



Health Care Agency  
Behavioral Health Services  
Prevention & Intervention

## ***Statewide Projects Update: Handout Package***

January 9, 2012

Dori Malloy, Administrative Manager

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Suicide Prevention

Suicide Prevention	Provider	Lead Contact	Contact Information
<b>PROGRAM I:</b> Suicide Prevention Network Program (SPNP)	Didi Hirsch Psychiatric Services	Lyn Morris, Division Director	(310) 895-2305 or <a href="mailto:lmorris@didihirsch.org">lmorris@didihirsch.org</a>

## Project Summary:

- Didi Hirsch Mental Health Services' Suicide Prevention Center and a consortium of nine other crisis centers will achieve a suicide prevention-informed California.
- Didi Hirsch will organize regional suicide prevention task forces, which will constitute the California Suicide Prevention Network. With representatives from schools, nonprofits, government, and medical centers, these task forces will take concrete steps to address service gaps/underserved populations.
- Each region will submit programs to the Best Practices Registry for Suicide Prevention for national use.

## Key Activities:

- No. 1: Create Suicide Prevention Network Program (SPNP)
- No. 2: Create needs assessment to create baseline
- No. 3: Establish and lead regional task forces
- No. 4: Provide quality management
- No. 5: Develop and Disseminate effective resources
- No. 6: Publicize

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Suicide Prevention

Suicide Prevention	Provider	Lead Contact	Contact Information
<b>PROGRAM 2:</b> Regional & Local Suicide Prevention Capacity-Building Program (RLSPCB)	Didi Hirsch Psychiatric Services	Lyn Morris, Division Director	(310) 895-2305 or <a href="mailto:lmorris@didihirsch.org">lmorris@didihirsch.org</a>

## Project Summary:

- Didi Hirsch's activities are helping to build capacity for Orange County in addition to others, its Crisis Line and warmlines.
- Suicide Prevention Center will work with Imperial, San Diego, San Bernardino, Ventura, and Riverside Counties to enhance suicide prevention. The Crisis Line will become their official hotline.
- Vietnamese- and Korean-speaking Crisis Line counselors will help people in underserved communities

## Key Activities:

- No. 1: Hire staff for crisis line expansion with bilingual services
- No. 2: Hire full-time county liaison to assist in providing county-centered suicide prevention services
- No. 3: Extend hours of Three L.A. County warmlines
- No. 4: Establish new ACCESS warmline operation
- No. 5: Add 11pm to 3am shift to NAMI-OC Warmline
- No. 6: Establish the Southern California Warmline Network (SCWN)

## CaMHSa Prevention and Early Intervention Statewide Projects Summary: Suicide Prevention

Suicide Prevention	Provider	Lead Contact	Contact Information
<b>PROGRAM 3:</b> Social Marketing Suicide Prevention Campaign (SMSPC)	AdEase	Stacey Nelson Smith, President	(619) 717-2359 or <a href="mailto:Stacey@adeaseonline.com">Stacey@adeaseonline.com</a>

### **Project Summary:**

- AdEase will increase public awareness that suicide is preventable and encourage help seeking behaviors.
- The campaign is centered on community and consumer voice, research, data driven decisions and evaluation, cultural and linguistic competence, collaboration and integration of existing efforts.
- The campaign's reach is designed to effectively target the media, the general population of California, specific high-risk groups, and will permeate counties, communities and rural area as well as survivor peer groups.

### **Key Activities:**

- No. 1: Conduct baseline research data
- No. 2: Develop campaign materials
- No. 3: Develop and manage "Your Voice Counts" online forum
- No. 4: Coordinate statewide representation and networking
- No. 5: Develop website and search engine optimization
- No. 6: Prepare and launch Physicians Campaign
- No. 7: Conduct statewide media campaign
- No. 8: Develop, produce and distribute campaign tool kit
- No. 9: Conduct social media campaign
- No. 10: Statewide County Needs Assessment
- No. 11: Coordinate statewide high school safe messaging video contest
- No. 12: Provide bilingual media advocacy kit online
- No. 13: Strengthen peer survivor support groups
- No. 14: Conduct and distribute safe messaging compliance
- No. 15: Facilitate media forums—partner with survivor groups
- No. 16: Outreach to rural communities

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Suicide Prevention

Suicide Prevention	Provider	Lead Contact	Contact Information
<b>PROGRAM 4:</b> Suicide Prevention Training & Workforce Enhancement Program	LivingWorks	Jerry Swanner, Executive Director	910-867-8822 or <a href="mailto:jerry.swanner@livingworks.net">jerry.swanner@livingworks.net</a>

## Project Summary:

- LivingWorks will fulfill the CalMHSA suicide prevention training objectives by offering trainings for community gatekeepers, caregivers and others. These include ASIST, safeTALK and suicideTALK.
- The plan focuses on capacity to support statewide distribution and long-term sustainability by augmenting existing CA trainers with 300 new trainers.
- LivingWorks Education (LWE) will partner with National Suicide Prevention Line (NSPL) crisis centers in Los Angeles, Contra Costa and Sacramento to achieve its goal of training thousands in suicide intervention.

