Student Mental Health Initiative K-12 Presentation
Tuesday, June 10, 2014

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Your Social Marketer

What is CalMHSA?

The California Mental Health Services Authority (CalMHSA) is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention Programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop 63).

The CalMHSA Initiatives

- Student Mental Health
- Stigma and Discrimination Reduction
- Suicide Prevention

Leveraging opportunities between initiatives

Synergy across initiatives
Goals:

- Improve student mental health
- Increase access to appropriate mental health services
- Decrease negative mental health related school outcomes, such as school dropout

Campaign Reach
Impacts to Date: Statewide

Student Mental Health

- Nearly 400,000 students and educators were trained, received technical assistance or participated directly in a school demonstration project
- To date, 69,000 UC students have been screened for depression and suicidal ideation
- Students, Faculty and Staff Reached:
  - Community Colleges: over 79,000
  - California State University: nearly 169,000
  - University of California: nearly 172,000
The first recommendation of the SMHPW is to incorporate into educational credentialing programs a curriculum which would enable educators to identify, reach, and teach students affected by mental health conditions and promote school environments and strategies that improve school climate and positive discipline. This recommendation was adopted by the California Commission on Teacher Credentialing in the fall of 2013, for the Administrator Credentialing Program.

Leveraging Student Mental Health

- A mental health education program for high school students
- Students learn signs and symptoms of various mental illnesses
- They are given ideas about how to help themselves, friends or family members in need of support
- They receive personal testimony from a person living with a mental health condition about their journey to recovery
- As of April 2014, Ending the Silence has:
  - Given 491 presentations to youth,
  - reaching 14,574 students,
  - in 18 counties
Contact Information

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California Community Colleges Student Mental Health Program

Transition Age Foster Youth
Mental Health Awareness and Wellness Training Project

Presented at the Mental Health Services Oversight & Accountability Commission Meeting
June 10, 2014
Why focus efforts on transition age foster youth?

- Former foster youth experience Post Traumatic Stress Disorder at twice the rate of US war veterans.
- More than half of children in foster care have moderate to severe mental health problems.
- Only 23% of children who are in foster care for at least 12 months received mental health services (National Survey of Child and Adolescent Well-Being, 2003).

Transition Age Youth (TAY) Demographics

In California there are currently 13,893 TAY (ages 16-20)*

- 43% Hispanic/Latino
- 29% African American
- 30% Asian/Pacific Islander
- 23% Caucasian
- 1.3% Native American
- .06% Unknown

*Source: http://cssr.berkeley.edu/ucb_childwelfare
What is the CCC SMHP TAY Training Project?

The CCC SMHP TAY project, which is a part of the larger statewide CCC SMHP, is designed to provide wellness and mental health awareness training to current and former foster youth ages 16-25.

During project development, our team worked with over 200 youth and campus staff to develop culturally competent, age appropriate curriculum and resource materials.

The CCC SMHP TAY project is integrated into existing community college based foster youth services programs, which will promote sustainability of the effort.

What materials are available through the CCC SMHP TAY Project?

Curriculum includes extensive resources focused on general wellness, leadership development, self advocacy and peer to peer mentoring. Components include:

- Basic mental health and wellness curriculum (12 hours)
- Supplemental mental health and wellness curriculum (9 hours)
- Youth activity workbook
- Peer-to-peer support group toolkit
- Referral network development toolkit
Handouts and Resources

- CCC SMHP TAY Information Sheet
- CCC SMHP Foster Youth Fact Sheet
- CCC SMHP site map by county
- CCC SMHP TAY contact information by site/county
The CCC SMHP TAY project materials are available to all partners and stakeholders interested in using the materials. To date, CCC SMHP TAY materials have been to counties upon request.

