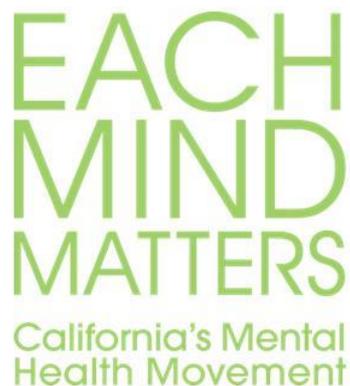


California Mental Health Services Authority (CaMHSA)



Phase 2 Sustainability Statewide
PEI Programs

&

Year 2 Evaluation Findings of
Statewide PEI Programs

MHSOAC Meeting

February 26, 2015



Maureen Bauman, LCSW, MPA, CaMHSA President

Wayne Clark, PhD, Incoming CaMHSA Executive Director

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Overview

- Review proposed Phase 2 Plan and Implementation Timeline
- Describe Year 2 evaluations findings of Statewide PEI Programs
- Together Against Stigma Conference Update
- Re-launching Each Mind Matters website

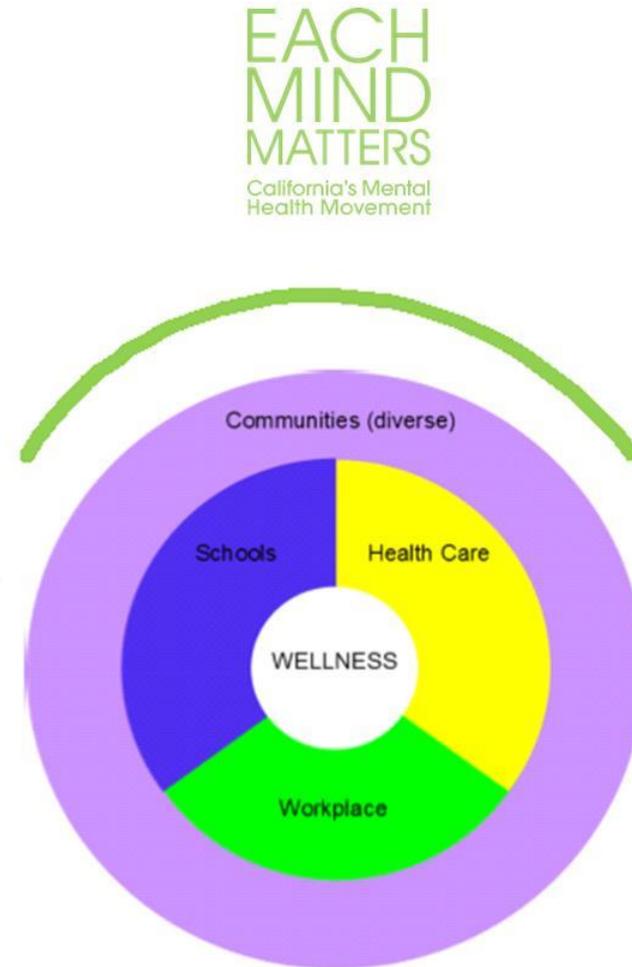
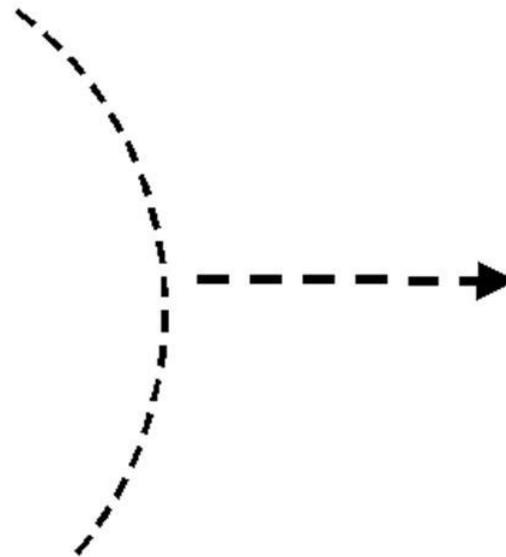
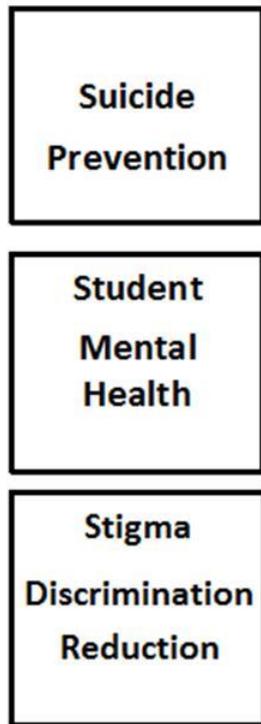


Background

- Phase 2 Strategic Plan for Statewide PEI Projects approved on August 14, 2014, as guiding framework.
- Proposed Phase 2 Implementation Period: 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



Review of Phase 2 Strategic Plan 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.



