

**California Mental Health Services Authority (CalMHSA)
Board of Directors Meeting
December 13, 2012**

Director Ann Collentine's Update Report

Implementation Status

Stigma and Discrimination Reduction

- Capacity Building – United Advocates for Children and Families (UACF) has produced a needs assessment report on attitudes and beliefs regarding mental health stigma. Focus groups conducted among diverse populations statewide found that most did not know how to define mental health stigma and were unaware of efforts to reduce its impact. Those who identified as having a diagnosis of mental illness felt that they had been labeled unfairly, leading to negative perceptions of their character. Military respondents expressed the highest concern over the need to hide their diagnosis for fear of being shunned or losing job opportunities. This information informs the content of trainings and community roundtable activities. Roundtables have been conducted in Los Angeles and San Diego with future planning underway for roundtables in Humboldt, San Bernardino, Fresno and Santa Clara counties.
- Social Marketing Campaign – Runyon, Saltzman and Einhorn (RSE) used baseline survey findings to refine approaches for reaching middle school youth ages 11 to 13. The survey was conducted in English and Spanish, and found that overall knowledge of mental illness is low, confirming misconceptions and stereotypes. For example, 80% believe that, “people with mental illness are more likely to act in ways you don’t expect” while two-thirds believe that “violent behavior is a form of serious mental illness.” More encouraging findings are that youth see mental illness as a highly relevant subject—9 out of 10 believe that “young people my age can have a mental illness just like adults” and 61% believe it is “very common in the U.S.” With this information the 11 to 13 year-old focus has been revised and will reach and educate children ages 9 to 13.
- Partnering with Media – Data collected by the Entertainment Industries Council (EIC) for their SDR baseline survey on adults (<http://bit.ly/MHNewsAnalysis>) confirmed a prevalence of stereotypical attitudes and ambivalence toward stigma’s impact, especially among Hispanics and Asian/Pacific Islanders. Findings from a media analysis of the largest newspapers statewide further establish stigma’s prevalence. In English language media, negative portrayals of people with mental illness (37.1%) outnumber the positive (24%), but 51.1% of stories acknowledge treatment and 54.5% provide sources for help-seeking. In

Spanish language media, 70% of the portrayals were negative, with only 14% acknowledging treatment and 1% providing sources for help-seeking.

- Another SDR highlight is the launch of an aggressive timeline for RSE's PBS documentary. Field shooting planning and production began on November 26th, and will be completed by February 15th; at this time video review and scripting will begin. The video will be completed and presented to CalMHSA staff for input by March 15th. Initial editing will be completed by April 24th, with final edits and review occurring the last week of April. The projected completion date is May 6th – 8th, with copies distributed to stations to air on public access TV stations the week of May 20th – 24th.

Suicide Prevention

- California Suicide Prevention Network Program – Didi Hirsch Mental Health Services is partnering with crisis centers around the state to organize regional task force meetings. The purpose of these task forces is to improve regional suicide prevention efforts and develop or identify best practices. Ultimately, one best practice from each region will be submitted to the national Best Practices Registry. Best Practices Planning Committees are convening in each region in the next two months to review data and select priority topics to be addressed by best practices. County input into this process is sought through these committees and upcoming regional conference calls. More information for each region can be found at <http://yourvoicecounts.org/workgroups>.
- Regional Crisis Center Capacity Building - Crisis centers are increasing access to Californians by offering services in additional languages and through online and mobile services. Program investments include training, technology (e.g., improving data collection), improved practices and adherence to standards (e.g., accreditation). Recent examples of regional capacity building efforts and accomplishments include:
 - Achievement and maintenance of accreditation from a nationally recognized organization; requires adherence to standards of service for persons in crisis and focuses on self-evaluation to improve service. Newly accredited or reaccredited crisis centers include:
 - The Institute on Aging (IOA) – serving the Superior and North Central regions
 - Santa Clara County Mental Health Department
 - Contra Costa Crisis Services – accredited for online crisis services
 - *Santa Clara and Contra Costa are partners with San Francisco Suicide Prevention.*
 - Increased call volumes to crisis and warm line services:
 - The IOA Friendship Line team responded to 679 calls from older adults in the Superior Region during last quarter. IOA will continue to

increase the visibility of the Friendship Line in this region. Didi Hirsch Mental Health Services established the Los Angeles Warm line through the DMH ACCESS Center, which provides nocturnal coverage for three Los Angeles Warm lines. Since its launch in July, the Los Angeles Warm line has taken over 1,500 calls.