For additional information please contact Colleen Ammerman at Cammerman@foundationccc.org
Regional K-12 Student Mental Health Initiative

Presentation Agenda

- Program Structure and Organization
- Program Goals and Strategies
- Clearinghouse of Evidence-Based Programs
- Online Data Collection System
- Progress and Outcomes - Jan 2013 - Mar 2014

Regional K-12 SMHI: Target Population

California’s Public Education System

- County offices of education: 58
- School districts: 1,043
- Schools: 10,300
- Teachers: 300,000
- Students in grades K-12: 6,221,000

Statewide focus on grades K-8, with links to Pre-K and high school
### Regional K-12 SMHI: Target Population

#### California’s Diverse Student Population

<table>
<thead>
<tr>
<th>Statewide Ethnic Distribution among Public School Students</th>
<th>% of Population</th>
<th>Most Commonly Spoken Non English Languages</th>
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<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>52.0%</td>
<td>Spanish</td>
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<tr>
<td>White not Hispanic</td>
<td>26.0%</td>
<td>Vietnamese</td>
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<tr>
<td>Asian</td>
<td>9.0%</td>
<td>Filipino (Filipino or Tagalog)</td>
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<td>African American</td>
<td>7.0%</td>
<td>Cantonese</td>
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<td>Filipino</td>
<td>2.5%</td>
<td>Mandarin (Putonghua)</td>
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<tr>
<td>Multiple Responses</td>
<td>2.0%</td>
<td>Korean</td>
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<tr>
<td>American Native/Native Alaskan</td>
<td>.8%</td>
<td>Hmong</td>
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<td>Pacific Islander</td>
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<td>Arabic</td>
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<td>Khmer (Cambodian)</td>
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#### Regional K-12 SMHI: Program Structure

- 11 CCSESA Regions covering all 58 California counties
- 11 Regional Lead County Offices of Education
- Common goals and focus areas for all 11 regions
- Regional/county level activities to meet local needs
- Sacramento County Office of Education coordinates regional activities
Statewide Organization - Eleven Service Regions

California County Superintendents Educational Services Association (CCSESA)

1. North Coast
2. Northeastern
3. Capital
4. Bay
5. South Bay
6. Delta Sierra
7. Central Valley
8. Costa Del Sur
9. Southern
10. RIMS
11. Los Angeles

Program Goals and Strategies

Four Major Goal Areas

- Cross-System Collaboration
- School-Based Demonstration Programs
- Education and Training
- Technical Assistance
Cross-System Collaboration

Cross-System Leadership Consortia
- Identify or form one consortium per county
- Focus on student mental health

Cross-System Collaboration Survey
- Annual on-line survey of each county consortium
- Report levels of participation

School-Based Demonstration Programs

Online Clearinghouse
- Create a clearinghouse of resources and best practices
- Age-appropriate
- Culturally relevant
- Evidence-based

Meet Local Needs with Best Practices
- Identify and target positive school climate and cultural needs
- Prioritize student mental health focus areas
- Promote systemic, school-wide, evidence-based practices

Establish Demonstration Programs
- Identify, promote and share promising school practices
- Utilize resources and best practices from the online clearinghouse
- Increase offerings of best practices at selected sites
Clearinghouse Web Site
www.regionalk12smhi.org

- Resources
- Demonstration Programs
- Search Features
- Establish a Profile and Receive Monthly Updates
- Featured Resources
- Obtain Regional Lead contact information
- Learn more about CCESA’s SMHI project
- Portal for Regional Lead Data System

Clearinghouse Resource Topics

Search the Clearinghouse by Topic, and by age group, target population and other criteria
**Education, Training & Technical Assistance**

**Education and Training Infrastructure in Each Region**
- School personnel, parents & community stakeholders
- Build capacity and resources

**Increase Expertise and Evidence-Based Practices**
- Address student mental health and wellness
- Implement prevention & early identification strategies

**Provide Technical Assistance**
- Support development, implementation and sustainability of school-based student mental health programs