Sustainability Strategic Funding Goals

Sustainability Funding Category	Strategic Funding Goals		
	FY 14/15	FY 15/16	FY 16/17
Contingency	-		
PEI - Unobligated Carry over	5,766,603		
PEI - Interest Earnings	1,032,103	1,032,103	1,032,103
Matching	100,000	1,000,000	1,500,000
Private/Other	100,000	1,000,000	1,500,000
State (1)	7,600,000	10,000,000	15,000,000
Local - County Sustainability Contributions (2)	7,600,000	10,000,000	15,000,000
Total Revenue	22,198,706	23,032,103	34,032,103
Expenditures			
Program	18,413,476	18,700,000	28,050,000
Evaluation	1,083,146	1,100,000	1,650,000
General and Administrative	2,166,291	2,200,000	3,300,000
Total Expenditures	21,662,913	22,000,000	33,000,000
Total Unexpended Funds	535,793	-	-



Proposed RFP Descriptions

(RFPs will be released based on available funding)

- **RFP 1. Strategies 1 & 4. Effectively Reaching and Supporting California and its Diverse Communities to Achieve Mental Health and Wellness.**
- **RFP 2. Strategy 3. Creating Healthier Organizations and Communities through Policy Change.**
- **RFP 3. Strategy 2. Training and Education to Increase Awareness of Mental Health, Substance Use and Suicide Prevention.**
- **RFP 4. Strategy 5. Crisis and Peer Support Strategies for Underserved Communities**



RFP 1: Effectively Reaching and Supporting California and its Diverse Communities to Achieve Wellness

- Disseminate and support tools and resources developed under the Each Mind Matters umbrella to effectively reach California and its diverse communities
- Focuses on utilizing schools (including preschools, K-12 and higher education), health care providers, and employers as partners for the dissemination of materials
- RFP contains two components:
 - Social Marketing and Information Resources – Including Technical Assistance for Local Use
 - Networks and Collaborations



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RFP 2: Creating Healthier Organizations and Communities through Policy Change

- Identify and support policy changes that will result in greater adoption of mental health and substance use awareness and suicide prevention practices within organizations, in local communities and at a state-level
- Focuses on the schools (including preschools, K-12 and higher education), health care providers, and employers as partners due to their potential to reach broad segments of the population especially California's diverse communities, including special populations that are high risk
- Goal of fostering environments that are more supportive of persons experiencing mental, emotional or behavioral health challenges



Current status of County Commitment (as of February 12, 2015)

- 21 counties have submitted Letters of Acknowledgement (LOA) to fund CalMHSA for implementation of Phase 2 PEI Statewide Programs
- Contributing counties must submit LOA by February 28th



Statewide PEI Programs Year 2 Summary Findings



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

Summary of Key Year 2 Findings

Nicole K. Eberhart, M. Audrey Burnam, Sandra H. Berry, Rebecca L. Collins, Patricia A. Ebenezer, Rajeev Ramchand, Bradley D. Stein, and Michelle W. Woodbridge

Mental, emotional, and behavioral disorders are highly prevalent, affecting approximately one in four young people and one in five adults over the course of a year. These disorders result in high economic costs to society and exact a heavy personal and family toll on those who experience them. For over a decade, public health leaders and mental health experts have called for development and dissemination of prevention and early intervention (PEI) approaches that promote mental health, reduce the risk of mental disorders, and diminish the severity and negative consequences associated with onset of mental, emotional, and behavioral disorders (Mrazek and Haggerty, 1996; O'Connell, Boat, and Warner, 2009; U.S. Department of Health and Human Services, 1999). A recent article from the Substance Abuse and Mental Health Services Administration (SAMHSA) emphasized that a comprehensive public health approach is required to promote mental health and prevent illness, and that intervention targets should include strengthening individuals and families by building their resilience, as well as improving the health of the communities in which they live (Pewes, 2010).

In California, the passage of Proposition 63 set aside funds for PEI and allowed for local and statewide activities. Recognizing the importance of including evidence-based PEI approaches into a comprehensive spectrum of care for mental disorders, the California Mental Health Services Authority (CalMHSA)—a coalition of California counties designed to provide economic and administrative support to mental health service delivery—formed a statewide PEI Implementation Workplan. The workplan guided the development of three program initiatives designed to meet the following goals: (1) stigma and discrimination reduction, (2) suicide prevention, and (3) improvement of student mental health. Under each initiative, community organizations, private firms, and public K-12 and higher education systems serve as PEI program partners, performing activities to meet the initiative's goals. In the summer of 2011, program partners began their activities.

In the fall of 2011, the RAND Corporation was selected to design and implement an evaluation of the three initiatives, and the final evaluation plan was approved and launched in the summer of 2012. RAND has previously published summaries of its year one evaluation findings for the summer of 2012 through the summer of 2013 (e.g., Burnam et al., 2014b; Collins et al., 2014a; Ramchand et al., 2014; Stein et al., 2014). What follows focuses on the evaluation findings that have been produced in the second year of the evaluation, from the summer of 2013 through the summer/fall of 2014. Naturally, the timing of the evaluation is governed, in part, by the pace of the program partner activities being evaluated.

