

California Mental Health Services Authority (CaMHSA)

EACH
MIND
MATTERS

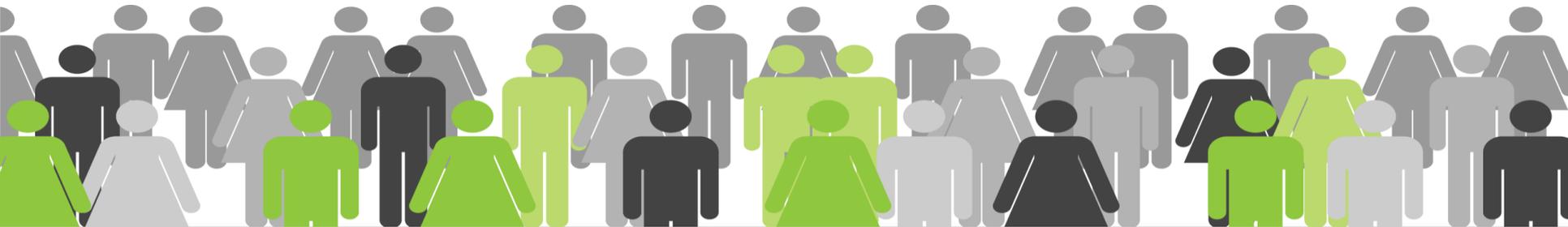
California's Mental
Health Movement

Mental Health Services Oversight & Accountability Commission

November 20, 2014

Maureen Bauman, LCSW, MPA

Board President, California Mental Health
Services Authority (CaMHSA)



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Presentation Goals

- Status Report on:
 - Brief background on CalMHSA
 - CalMHSA Funding
 - Evaluation Update and findings in Stigma Reduction, Suicide Prevention, and Student Mental Health
 - Sustainability Planning
 - Q and A



CaIMHSA in Brief

- Joint Powers Authority (JPA) created by counties in 2009
 - Quasi-governmental organization
- 54 counties participating, home to 98% of CA's population
- Provide member counties a flexible, efficient, & effective administrative/fiscal structure focused on collaborative partnerships & pooling efforts
- Counties jointly administer projects, including MHSA Prevention & Early Intervention (PEI) Statewide Funds
 - Initially funded through June 2014
 - Bridge funding through June 2015 (Phase I) and planning for sustainability



