organizations will provide technical assistance and training to improve outcomes for underserved populations, while reducing associated stigma. IBHP will use its training curricula, tools, and networks to promote integrated practices. Emphasizing client participation, IBHP will reach new stakeholders, including colleges/universities, health plans, public officials, and school health services in addition to health and behavioral health agencies.		
Key Activities	Key Activity No. 1: Conduct statewide assessment Key Activity No. 2: Provide community training Key Activity No. 3: Provide stakeholder training Key Activity No. 4: Promote integration leveraging existing networks and dissemination channels		
	Values, Practices and Policies Program (VPPP), Component 4: Promoting Mental Health in the Workplace	TBD	TBD
Summary of Project	TBD		
Key Activities	TBD		
	Values, Practices and Policies Program (VPPP), Component 5: Reducing Stigma and Discrimination in Mental Health and System Partners	National Alliance on Mental Health (NAMI)	Steven Purcell, Program Manager 916-567-0163 or steven.purcell@namicalifornia.org
Summary of Project	The National Alliance on Mental Illness California (NAMI CA), in partnership with the Union of Pan Asian Communities (UPAC) and Pacific Clinics have designed a Reducing Stigma and Discrimination in Mental Health System Partners program with the goals of: enhancing existing, proven statewide stigma reduction programs; increasing capacity of NAMI CA's statewide network of more than 70 local affiliates to deliver culturally and linguistically competent SDR programs; conducting an evaluation of the success of these programs in reducing stigma and discrimination; coordinating and integrating efforts across the Student Mental Health and Suicide Prevention Programs; ensuring that our statewide network of NAMI Affiliates have the capacity to continue providing these services beyond the funding period.		

STIGMA AND DISCRIMINATION REDUCTION				
Program		Provider	Lead Contact	Contact Information
Key Activities	Key Activity No.1: Conduct statewide cultural competency assessment and training Key Activity No.2: Conduct "In Our Own Voice: Living with Mental Illness" (IOOV) training Key Activity No.3: Provide the NAMI provider education program Key Activity No.4: Conduct and train Parents and Teachers as Allies (PTA) program Key Activity No.5: Conduct Breaking the Silence training presentations			
3	Promising Practices Program (PPP)	Mental Health Association of San Francisco	Mary Lee	415-421-2926 ext. 312 or mary@mha-sf.org
Summary of Project	Mental Health Association of San Francisco, with its partners, will develop a research and training Center to accomplish the objectives of the CalMHSa Resource Development (RD) and the Promising Practices Program (PPP) through assessment, curriculum development, training and dissemination of best SDR practices statewide. In the RD program SDR training programs will be developed. In the case of the PPP, culturally effective and competent SDR programs will be disseminated through key community partner organizations.			
Key Activities	Key Activity No. 1: Develop research and evaluation team activities Key Activity No. 2: Provide training and technical assistance team activities Key Activity No. 3: Conduct outreach and dissemination team activities			
4	Advancing Policy to Eliminate Discrimination Program (APEDP)	Disability Rights California	Margaret Johnson, Advocacy Director	916-504-2263 or Margaret.jakobson@disabilityrightsca.org
Summary of Project	Disability Rights California will address stigma and discrimination by examining laws, policies, and practices; training community members on existing rights; and recommending needed policy changes. We will increase awareness of laws, policies and practices that address discrimination and support mental health services in non-traditional settings; identify those that contribute to stigma and discrimination and recommend changes; disseminate culturally-relevant and age appropriate best practice policies; and build capacity to continue the work after the grant term.			
Key Activities	Key Activity No.1: Create and facilitate resource development Key Activity No.2: Provide training and capacity development Key Activity No.3: Identify and analyze laws that foster discrimination Key Activity No. 4: Identify and analyze laws within criminal justice and allied systems Key Activity No.5: Coordinate with other initiatives			



STUDENT MENTAL HEALTH				
Program		Provider	Lead Contact	Contact Information
1	Statewide K-12	California Department of Education (CDE)	Monica Neopomuceno, Education Programs Consultant	916-323-2212 or mnepomuceno@cde.ca.gov
Summary of Project	The California Department of Education proposes to convene and assist in the facilitation of the Student Mental Health Policy Workgroup (SMHPW) with quarterly meetings beginning in 2012. The SMHPW will propose critical student mental health policy recommendations to the State Superintendent of Public Instruction and the California legislature. The CDE will expand the Training Educators through Recognition and Identification Strategies (TETRIS) project, increasing the number of trainings per year beginning 2012. These trainings provide high-quality professional development for school and district-level staff to support school sites and classrooms in recognizing children’s mental health disorders.			
Key Activities	Key Activity No. 1: Facilitate the Student Mental Health Policy Workgroup (SMHPW) Key Activity No. 2: Provide ongoing training of educators			
2	Regional K-12	California County Superintendents Educational Services Association (CCSESA)	Kate Osborn, Association Manager	916-446-3095 or kosborn@ccsesa.org
Summary of Project	CCSESA’s Regional K-12 Student Mental Health Initiative is based on a statewide framework of prevention and early intervention strategies for student mental health that preserves regional flexibility. CCSESA identified four major goals: (1) cross-system collaboration; (2) school-based demonstration programs; (3) education and training of education personnel, parents/caregivers, and community partners; and (4) technical assistance for school-based program development. These efforts will be achieved and sustained by building the capacity of existing systems and personnel.			
Key Activities	Key Activity No. 1: Develop regional plans for each region Key Activity No. 2: Build capacity to provide technical assistance for school-based mental health program development and implementation Key Activity No. 3: Facilitate policy and protocol changes across systems for prevention and early identification Key Activity No. 4: Build capacity to provide education and training of school and district personnel, parents/caregivers and community partners Key Activity No. 5: Implement school-based demonstration programs Key Activity No.6: Create an online statewide clearinghouse of resources and best practices Key Activity No. 7: Co-Chair the SMHPW with CDE			



