

Future Statewide Communication Plan Efforts

Services Committee
September 9, 2014

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Director*



Yesterday

- FREE YOUR MIND RADIO SHOW
 - Mental Health Moments
- PBS INTERSTITIALS
 - Mental Health Moments
- PROP 63 WEBSITE
- PROP 63 LOGO
- SOCIAL MEDIA
 - Facebook
 - Twitter



Yesterday

■ NEWS AND REVIEW

- Mental Illness: It Affects Everyone
January 2013
- Hope On The Horizon November 2013

■ MAY MENTAL HEALTH MONTH

- Mariel Hemingway, Speaker 2013
- PEI Documentary (Hosted by Mariel Hemingway)—Kevin Hines, Speaker 2014

■ PEI DOCUMENTARY

- 407,000 views; 22,000 watched the show, 385,000 watched promos leading up to it

■ PHONE APP



Today

■ CROSSINGS TV

- Languages: Chinese, Filipino, South Asian, Vietnamese, Japanese, Hmong, Russian
- Counties: Alameda, Alpine, Butte, Colusa, Contra Costa, El Dorado, Fresno, Glenn, Kings, Madera, Marin, Mendocino, Merced, Napa, Nevada, Placer, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Sutter, Tehama, Tulare, Yolo
- San Francisco and Central Valley



Today

- Art with Impact
 - Colleges
 - High Schools
 - Theaters
- PEI Documentary
 - Part of the Curriculum at USF
 - Spanish Translation
 - Short Segments



Today

- Radio awareness and testimonial campaign through FY14/15
 - Central Valley
 - English and Spanish
 - Social Media: English and Spanish
 - Started in Summer
 - Will air again in December and in the Spring



Today

- Evaluation Fact Sheets
- Op-Eds
- Editorial Boards
- Clippings for Legislators (Bi-Monthly)



Tomorrow

- Film: Art with Impact
- TV: Documentary (Spanish stations), California Channel
- Radio: Ongoing commercials, half hour show on Prop63/Mental Health issues
- Print: News & Review, Op-Ed's



Tomorrow

- Resource Center: share evaluations and best practices

An additional strategy to help improve evaluation of PEI programs is to implement a new Training and Communication Resource Center. This new Resource Center would serve as an interactive, centralized repository of training tools for counties, which would allow counties to implement services in compliance with state requirements and evaluate services using standardized, rigorous evaluation methods.