- New online crisis services:
 - Crisis Chat Instant Messaging (IM) services are now available through The Effort (www.effortsuicideprevention.org). Service availability is posted on the Website; current hours of operation will increase.
- Suicide Prevention Social Marketing Campaign – The Know the Signs Campaign is blanketing television, online and print outlets with suicide prevention messages in English and Spanish. The Know the Signs campaign suicide prevention (SP) awareness efforts are reaching communities throughout California through television programs in Bakersfield, Chico, Eureka, Fresno, Mono, Monterey, Sacramento, Siskiyou, Yuma and others, as well as in print and online. Know the Signs is featured on the Univision Website, in web banners on over 1,000 websites and in Time, Sports Illustrated, Newsweek, The Week and People Magazine. The campaign's Website, www.suicideispreventable.org, has had over 57,000 visitors since it launched in October.
- Suicide Prevention Training - LivingWorks, together with their partner organizations Didi Hirsch, The Effort and Contra Costa Crisis Center, have achieved the following training deliverables to date:
 - Certified 139 ASIST Trainers in six ASIST Training for Trainers sessions. These trainers have conducted 59 ASIST Workshops, training 1,188 individuals in suicide intervention. An additional ASIST Training for Trainers was held on December 6th – 7th in Southern California.
 - Developed an electronic version of suicideTALK, which will be available in January 2013.
 - Certified 31 safeTALK Trainers in three safeTALK Training for Trainers sessions. Several safeTALK T4Ts are scheduled for early 2013.

Student Mental Health

- Numerous highlights have been featured in previous issues of CalMHSA Express:

- <http://www.sacbee.com/2012/09/05/4787363/grants-bolster-sacramentostates.html>;
 - <http://collegian.csufresno.edu/2012/09/12/health-center-promotes-suicideprevention-week/>; www.cccco.edu/mentalhealth.
- SMHI has been the frequent collaborations between other SP and SDR partners and our school partners at all educational levels. The partnership with SMHI has translated into ready access to education systems that previously could only be impacted by developing relationships with individual campuses which, while valuable in most situations, was time-consuming for efforts to reach a broader system. One example is the inclusion of NAMI as a presenter for the California Department of Education (CDE) Training Educators through Recognition and Identification Strategies being implemented throughout the state. Other SMHI activities focused on the regions and campuses being served by CalMHSA projects.
 - General areas of interest include the following:
 - Training and Suicide Prevention – The California County Superintendents Educational Services Association (CCSESA), the University of California (UC),
 - California Community Colleges (CCC), CDE and California State University (CSU) have all provided trainings for students, faculty and staff on topics ranging from bullying prevention to Mental Health First Aid, SP and others. In total, more than 6,500 faculty, staff and students have participated in trainings related to student mental health. In addition, by June 2014, all 112 CCC campuses will be trained on the use of the Kognito suicide prevention program.
 - Fresno City College completed its first Mental Health First Aid Training on November 16th and 17th: The event, which instructed participants how to recognize the warning signs of suicide and assist someone who may be dealing with mental health issues, was very well-attended and received favorable reviews.
 - UC Berkeley Offers Depression Screenings to Over 1,000 Students Living in the Residence Halls: UC Berkeley’s Counseling and Psychological Services (CAPS), in collaboration with the Office of Student Development, introduced the American Foundation for Suicide Prevention’s Interactive Screening Program (ISP) to over 1,000 students living in the residence halls this fall. The ISP invites students to take an online stress and depression questionnaire and to communicate anonymously with a psychologist at CAPS discussing their results. Many of the students living in the residence halls are first-year freshmen and transfer students who may experience difficulty transitioning to life at UC Berkeley, with consequences to their

academic performance, emotional well-being and mental health. The ISP has been received very positively by both students and hall staff.