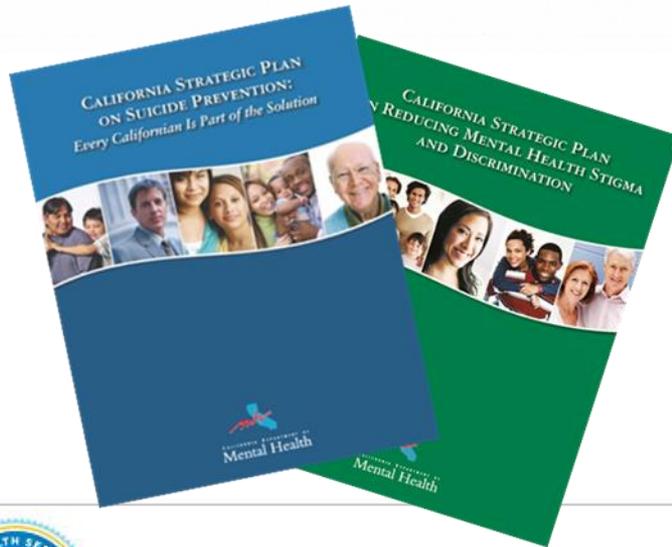
PEI Statewide Project Areas

CaIMHSA Activities

✓ Suicide Prevention

✓ Stigma & Discrimination Reduction

✓ Improving Student Mental Health



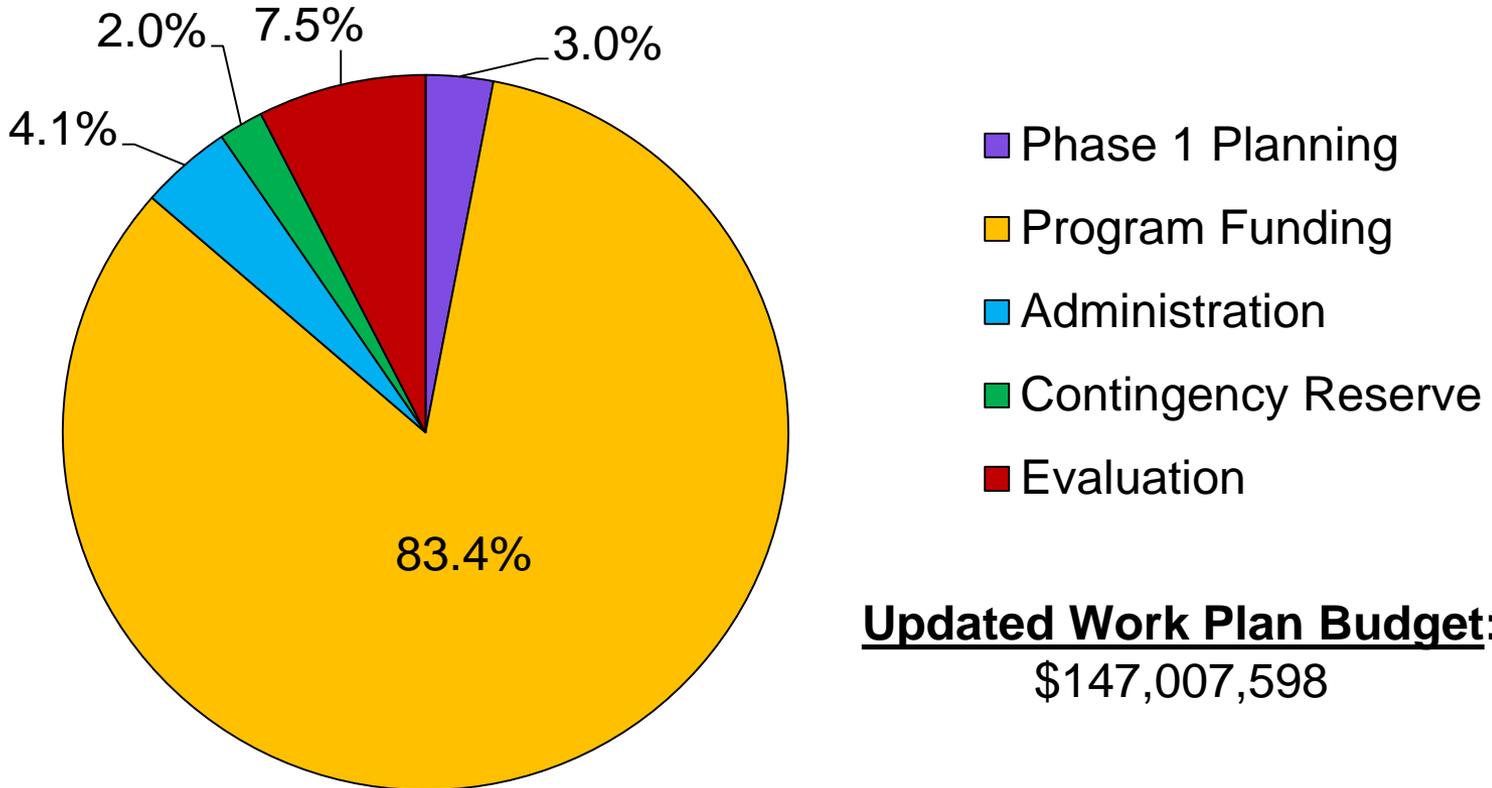
- ✓ Extensive Literature Review and Adoption of Existing Models
- ✓ Oversight and Accountability

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MHSA PEI Statewide Funding at Work

Funding Allocated after CalMHSA Work Plan Amendment and Plan Update



Updated Work Plan Budget:
\$147,007,598



CaIMHSA Financial Audit

- Independent audit conducted; auditors issued an unqualified opinion for FY 2009, 2010, 2011, 2012 and 2013

Audited expenses	2012	2013
Program expenses	\$16,422,882	\$38,241,533
General & administration	\$750,093	\$1,150,716