**Demonstration Program Examples**

**Evidence-based Prevention & Early Intervention Programs**
- School Climate – Positive Behavioral Interventions and Supports (PBIS) and similar programs
- Bullying/Cyberbullying Prevention and Intervention
- Suicide Prevention and Supports
- Social-Emotional Skills Instruction
- School-based Counseling and Early Identification
- Parent Education and Supports
- Related instruction and supports, including prevention/intervention of alcohol and other drugs; eating disorders; violence or aggressive behavior
Progress Monitoring and Evaluation

- **Online Data Collection System**
  - Process Monitoring
  - Progress Monitoring
  - Quality Control
  - Quarterly Reporting for CalMHSA
  - Sharing Data with RAND for Statewide Evaluation

Statewide Progress and Outcomes
January 2013 – March 2014

**Cross System Collaboration**
- 837 Consortium Meetings
- 12,907 Cross-System Participants
- 41% Response Rate to Annual Cross-system Collaboration Survey

**Clearinghouse Activity**
- 274 Resources
- 3,470 Visits to the site per quarter
- 11,096 Page Views per quarter
- 315 Registered Users

**Demonstration Programs**
- 272 Programs in 11 Regions
- 23,782 adults and 109,693 students received direct training/services
- Estimated reach to 2,415,107 students

**Education and Training**
- 1,396 Trainings
- 49,542 Participants
- 9,039 Training Evaluations
Regional K-12 SMHI: Contact Information

- Sandra Morales, Assistant Executive Director, California County Superintendents Educational Services Association at smorales@ccsesa.org
- Cheryl Raney, Director, Prevention & Student Services, Sacramento County Office of Education at craney@scoe.net
- Pamela Robinson, Director, Student Mental Health Programs, Sacramento County Office of Education at probinso@scoe.net

WALK IN OUR SHOES

Tweens 9-13 Years Old
WHAT IS WALK IN OUR SHOES?

- Statewide education campaign focused on mental health and the elimination of stigma.
- Seeks to eliminate bias and prejudice by de-bunking myths and educating 9-13 year olds about mental health and wellness.
- Utilizes positive, authentic and age-appropriate stories.

Funded by counties through the voter approved Mental Health Services (Prop 63).

OVERALL GOALS OF THE CAMPAIGN

1. Mental health challenges are common;
2. There are different kinds of mental health challenges;
3. People with mental health challenges can manage/recover to live normal and healthy lives;
4. The vast majority of people with mental health challenges are as predictable and non-violent as anyone else;
5. Young people are encouraged to speak up and ask questions about mental health.
INTERACTIVE ELEMENTS

Performance
Statewide school based performance tour

Website
Educational, interactive website (English and Spanish)

Media
Targeted mass media (radio, digital and cable TV)

Comprehensive campaign targeting 9-13 year olds
MATT’S STORY

STATEWIDE SCHOOL PERFORMANCE TOUR

- Nine Week Statewide Tour (August 2013 – October 2013)
- 60 Elementary and Middle Schools
- 95 Performances
- 18,800 Students
- 32 Counties

PROMOTIONAL TOUR VIDEO
RAVE REVIEWS FOR WALK IN OUR SHOES

“If I had to rank this play on a scale from 1-10, it would be a 10+. And trust me, I’m very critical since I have been a principal for 10 years.” –Principal

“Today was AWESOME. The kids loved it.” –School Counselor

“This play fits right into our bullying prevention curriculum.” –School Psychologist

“Thank you. You taught us how to be nice to each other.” –Student

EVALUATION

• In a pre-post evaluation, RAND found significant positive shifts occurred after the performance and knowledge about mental health drastically increased.

• 96% of teachers reported materials provided were useful.

• A survey revealed that a key strength of this tour appear to be in its ability to spark conversation about mental health in and out of the classroom.
RESOURCES FOR TEACHERS

• Facilitation Guide: Introducing Mental Health to Students
• Classroom Activities: Dice of Wellness & Compliment Catcher
• Lesson Plans
• Letter to Parents (English and Spanish)
• Coming In June 2014 – Webinar: How to Integrate Walk In Our Shoes in the Classroom
Contest Goals

Educate and engage students through the film making process resulting in more knowledgeable and compassionate peers, community members, and future film makers, leaders and advocates.