STUDENT MENTAL HEALTH				
Program		Provider	Lead Contact	Contact Information
3	California State University	California State University Office of the Chancellor	Ray Murillo, Associate Director	562-951-4707 or rmurillo@calstate.edu
Summary of Project	Through its planning process, the CSU developed a proposal that seeks to impact the entire campus community, not just those experiencing psychological problems, thus the focus on prevention and early intervention. Four major system wide initiatives, data collection, electronic resources, social marketing campaign, and curriculum development, will be implemented to benefit the 23 campuses. The CSU campuses will also have the option of implementing individualized programs that meet particular campus needs.			
Key Activities	Key Activity No. 1: Conduct needs assessment and proposal process Key Activity No. 2: Collect benchmarking data Key Activity No. 3: Develop and maintain electronic resources Key Activity No. 4: Develop, disseminate and evaluate social marketing campaign Key Activity No. 5: Develop curriculum and training (Campus Sub-awards) Key Activity No. 6: Implement and evaluate Peer-to-Peer Programs (Campus Sub-awards) Key Activity No. 7: Implement and evaluate Suicide Prevention (Campus Sub-awards)			
4	California Community Colleges	California Community Colleges Office of the Chancellor	Betsy Sheldon, Specialist, MH Services	916-322-4004 or bsheldon@cccco.edu
Summary of Project	The SMHI, funded with MHSA Funds, is intended to focus on prevention strategies which address the mental health needs of students and advance the collaboration between educational settings and county services, which should form the foundation for future MHSA programs. This project is a partnership between the CCCCO and the Foundation for California Community Colleges (FCCC). The FCCC is the fiscal agent for this project and serves as the contractor. The Chancellor's Office will be the lead over the programmatic areas. Hereafter, the contractor will be referred to as "The CCC SMHP" to reflect this joint partnership. The main components of the CCC SMHP are the development and implementation of campus-based mini contracts to 12 colleges and a statewide training and technical assistance (TTA) system to support the contracts, regional training efforts, and resource development and dissemination. The CCC SMHP will also identify an online gatekeeper training program for faculty and staff. In addition, an external evaluator will be identified to develop a data and evaluation framework and assist in quality management and accountability efforts. Embedded in the above components are plans to continue work with stakeholder groups and the California State University (CSU) and University of California (UC) systems on select projects. Maintaining a focus on student veterans will be an important element of program implementation.			
Key Activities	Key Activity No. 1: Develop and implement CCC-Student Mental Health Program campus-based contracts Key Activity No. 2: Develop and implement statewide training and technical assistance Key Activity No. 3: Address the mental health needs of student veterans Key Activity No. 4: Provide suicide prevention gatekeeper training for faculty and staff			

STUDENT MENTAL HEALTH			
Program	Provider	Lead Contact	Contact Information
5	University of California	Regents of the University of California	Belinda Vea, Student Affairs Policy and Program Analyst Belinda.vea@ucop.edu
Summary of Project	UC proposes a system wide, two-phase initiative to address student mental health issues. Phase I includes developing and enhancing campus programs and services for peer-to-peer support, faculty/staff/student training, and suicide prevention. New or enhanced programs/services include: screening for distress and depression; training videos and manuals; educational programs to reduce mental health stigma, and discrimination and bystander training. Phase II includes strengthening UC's relationship with the CSU and CCC systems by collaborating on projects that increase access to services to all students within the systems, and provide outreach and extend resources statewide.		
Key Activities	Key Activity No. 1: Implement training programs to recognize and respond to students with mental health disorder-related behaviors Key Activity No. 2: Implement American Foundation for Suicide Prevention's Interactive Screening Program to each UC campus Key Activity No. 3: Create a system-wide social marketing campaign to disseminate information to students Key Activity No. 4: Develop a comprehensive web-based "clearinghouse" for program material, training manuals and other outreach material		



EVALUATION			
Program	Provider		Contact Information
1	Statewide Evaluation		RAND Audrey Burnam, Project Leader 310-393-0411 ext. 6370 or aburnam@rand.org
Summary of Project	The RAND Corporation shall plan and conduct a comprehensive three-year statewide evaluation of CaIMHSA’s Suicide Prevention, Stigma and Discrimination Reduction and Student Mental health (SMH) Initiatives. The evaluation plan will be strategic, by providing an integrative design across the three initiatives as well as establishing a broad public health evaluation framework that can be used for longer-term monitoring, furthering Prevention and Early Intervention (PEI) initiatives, and prioritizing evaluation efforts to maximize their usefulness for Program Partners, CaIMHSA, and other stakeholders such as the Counties, their providers, consumers, and family members. This evaluation will take into consideration that these one-time statewide funds should result in programs that have a statewide impact and provide a statewide foundation for counties to build upon for lasting results in the future.		
Key Activities	Key Activity No. 1: Develop the evaluation strategic plan and facilitate collaboration Key Activity No. 2: Implement efforts of program partners and key stakeholders toward an integrated evaluation Key Activity No. 3: Develop statewide PEI Evaluation framework Key Activity No. 4: Establish and operate the implementation of an evaluation strategic plan Key Activity No. 5: Conduct program evaluation to assess extent to which programs are meeting the statewide goals and objectives		

The following key activities apply to all Program Partners:

- Statewide Coordination and Representation
- Participation in CaIMHSA Statewide Evaluation
- Contract Management and Reporting
- Eight principles apply