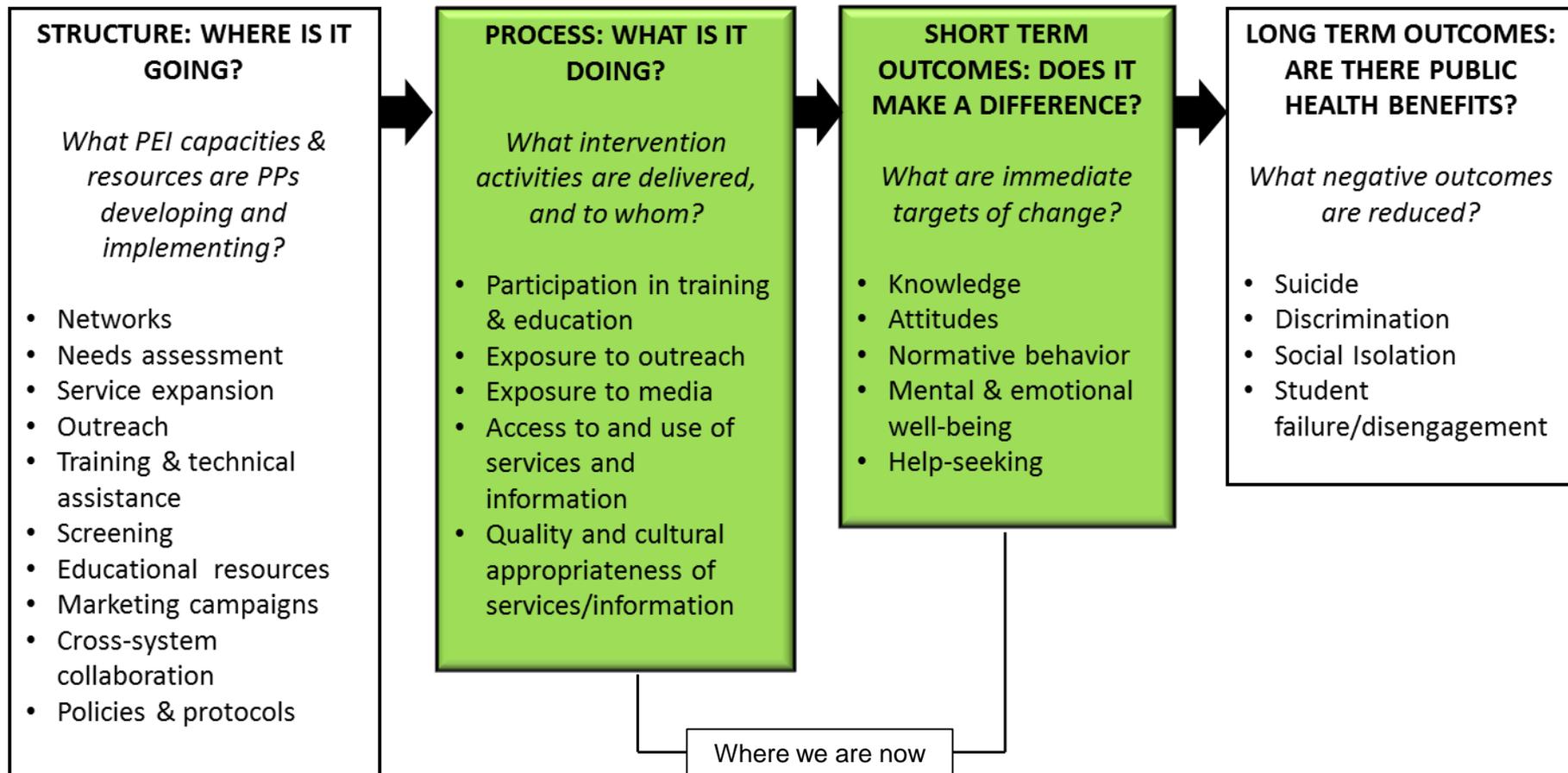
- FY 2014 program expenditures increased significantly with full implementation; Audit is in process, audited numbers are not yet available

PEI Statewide Projects: Phase One

- CalMHSA Board Adopted Phase One Sustainability Plan in December 2013
- Phase One Implementation is Underway:
 - Continue CalMHSA PEI Statewide Work Plan for 1 year (July 2014 – June 2015)
 - Sustain necessary activities, key prevention infrastructure
 - Further integrate, leverage with existing local efforts



Evaluation Framework



Evaluation of CA's Statewide Mental Health Prevention & Early Intervention Initiatives

Publications

RAND > RAND Health > Projects >

Evaluation of California's Statewide Mental Health Prevention and Early Intervention Initiatives

The California Mental Health Services Authority (CalMHSA) is a coalition of county governments working to improve mental health outcomes for the state's individuals, families, and communities.

