Mental Health Services Oversight & Accountability Commission

November 20, 2014

Maureen Bauman, LCSW, MPA
Board President, California Mental Health Services Authority (CalMHSA)
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
CalMHSA 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

CalMHSA Activities

- Suicide Prevention
- Stigma & Discrimination Reduction
- Improving Student Mental Health

- Extensive Literature Review and Adoption of Existing Models
- Oversight and Accountability
MHSA PEI Statewide Funding at Work

Funding Allocated after CalMHSA Work Plan Amendment and Plan Update

- 83.4%
- 7.5%
- 3.0%
- 4.1%
- 2.0%

- Phase 1 Planning
- Program Funding
- Administration
- Contingency Reserve
- Evaluation

Updated Work Plan Budget:
$147,007,598

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<tr>
<th>Audited expenses</th>
<th>2012</th>
<th>2013</th>
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<td>Program expenses</td>
<td>$16,422,882</td>
<td>$38,241,533</td>
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<td>General &amp; administration</td>
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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**

**STRUCTURE: WHERE IS IT GOING?**
What PEI capacities & resources are PPs developing and implementing?
- Networks
- Needs assessment
- Service expansion
- Outreach
- Training & technical assistance
- Screening
- Educational resources
- Marketing campaigns
- Cross-system collaboration
- Policies & protocols

**PROCESS: WHAT IS IT DOING?**
What intervention activities are delivered, and to whom?
- Participation in training & education
- Exposure to outreach
- Exposure to media
- Access to and use of services and information
- Quality and cultural appropriateness of services/information

**SHORT TERM OUTCOMES: DOES IT MAKE A DIFFERENCE?**
What are immediate targets of change?
- Knowledge
- Attitudes
- Normative behavior
- Mental & emotional well-being
- Help-seeking

**LONG TERM OUTCOMES: ARE THERE PUBLIC HEALTH BENEFITS?**
What negative outcomes are reduced?
- Suicide
- Discrimination
- Social Isolation
- Student failure/disengagement

Where we are now
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

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

- **2014**
  - Regular Program and Cost Reporting
  - Individual program evaluation data/reports

- **2015**
  - New contracts
    - *Contract monitoring quality improvement implementation*
  - Regular Program and Cost Reporting

- **2016**
  - Long-term sustained impact monitored
  - RAND Long-term outcome reports and findings
    - Factsheets
    - Briefs
  - RAND Reducing Disparities Report

- **Dissemination of RAND interim findings**
  - RAND Short-term outcome reports
    - Factsheets
    - Briefs

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

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/

• 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

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

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)

Know the Signs Suicide Prevention Social Marketing Campaign

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

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

A maneado en difícil saber lo que sienten nuestras hijas. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer los señales de advenimiento y qué hacer cuando un ser querido está en peligro podrían hacer la diferencia entre un final feliz y una vida entera de apegoimiento. No esperes a que sea demasiado tarde. Para mayor información visite: www.elsuicidioespreventible.org

Aprenda a reconocer las señales,
Visite: www.ElSuicidioEsPreventible.org

Know the Signs
Culturally Adapted Materials

Do you know the warning signs for suicide?

There are people in our community who experience thoughts about ending their lives. They may feel sad, hopeless, and overwhelmed. If you or someone you know is struggling, consider reaching out to someone you trust. It’s important to remember that these thoughts are common and can be managed. If you or someone you know is in crisis, call the National Suicide Prevention Lifeline at 1-800-273-TALK (1-800-273-8255) or text the word TALK to 741741. The crisis counsellors are available 24/7, and your call is completely confidential.

National Suicide Prevention Lifeline
1.800.273.8085
-suicideprevention.org

Know the Signs Evaluation Results

- White (Reference): 65% Exposed to ANY Suicide Prevention Messages, 39% Exposed to Know the Signs Messages
- Hispanic American: 59% Exposed to ANY Suicide Prevention Messages, 39% Exposed to Know the Signs Messages
- African American: 65% Exposed to ANY Suicide Prevention Messages, 37% Exposed to Know the Signs Messages
- Asian American: 38% Exposed to ANY Suicide Prevention Messages, 18% Exposed to Know the Signs Messages

Educators Guide to Children’s Mental Health in California

• 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

• Consolidates mental health and crisis support resources into one document so that they are immediately accessible to faculty and staff

• Identifies common signs of student distress
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
Sustaining CalMHSA PEI SWP (Phase Two)

• Approved by CalMHSA Board of Directors in August 2014
• Implementation July 1, 2015- June 30, 2017
• Sustaining funds from diverse sources
Population-Based, Public Health Approach

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.
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 &
- CalMHSA

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
John E. Chaquica, CPA, MBA, ARM
Executive Director, CalMHSA
john.chaquica@calmhsa.org
Toll Free: (855) CA-MH-JPA (226-4572)
www.calmhsa.org

Ann Collentine, MPPA
CalMHSA Program Director
Student Mental Health
Ann.Collentine@calmhsa.org
(916) 859-4806
www.calmhsa.org