

Stigma and Discrimination Reduction (SDR) Programs

As 2013 comes to a close, significant progress has been made in one of the critical intervention areas of the SDR component that often goes unnoticed - addressing systemic and institutional policies and practices that result in discrimination or that perpetuate stigma. Several of SDR program partners are tasked with developing policies, protocols, and procedures that aim to result in long-term sustainable social change and that will eliminate stigma and resulting discrimination. Below are some examples of this work conducted by DRC.

Disability Rights California -

- ***Policy papers to identify needed system change*** – Several Papers are in final stages of development that identify and provide recommendations for system changes needed (e.g. hospitalization diversion, respite and crisis services, supporting youth with mental health challenges transition to community college) and that uphold civil and legal rights (mental health parity, housing, disabled student services, employment). For example, the Youth Advisory Group that Mental Health Advocacy Services (MHAS) convened is developing one paper with recommendations on both policy and trainings needs to ensure that reasonable accommodations for students with mental health challenges are known, accessible and enforced on community college campuses. Another policy paper on First Responders will provide recommendations on model training programs on how best to respond to individuals experiencing a mental health crisis that will be shared with the California Commission on Police Officer Standards and Training (POST).
- ***Raising Awareness of Rights under Mental Health Parity and Support for Enforcement*** – DRC is developing a series of tools to support the meaningful implementation and expansion of parity. There is a need to ensure that current and future enrollees know about the effective behavioral health services for which they may qualify and the complaint procedures and other recourse available to ensure receipt of this necessary assistance. DRC is providing outreach, education and advocacy to ensure that people have information and assistance to exercise their rights and reduce discrimination under state and federal parity laws.
- ***Tools and Resources for Key Policymakers*** - DRC has developed a comprehensive toolkit that identifies state and federal legal provisions that reduce mental health stigma and discrimination and encourage community and non-traditional services. DRC has created an SDR filter for legislative staff and advocates to use to ensure that proposal legislation does not result in discrimination or perpetuate stigma. Finally, based on the work and the learning DRC has been undertaking with the CalMHSA project, legislation to address systemic stigma and resulting discrimination may be proposed by DRC in January. Work to see this legislation through would be funded by other resources.
- ***Training*** – DRC has done several trainings of key partners such as Bar Association members, education legal advocates, college/ university disability program administrators, and consumers and family members (over 1,430 have been reached statewide). Trainings can be tailored but are based on over 30 topics ranging from Special Education Law to

Housing Discrimination and Supportive Housing. DRC has 31 fact sheets on a variety of civil rights issues and resources, of which 21 have been translated into 14 different languages.

To access these resources visit:

<http://www.disabilityrightsca.org//CalMHSA/CalMHSAfactsheets.html> or Contact DRC Program Manager Margaret Johnson at margaret.jakobson@disabilityrightsca.org or CalMHSA Senior Program Manager Stephanie Welch at stephanie.welch@calmhsa.org.

RAND's Interim Evaluation Products/ Publications Complete In December

The following is a list of public documents being developed for external dissemination:

- Executive summary which includes a commentary section
- Summaries or brief stand-alone reports specific to each initiative area (SP, SDR and SMH)
- Summary or brief stand-alone report on the Baseline survey findings
- A series of two-page fact sheets that will report on capacities built and reach achieved for SP, SDR, SMH, the Baseline Survey, and a general overview that highlights achievements and progress to date

The SEE Team will meet December 10th to review available RAND publications and to provide input on future publications for 2014. In addition, SEE Team members will discuss individual program evaluation activities underway in SDR Social Marketing and the California Community Colleges programs.

Suicide Prevention Social Marketing Campaign

Know the Signs (KTS) Launches: The second flight of the Know the Signs (KTS) campaign is well underway and runs through January. The second phase is designed to maximize impact and recall and specially to direct helpers of those at risk to the available suicide prevention resources. The Media Plan consists of statewide cable, out of home, online, cinema media and magazines. 30% of the plan in Spanish language and this media buy will result in up to 50% added value (free media) units in magazines, cable, online and out of home.

(Insert any results if we get them from Richelle).