CalMHSA has implemented prevention and early intervention programs to reduce negative outcomes for people experiencing mental illness. These programs span three strategic initiatives:

- stigma and discrimination reduction
- suicide prevention
- student mental health.

The RAND Corporation, a nonprofit institution that helps improve policy and decisionmaking through research and analysis, is evaluating this statewide initiative.

RAND researchers are collaborating with program partner organizations to



Les Cunliffe/Fotolia

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Project Leaders

M. Audrey Burnam
 Senior Behavioral Scientist



Audrey Burnam is a senior behavioral scientist at the RAND Corporation. She has been conducting mental health and substance abuse research for more than 20

years and has directed studies on the epidemiology of mental health and substance abuse problems and on delivery of services for persons...

<http://www.rand.org/health/projects/calmhsa.html>



Baseline and Survey Findings Available

1. Stigma and Discrimination Reduction and Suicide Prevention baseline statewide survey results for young adults
2. Student Mental Health Higher Education Campus Wide Survey
3. Racial and Ethnic differences in Mental Illness Stigma in California

<http://www.rand.org/health/projects/calmhsa/publications.html>

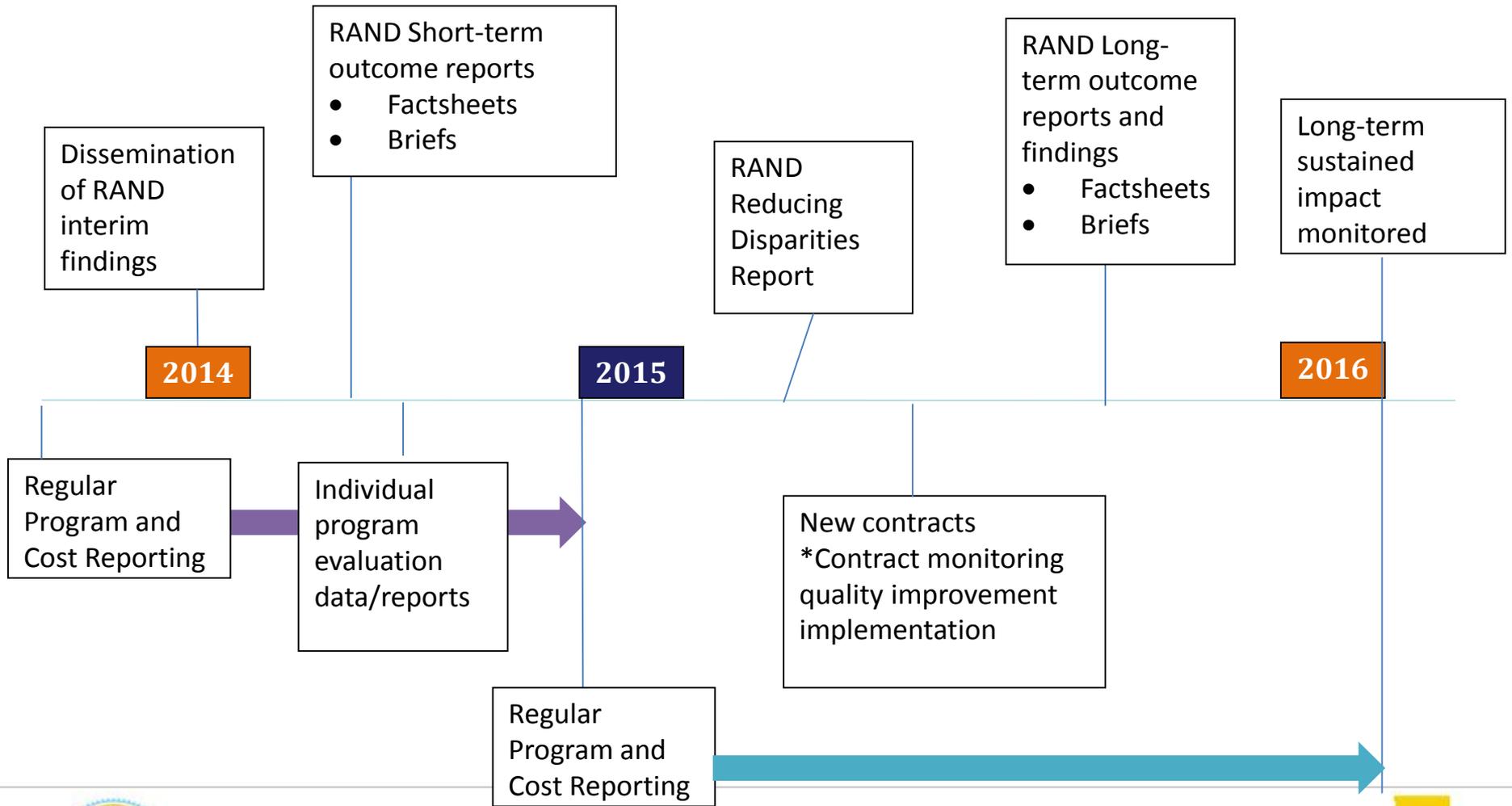


On the Horizon Jan-June 2015

- Summary of evaluation findings after year 2
- Short-term outcomes on training and education models
- Return on investment estimates for selected interventions
- Message efficacy for *Each Mind Matters* and *Know the Signs* Social Marketing Campaigns
- Results from the Follow-Up Statewide Survey on Knowledge, Attitudes, and Behavior



Evaluation Timeline



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Data on Reach of Activities

January 2013- June 2014 Reach of CalMHSA Program Partners:

By intervention type:

- Directly Trained/Educated: **195,962**
- Directly Reached: **1,235,991**
- Reached through Informational Resources: **10,010,378**
- Media impressions or views: **786,057,131***

* Refers to the number of views of social marketing media campaign materials, e.g. online, print ads, radio, etc.



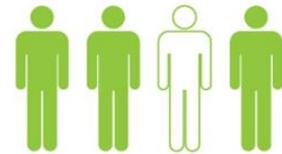
Each Mind Matters

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California's Mental
Health Movement

1 in 4

American adults
lives with a diagnosable
mental illness
in a given year