General Conclusions

Based on results in year two, the CalMHSA PEI initiatives are successfully launched and are already showing positive outcomes in stigma and discrimination reduction, suicide prevention, and improvement of student mental health. The positive results at this early stage are particularly encouraging since many key effects of PEI programming cannot be detected immediately.

A public health approach to prevention—engaging individuals, families, and communities to avoid illness and promote mental health—requires a comprehensive and sustained effort. Overall, the RAND evaluation has documented that the CalMHSA initiatives have been successfully launched, showing significant progress in program implementations. Accumulating evidence for program effectiveness in shifting intended short-term outcomes (such as knowledge and attitudes) related to stigma and discrimination reduction, suicide prevention, and improvement of student mental health are promising. The evaluation has found evidence that CalMHSA's statewide initiatives are reaching targeted California populations, reducing mental illness stigma, increasing the number of Californians with the skills to intervene with and refer individuals with mental health challenges, and disseminating evidence-based practices through online resources and strategic collaborations. CalMHSA investments in monitoring mental health and mental health stigma and treatment needs

Find this report at:

http://www.rand.org/pubs/research_reports/RR971.html



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Year 2 Findings

- Timeframe of evaluation: Summer 2013 – Summer/Fall 2014

“Based on results in Year 2, the CalMHSA PEI Initiatives are successfully launched and are already showing positive outcomes in stigma and discrimination reduction, suicide prevention and improvement of student mental health” –
RAND Corporation



Key findings by initiative

Suicide Prevention

Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable



- The *Know the Signs* Campaign is strongly aligned with best practices and is **one of the best media campaigns** on the subject
- Those exposed to the *Know the Signs Campaign* report being more **confident in intervening** with those at risk for suicide
- New suicide prevention gatekeeper trainers adhere to a **high standard of fidelity** when implementing trainings



Key findings by initiative

Stigma & Discrimination Reduction

EACH
MIND
MATTERS

California's Mental
Health Movement

WALK
IN OUR
SHOES

- The *Each Mind Matters* Campaign shows promise in reaching California adults
- Middle-school students that were exposed to the *Walk In Our Shoes* campaign & performance expressed less stigmatizing attitudes about mental illness



Key findings by initiative

Student Mental Health



- PEI trainings in Higher Education & K-12 systems reached large numbers of individuals, and those that were exposed to trainings reported **increased confidence and likelihood of intervening & referring** individuals experiencing mental health concerns
- High degree of engagement in the use of **online resources**
- Collaborations created through CalMHSA efforts will be **sustained**

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Upcoming Evaluation Reports (Coming to CalMHSA in Winter 2015)

- K-12 Principals survey about perceptions of pressing student problems and school PEI activities
- Return on Investment analysis on select PEI interventions
- Call monitoring report about suicide prevention hotline practices
- Hotline sustainability policy paper
- Follow-up survey of Higher Education students, staff & faculty
- Participant satisfaction with suicide prevention gatekeeper trainings



Together Against Stigma: Each Mind Matters 7th International Conference

Each Mind Matters was a central theme at the *Together Against Stigma* 7th International Conference, held in San Francisco from February 18th- 20th

CaMHSA was a key partner in bringing the conference to the United States for the very first time. Other partners included:

- World Psychiatric Association,
- California Institute of for Behavioral Health Solutions;
- County Behavioral Health Directors



Together Against Stigma: Each Mind Matters 7th International Conference

The *Together Against Stigma* Conference shared groundbreaking research and innovative strategies to fuel a global movement dedicated to eliminating stigma as a barrier to mental health.

Over 17 countries in attendance

Over 750 individuals in attendance –
Making this the largest International Conference on Stigma Reduction to date.

MHSOAC sponsorship helped support the more than 40 consumer scholarships



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Re-launching *Each Mind Matters*



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Thank you

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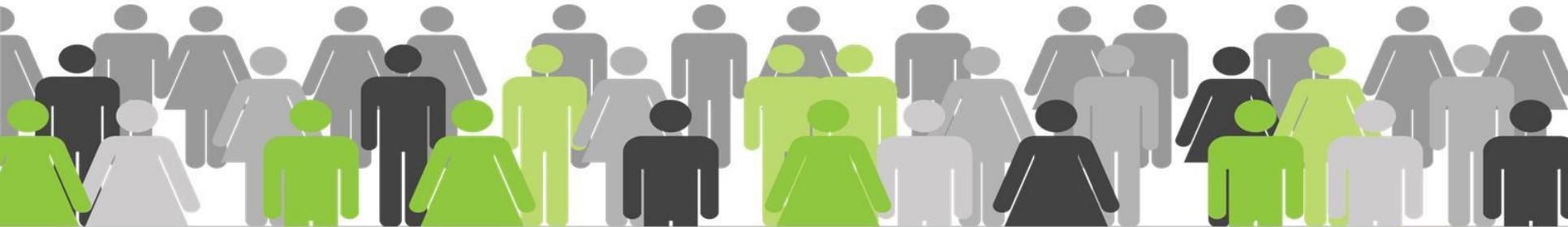
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WELLNESS • RECOVERY • RESILIENCE