Each Mind Matters Presents

The Directing Change

Student Video Contest

TAKE ACTION BY **CREATING 60-SECOND** PUBLIC SERVICE ANNOUNCEMENTS TO **END THE SILENCE** ABOUT MENTAL ILLNESS AND **PREVENT SUICIDE. THE WINNING VIDEO** TEAM WILL **WIN \$500** AND **WILL BE RECOGNIZED** FOR THEIR CINEMATIC ACHIEVEMENT AT THE **AWARD CEREMONY.**

SUBMISSIONS ARE DUE FEBRUARY 1, 2014.

VISIT www.DirectingChange.org FOR CONTEST RULES AND INFORMATION.

NAMI National Alliance on Mental Illness
CalMHSA California Mental Health Services Authority
KNOW THE SIGNS Pain Isn't Always Obvious. Suicide Is Preventable.
EACH MIND MATTERS California's National Center for Mental Health Promotion
UNIVERSITY OF CALIFORNIA
To keep up with the latest updates, follow 'Directing Change CA' on Facebook

Directing Change 2014 Is Underway: High schools across the state received information regarding the Student 60-Second Video Contest Directing Change which aims to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students. This year NAMI-California and the Ending the Silence Program will be an enhanced partner supporting the work behind the refined “Ending the Silence of Mental Illness” Category. In addition, the University of California is also participating in Directing Change. Submissions are due February 1, 2014. To learn more visit www.directingchange.org or email Stan Collins at stan@directingchange.org

Suicide Prevention Program Updates

Additional Crisis Centers Obtain American Association of Suicidology (AAS) Accreditation:

Three crisis centers recently obtained AAS accreditation for their suicide prevention hotlines: the Family Service Agency of the Central Coast Suicide Prevention Service, the Kern County Crisis Hotline and Access Center and the Transitions Mental Health Association SLO Hotline. This represents improved policies and procedures and adherence to national standards and best practices. In addition, centers that are AAS accredited are eligible to participate in the National Suicide Prevention Lifeline. Congratulations to all three centers on this significant accomplishment.

New Online Crisis Chat Service Launched in San Diego County: In August 2013, the San Diego Access and Crisis Line operated by Optum launched chat services to support people who are looking for assistance with emotional or behavioral concerns. This service is a partnership between Optum, Didi Hirsch, and is funded by counties through CalMHSA. Heather Aston, Manager of the San Diego Access and Crisis Line comments: "One of our goals is to reach other populations that find talking about, or accessing mental health services challenging. Our hope is to be able to assist someone in crisis that needs to talk to someone but may not have otherwise reached out for help. On average one San Diegan dies every day. That is one person each day too many. Chat is another resource our community needs to help prevent suicide." San Diego County residents may chat with a counselor by visiting: www.optumhealthsandiego.com or www.up2sd.org

Increased Crisis Call Volume Reported: Crisis centers are experiencing increased call volume. For example, the Institute on Aging Friendship Line for older adults reports a 6.9% increase in call volume from the previous quarter, with over 20,000 calls recorded between July and September 2013. This increase is inclusive of counties with historically low call volume such as rural and frontier counties. Over the past two years, call volume from the Superior region to the Friendship Line has increased by 57.8%. Increased call volume may be attributed to the efforts of crisis centers to conduct outreach and marketing in counties and the *Know the Signs* suicide prevention campaign, which promotes local crisis centers as a key community resource.

Suicide Crisis Centers Partner to Collect Common Metrics: Ten crisis centers in California partnered to identify key data elements relevant to crisis callers (e.g. demographic data, risk level, etc.) and came to consensus regarding the collection of these common metrics. Since June 2013, data has been collected by each center and aggregated into a single report that can help to identify utilization and trends.

Preliminary findings suggest that the age group that most accessed the crisis lines were callers between the ages of 45-54 (22% of all calls). Caucasian/White callers account for 57% of calls to crisis lines, followed by callers who self-identified as Hispanic/Latino (14%). Based on these

results, we find a gender distribution of 62% female callers (38% male). Callers report that mental health concerns and suicidal content are the top two reasons for calling a crisis line. Of callers who identified as having the highest suicidal intent at the start of the call, 56% of them report lower suicidal intent by the end of the call (N=958). A summary data report may be accessed online: <https://drive.google.com/file/d/0B3srQgeTjXA9aWFjWWWhTV0dsZkk/edit?usp=sharing>

Contra Costa Crisis Center Recognized as Premiere Service Provider in Their County: This fall, the Contra Costa Crisis Center was one of seven nonprofits featured in the 2013-14 Leshner Center for the Arts NEWSMAKERS: Speaker Series; the Crisis Center was recognized as part of the speaking engagement of world renowned journalist, Dan Rather. Contra Costa Crisis Center is a CalMHSA program partner through the Suicide Prevention Capacity Building program.