SanaMente

Movimiento de Salud Mental de California



This is MY Lime Green Story...

<http://www.eachmindmatters.org/>

<http://www.eachmindmatters.org/get-informed/sobre-sanamente/>

MENTAL HEALTH
MATTERS DAY

May 13, 2014

10:30am

South Lawn, Capitol Building, Sacramento CA



I'M GOING TO BE
PART OF THE SOLUTION.
HELP CALIFORNIA CREATE...

A NEW STATE OF MIND:
ENDING THE STIGMA OF MENTAL ILLNESS
Narrated by award-winning actress Glenn Close

May 30 on PBS
Visit EachMindMatters.org



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Each Mind Matters Impact & Evaluation

- Nearly 60,000 visits to the *Each Mind Matters* website since May 2013
- Community dialogues (CD) aired *A New State of Mind* & its vignettes, followed by discussions about the effects of stigma and discrimination. Participants in community dialogues felt:
 - CD is **successful** in educating participants about the stigma of mental illness
 - The *New State of Mind* documentary & video vignettes are **effective**

Walk in Our Shoes



**WALK IN
OUR SHOES**



Performance

Statewide school-based performance tour



Website

Educational, interactive website (English and Spanish)



Media

Targeted mass media (radio, digital, cable TV)

Comprehensive campaign targeting 9-13 year olds



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Walk in Our Shoes Evaluation & Impact

- The performance significantly increased knowledge among students and also increased their compassion for students with mental health challenges.
- Teachers and administrators reported a positive change in tolerance, understanding and empathy around mental illness among students. (RAND, 2013)

For more visit <http://calmhsa.org/wp-content/uploads/2014/06/Findings-from-Walk-In-Our-Shoes.pdf>



Know the Signs Suicide Prevention Social Marketing Campaign

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression or hopelessness — aren't always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at suicideispreventable.org

Pain Isn't Always Obvious
KNOW THE SIGNS
 Suicide Is Preventable

In crisis, call the National Suicide Prevention Lifeline
1.800.273.8255

PAIN ISN'T ALWAYS OBVIOUS.
 Learn the signs at suicideispreventable.org

KNOW THE SIGNS

A menudo es difícil saber lo que sienten nuestros hijos. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final feliz y una vida entera de arrepentimiento. No espere a que sea demasiado tarde. Para mayor información visite www.elsuicidioesprevenible.org.