Directing Change Student Film Contest

Program Goal
Promote school-based prevention programs

Program Goal
Support education and advocacy efforts through showing of films

June 10, 2014
Jana Sczersputowski
jana@yoursocialmarketer.com
**Ending the Silence Program**

Promote school-based prevention programs

Support education and advocacy efforts through showing of films

**432 submissions representing 996 students from 112 high schools, 9 UC campus locations and 31 counties.**
I pledge to...

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<tr>
<th>Pledge</th>
<th>%</th>
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<td>Reach out to others who are experiencing tough times</td>
<td>90.6%</td>
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<tr>
<td>Stand up for youth who are different and picked on as a result</td>
<td>86.9%</td>
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<tr>
<td>Not keep it a secret if a friend tells me he or she is thinking about suicide</td>
<td>81.3%</td>
</tr>
<tr>
<td>Be a leader for suicide prevention and mental health programs at my school</td>
<td>44.4%</td>
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Based on 100 student responses to a post-contest self-administered questionnaire

The contest inspired me to...

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<tr>
<th>Pledge</th>
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<tr>
<td>Get involved in suicide prevention, mental health, or stigma busting activities</td>
<td>89.2%</td>
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<tr>
<td>Change the way I think about mental health and suicide prevention</td>
<td>91.7%</td>
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Based on 161 student responses to a post-contest self-administered questionnaire
“I participated in this contest because this year alone I have heard about five different teen suicides. I have had to deal with depression and know many other kids who have been so depressed that they thought about suicide. Teen suicide is an issue that can't be ignored and when I learned about the contest I knew that it was my chance to stand up and really make a difference.”

| The contest stimulated discussion among students about mental health, stigma and suicide prevention | 100.0% |
| The contest increased students' understanding towards those who are experiencing tough times | 100.0% |
| The contest encouraged our school administration to discuss implementing or increasing suicide prevention and mental health programs on campus | 68.6% |

Based on 51 school advisor responses to a post-contest self-administered questionnaire
“Over the course of making their films my students developed an enormous sense of empathy and awareness overall, and the process opened them up to have conversations about topics which are often swept under the rug.”

Studies show that although about half of teens who are thinking about suicide tell a friend, less than 25% of those friends tell an adult. Youth need to know how to respond appropriately to a friend in need.

Over 200 school-based prevention programs were donated to schools who participated in the contest. These programs play a key role in educating students and educators about warning signs for suicide, and encouraging youth to reach out to their peers and to share their concerns with a trusted adult.

Over 4000 schools received information about effective school-based suicide prevention programs.
All schools that participated in the contest received a donated prevention program and SAMHSA’s “Suicide Prevention: A Toolkit for Schools”.

In the 2013/14 school year over 980 students were reached through donated NAMI Ending the Silence school-based presentations.
The films have been viewed online **31,235** times and downloaded **434** times.

“After the contest I partnered with our school’s Public Service Academy and created an entire broadcast on the topic of stopping stigma. The broadcast was seen by almost the entire school and some classrooms had follow-up discussions on the topic.”
“I chose to participate in this contest because I wanted to show my peers that those with a mental illness are not any different from us. We share the same interests, hobbies, goals, dreams, hopes and fears. I wanted to make a change in the world since this matter is really important to me.”
“This contest stirred amazing conversation amongst my students. I truly believe their eyes have been opened to the fact that they can make a difference using film as the medium.”

“I love the idea of bringing up these topics in a none text book kind of way. Anyone can read about the signs of suicide or mental illness but to actually take these issues and form a statement about them, be respectful, and think deeply about impacting the opinion of others requires a level of involvement that has lasting impact.”