Additional Suicide Prevention Training for Trainers Offered ([ASIST](#) and [safeTALK](#) curricula): A calendar of training opportunities for the current year is now available. For more information, please contact Kathleen Snyder at Contra Costa Crisis Center, 925.939.1916 ext. 147, kathleens@crisis-center.org

Student Mental Health Initiative

The activities of the Student Mental Health Initiative reach across California from the most populated counties to the least populated counties, from teachers, to students, to athletic coaches and family. During the period of July-September more than 25,000 individuals were provided training by SMHI program partners on topics ranging from mental health awareness and suicide prevention to bullying prevention. The power of reaching California's public education systems from pre-K -12 through higher education systems on topics of student wellness including suicide prevention has generated national interest in this partnership. Highlights from recent activities resulting from this partnership included the following:

- ***UC Riverside Provides Training for Power of the Peers Members,***
 - ***UC Santa Barbara "#saysomething" Campaign Reaches Beyond Campus: With a new partnership between UCSB and Santa Barbara County, the campuses' new suicide prevention campaign "#saysomething" has grown to educate the community and encourage open conversations about mental health and suicide prevention***
 - ***North Star Counseling Center Reaches Inyo and Mono County Students***
- ***UCI's successful student mental health initiatives were featured at the Orange County "Out of Darkness Community Walk," the American Foundation for Suicide Prevention's signature fundraising campaign for suicide prevention,***



- *Sierra College Pride Days Incorporates Talk About Mental Wellness,*
- *UC Davis Trains Resident Advisors and Assistants on Recognizing and Responding to Students in Distress:*
- *UC Davis Holds Each Aggie Matters Depression Screening*
- *Cuesta Community College in San Luis Obispo Creates Video for Mental Health Outreach*

The impact of these prevention activities in SMHI help build a foundation for systemic change.

Training/Technical Assistance and Capacity Building

A cohort of counties is continuing to fund the Training, Technical Assistance and Capacity Building (TTACB) program in 2013-14 in order to receive technical assistance from the RAND/SRI team, and participate in regional evaluation activities. Based on recommendations from participating counties, a technical assistance resource is offered in each quarter:

- A Program Level Data Collection Webinar was offered in September and October 2013. Resources include a data collection form and an Excel form that produces graphic displays of data for slides or reports. Please contact Sarah Brichler if you are interested in receiving copies of these tools, which may support counties in describing and communicating about program activities. An archived version of this webinar will be available in the near future.
- A series of Advanced Getting to Outcomes (GTO) - Analysis and Decision Making Webinars were offered in November and December 2013. The webinars focused on utilizing data to make decisions and improve the delivery of programs to reach desired outcomes. This webinar will also be available in an archived format.
- County PEI Data Systems – Facilitated Work Group: Planned for February or March 2014, the work group will provide a forum for counties to discuss data systems for tracking participation and outcomes for PEI programs, share their experiences and benefit from hearing about lessons learned. RAND will provide structured facilitation for main and breakout sessions (e.g., those with data systems, those contemplating data systems).
- Evaluation Approaches for Different Kinds of PEI Programs – Work Group: This one-day work group will focus on presenting evaluation approaches developed by RAND for the CalMHSA evaluation and specifically for county programs that conduct different types of activities—training and education, dissemination of information, networking and collaboration, social marketing, screening and referral, and evidence based programs. The evaluation approaches include development of logic models, identification of core activities, developing evaluation questions and a design, and collecting and analyzing data. It is anticipated that these work groups will occur in May–June, 2014 in several locations around the state.

Please contact Sarah Brichler at 916-859-4827 or sarah.brichler@calmhsa.org with any questions.