Aprenda a reconocer las señales.
 Visite www.ElSuicidioEsPrevenible.org

El Suicidio. No Siempre Se Nota.
RECONOZCA LAS SEÑALES
 El Suicidio. Es Prevenible

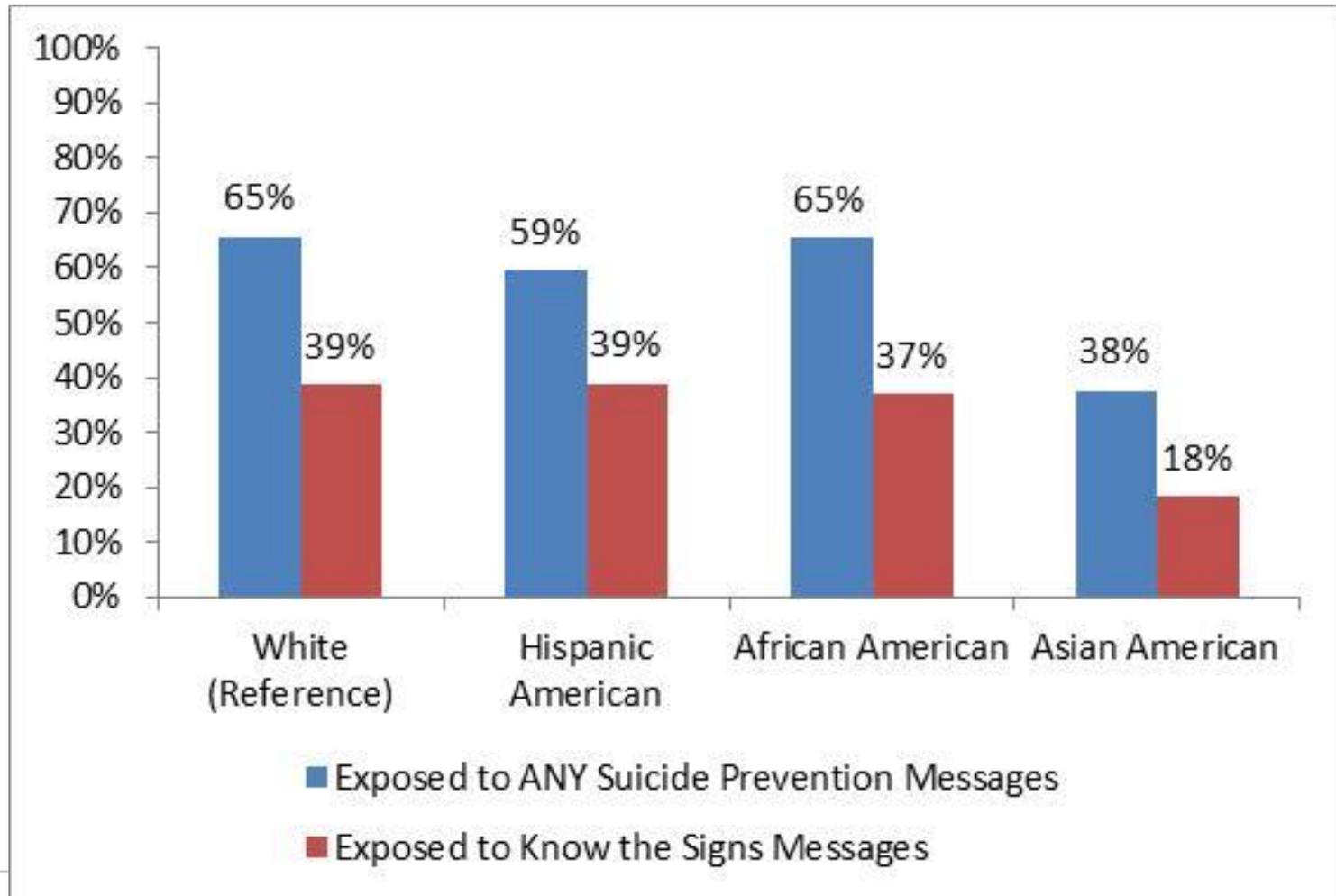
En momentos de crisis llame a la Red Nacional de Prevención del Suicidio al
1.888.628.9454



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Know the Signs Evaluation Results



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Educators Guide to Children's Mental Health in California

A Guide to
**STUDENT MENTAL HEALTH
and WELLNESS**
in California



PCOE
PLACER COUNTY OFFICE OF EDUCATION



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© 2014 Minnesota Association for Children's Mental Health in partnership with California Department of Education and Placer County Office of Education