- CCSESA¹ K-12 Regional Initiative – Goals and objectives for the Regional K-12 Student Mental Health Initiative included training plans to be developed by June 30, 2012 and demonstration sites to be identified by September 30, 2012. While several training events were delivered from July to September 2012, most training opportunities for this project were scheduled to begin in October/November 2012, following the opening of the school year:
 - Through training and collaborative meetings, the 11 Regions reported serving a total of 6,626 participants, reaching program partners and stakeholders from the 58 counties in the state. The reported events included 22 trainings, with 5,301 participants and approximately 50 collaborative meetings at the county and regional levels, documenting 1,325 participants.
- All 11 Regions reported collaboration and consultation with multiple CalMHSA Program Partners. For example, all regions distributed Directing Change materials and made presentations about the PSA contest, reaching districts and schools serving high school students throughout the state. California school districts serve 1,981,824 students in grades 9-12.
- All 11 Regions reported implementation of activities and strategies to address cultural and linguistic competence.
- Campus Grants – CSU and CCC campuses are in the process of implementing their campus subgrants. The broad spectrum of programs includes: SP activities, veterans SP, Active Minds chapters being started on campuses, peer training programs and sponsorship of campus events focused on preventing stigma and suicides through improved awareness of the importance of student mental health and wellness.

Communication

CalMHSA Express

One of the on-going challenges of implementing all three PEI Statewide Initiatives simultaneously is communicating to our board members and our numerous stakeholders about the projects being implemented by CalMHSA and our program partners. The CalMHSA Express was launched to provide quick information to board

¹ California County Superintendents Educational Services Association

and stakeholders in a timely way without overwhelming readers with too much information. The most current CalMHSA Express, along with archived issues, is viewable on the CalMHSA Website at:

<http://calmhsa.org/documents/newsletters-reports/>.

CalMatrix Dashboards

Dashboard as of December 13, 2012. As statewide initiatives continue being implemented and further quarterly reports are received, dashboards will be further redefined and provide additional information.

Training/Technical Assistance and Capacity Building

A cohort of counties is continuing to fund the Training, Technical Assistance and Capacity Building (TTACB) program in FY 2012-13 and 2013-14 in order to receive technical assistance from the RAND/SRI team, and participate in regional evaluation activities. Based on recommendations from counties, Phase II activities will focus on continued provision of technical assistance to counties and biannual regional data workgroup meetings. Content for the workgroups may include the following:

- Work with counties to develop logic models, standardized core descriptive program information and effective ways to communicate about the delivery of existing county PEI programs—the activities being carried out by these programs, the number and types of individuals who are the targets of these programs, and the number who are being reached by these programs using an emotional well-being framework.
- Develop approaches for counties to collect, enter, analyze and report on outcomes using standard software that is easily available and low cost to use (e.g., outcome measures for emotional well-being for adults and children.)

Evaluation

RAND's revised [Statewide PEI Evaluation Strategic Plan](#)—issued November 9, 2012—forms the foundation for CalMHSA's comprehensive approach to delivering on the Prop. 63 mandate for rigorous program evaluation. RAND is now working to implement the

revised plan. They will be providing a primer (a.k.a., a user's guide) in the coming weeks which aims to help counties and interested parties in navigating the evaluation strategic plan and to provide suggestions on how its contents could be informative to local efforts. Three peer-reviewed literature reviews for SDR, SP and SMHI are moving through the RAND publication process and will be available within weeks. These reviews provide an analysis of existing evidence in these areas, gaps in evidence and determine the basis for the statewide evaluation.