

AGENDA ITEM: Report on Activities in Preparation for the Five-Year Anniversary of the Mental Health Services Act (MHSA)

ENCLOSURES: • None

OTHER MATERIAL RELATED TO ITEM: A PowerPoint presentation will be available and distributed at the MHSOAC Meeting

Issue:

In August 2009, the Evaluation Committee was tasked with developing activities that would facilitate commemorating the passage and implementation of Proposition 63, the Mental Health Services Act (MHSA). To that end, the Evaluation Committee created the MHSA Five-Year Anniversary Subcommittee. This subcommittee meets on a bi-weekly basis. Below is a status report of the subcommittee’s activities:

● **Goals of MHSA Anniversary:**

- Establish goals to facilitate planning of 5-year anniversary activities:
 1. Increase support for community mental health treatment
 2. Increase mental health literacy
 3. Change attitudes about mental illness
 4. Demonstrate that the MHSA has achieved its original intent (reduced incarceration; reduced hospitalization; reduced school failure; etc.), using local and state data and personal success stories

● **Success Stories with Data:**

- Narrative success stories should be supplemented with numerical data. The goal is to portray a detailed yet realistic and balanced picture of the MHSA’s impact on California’s community mental health system. The mental health partners and stakeholder organizations in the subcommittee will provide both numerical data and narrative stories and the Department of Mental Health (DMH) will assist with developing Full Service Partnership (FSP) data available from studies conducted by the Petris Center. Presentations of data and success stories need to be geared towards different audiences including, the general public, local government, the Legislature and Governor, mental health professionals, and mental health stakeholders.

● **Work Groups**

- In order to facilitate the planning process, a data group and a work group were created. The data group’s current focus is to develop key messages, including a tagline (slogan) to go with the MHSA logo, that all organizations will use; and working with DMH to develop Statewide FSP Outcome data. The work group is currently focused on preparing press conference events, planning small and large events for November 2009 and January 2010, and preparing for a legislative briefing.

● **Types of Events and Activities**

- **Tagline Development:** MHSOAC staff is currently conducting a contest to develop a tagline (slogan) to go with the MHSA logo. This tagline will accompany all documents related to the MHSA. The deadline is September 30, 2009. The Subcommittee will choose the winner, which should be announced on October 7, 2009. Information about the contest will be published on the MHSOAC website, the Interested Parties List, and the MHSOAC newsletter.
- CMHDA will hire a Public Relations (PR) firm to get the MHSA local success stories organized and published through the local media
- CMHDA’s Policy Forum (usually scheduled in February) will move to the Sacramento Convention Center in Spring of 2010. The event will be reorganized into an Exposition displaying the counties’ MHSA success stories, program descriptions and data. MHSOAC will provide information about the Commission and how to get involved in the form of brochures and facts sheets.
- MHSOAC is planning events in November 2009 and/or January 2010. The current discussion is focused on having a smaller event, such as a reception at MHSOAC offices in November 2009 and a large event, most likely a Press Conference, possibly held in Southern California in January 2010.
- **Professional Guilds:** There was discussion about getting Commissioners to have MHSA related discussions with the professional guilds they represent. These discussions could be held throughout 2010 with the goal of publishing MHSA success stories in the various guild publications. Frequently asked questions could be prepared to facilitate the meetings.
- **Organizational Fast Fact Sheets:** These fact sheets will be developed and coordinated to ensure that each organization uses same data and information
- **Prevention and Early Intervention (PEI) Trend Analysis:** MHSOAC staff will conduct a PEI trend analysis consisting of the following:
 - **Phase 1:**
Phase 1 focuses on PEI Outcomes (from MHSA and PEI Guidelines) and priority populations. Results of Phase I will be presented to the MHSOAC at the November Commission meeting.
 - **Phase 2:**
The exact content of Phase 2 has yet to be determined through consultation with various constituents. Possible content items will focus on trends in terms of practices and approaches as well as use of different strategies, sites of services, and partnerships with mental health and other service sectors. Results will be possibly available in the beginning of 2010.