- Behaviors and symptoms commonly associated with mental health disorders
- Affect on performance
- How to form partnerships with parents
- Common mental health disorders among children & youth

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Investments to Reduce Disparities

- Developed Culturally Adapted/Responsive SDR and SP social marketing campaign efforts
 - In-language materials and recent launch of SanaMente (Spanish Language Each Mind Matters)
- Cultural Adaption of NAMI's *In Our Own Voice* Program
- Specialized Programs for Youth – Two-Way Texting Crisis and Support and Peer to Peer in Higher Education



Available on www.calmhsa.org



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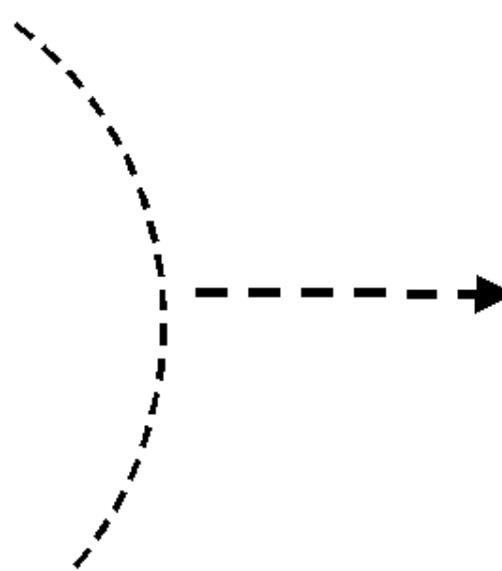
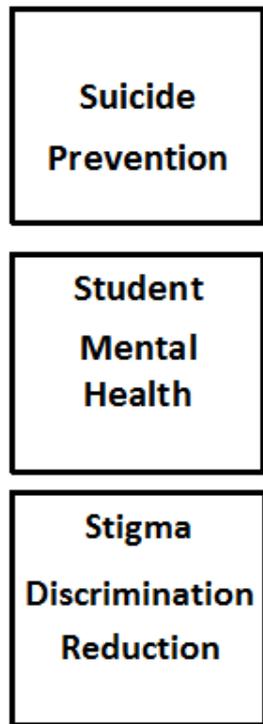


Sustaining CaMHSA PEI SWP (Phase Two)

- Approved by CaMHSA Board of Directors in August 2014
- Implementation July 1, 2015- June 30, 2017
- Sustaining funds from diverse sources



Population-Based, Public Health Approach



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Phase Two Plan Key Features

- A comprehensive set of strategies and activities:
 - Unduplicated at the local county level;
 - More efficient and cost-effective to conduct at a statewide level or regional level;
 - Enhance those operating at the county or regional level;
 - Builds upon initial county MHSA investment
 - Strategies based upon evaluation data



Phase Two Plan Key Features

- Strategies to include:
 - substance use prevention awareness;
 - activities that may focus on groups at highest risk for suicide;
 - focus on reducing impact of trauma among early childhood population thereby reducing the potential adult morbidity
- Leverages new opportunities with health care reform and partner sectors such as public health and education to maximize impact;
- Continued commitment to accountability and evaluating overall effectiveness.



Phase Two Plan Key Strategies

1. Social Marketing and Informational Resources
2. Training and Education
3. Policies, Protocols and Procedures
4. Networks and Collaborations
5. Crisis and Peer Support Services
6. Research, Evaluation and Surveillance



Phase Two Preliminary Funding Plan

- Estimated need for Plan implementation is \$20 million per year
- Possible funding sources include:
 - County PEI funds (Plan is designed to support and enhance local PEI work),
 - Fee-for-service (Tools, Resources may benefit other sectors),
 - Government grants,
 - Private foundation grants,
 - Federal/state funding and,
 - Matched funds.



"Together Against Stigma" International Conference February 17-20, 2015

The 7th International "Together Against Stigma" Conference will be held in San Francisco at the Hyatt Regency on behalf of the:

- World Psychiatric Association,
- California Institute for Behavioral Health Solutions
- County Behavioral Health Directors Association &
- CaIMHSA

<http://www.togetheragainststigma.org/>

Early Bird Registration Closes Dec. 1, 2014



Other CalMHSA News

- Executive Director Recruitment underway
 - Position Specification is posted on www.CalMHSA.org



Q&A

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