## Key Activities:

- No. 1: Provide statewide representation, networking and coordination
- No. 2: Provide report on resource development
- No. 3: Train ASIST Trainers and build capacity
- No. 4: Provide safe TALK Training of trainers
- No. 5: Provide e-Suicide TALK licensing

## CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

PROGRAM I: Strategies for a Supportive Environment Program (SSEP)	Provider	Lead Contact	Contact Information
<b>Component I:</b> Stigma and Discrimination Reduction Consortium	Pending* ,TBD (Request for Proposal [RFP] to be released summer 2012)	TBD	TBD

\*Previously awarded to a client-led organization; contract negotiations discontinued due to organizational restructuring. At the December 2011 meeting, the CalMHSA Board approved hiring Adele James as interim project manager to launch SDR Program I, Component I and, by September 30, 2012, transition the Consortium's administration to a consumer/client-led organization with the capacity to continue the management of the project until the SDR Initiative concludes on June 30, 2014.

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 1: Strategies for a Supportive Environment (SSEP)	Provider	Lead Contact	Contact Information
<b>Component 2: Social Marketing</b>	Saltzman & Einhorn	Norma Rivera, Social Marketing Director	916-446-9900 or <a href="mailto:nrivera@rs-e.com">nrivera@rs-e.com</a>

## Project Summary:

- Runyon Saltzman & Einhorn's (RS&E) focus will be on change driven by a social marketing campaign, directed at teens 11-13 and extended to youth 14-24 that evolves with youth-movement and media documentary influences on the key adult audiences who have power over people with mental illness (PWMI, i.e., teachers, doctors and employers).
- The communications team includes Inspire USA Foundation and its ReachOut.com., social marketing specialists, clinical experts.
- More than a half billion impressions will be generated in three years, including more than 100 million digital impressions as social marketing leverages the de-stigmatizing power of social media.
- Fundamental strategic thinking is balanced between well-established best practices in social marketing and the reduction of stigma, forward thinking on the dynamics of empowerment and social influence in the coming decade.

## Key Activities:

- No. 1: Provide strategic planning
- No. 2: Conduct Pre/Post social marketing evaluation
- No. 3: Develop and coordinate media planning and execution
- No. 4: Develop advertising concept development
- No. 5: Conduct qualitative testing
- No. 6: Provide campaign execution development
- No. 7: Provide campaign advertising production
- No. 8: Develop and launch ReachOut forums website

- No. 9: Create parent and caregiver outreach
- No. 10: Launch and conduct CPT documentary
- No. 11: Coordinate youth outreach
- No. 12: Provide technical assistance and training
- No. 13: Construct interactive microsite/mini-game development
- No. 14: Plan and develop anti-stigma arts network
- No. 15: Produce California Public Television (CPT) documentary
- No. 16: Provide outreach to Asian communities

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 1: Strategies for a Supportive Environment (SSEP)	Provider	Lead Contact	Contact Information
<b>Component 3:</b> Capacity Building	United Advocates for Children and Families	Sireyia Ratliff, Deputy Director	916-643-153 ext. 102 or <a href="mailto:sratliff@uacf4hope.org">sratliff@uacf4hope.org</a>

## Project Summary:

- United Advocates for Children and Families (UACF) and partners will build toward the best possible potential for lasting stigma reduction that portrays social norms and recognizes that mental health is integral to everyone's well-being.
- UACF's overarching philosophy: this project belongs to the people it serves. The project is used as the vehicle to reach its destination.
- UACF has established multiple partnerships with expert leaders that penetrate every culture, population, age and geographic location in the state.

## Key Activities:

- No. 1: Generate county needs assessment
- No. 2: Develop a master plan to direct and monitor implementation throughout the project
- No. 3: Provide capacity building contact strategies countywide the initiative
- No. 4: Public outreach and keynote speeches
- No. 5: Develop sustainability plan
- No. 7: Provide outcomes and program evaluation

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 2: Values, Practices and Policies Program (VPPP)	Provider	Lead Contact	Contact Information
<b>Component I: Resource Development</b>	Mental Health Association of San Francisco	Glen McClintock, Project Manager	415-421-2926 or glen@mha-sf.org

### Project Summary:

- Mental Health Association of San Francisco, with its partners, will develop a research and training Center to accomplish the objectives of the CalMHSA Resource Development (RD) and the Promising Practices Program (PPP) through assessment, curriculum development, training and dissemination of best SDR practices statewide.
- SDR training programs will be developed.

### Key Activities:

- No. 1: Create and identify assessment indicators, tools and instruments for Stigma and Discrimination Reduction training programs
- No. 2: Assess the presence, penetration and type of Stigma and Discrimination Reduction training programs and projects on a state, regional and county basis
- No. 3: Evaluate existing Stigma and Discrimination Reduction training programs to determine their readiness for development as best-practice models
- No. 4: Develop and promulgate best practices and policies of Stigma and Discrimination Reduction training programs, training and technical assistance
- No. 5: Disseminate best training practices, information, manuals, toolkits and evaluation tools

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 2: Values, Practices and Policies Program (VPPP)	Provider	Lead Contact	Contact Information
<b>Component 2:</b> Partnering with Media and the Entertainment Industry	Entertainment Industries Council, Inc.	Nedra Kline Weinreich, Program Manager	310-286-2721 or <a href="mailto:nweinreich@eiconline.org">nweinreich@eiconline.org</a>

### Project Summary:

- The Entertainment Industries Council, Inc. (EIC) will engage the entertainment industry in a communication strategy to increase accurate public understanding of mental health and the intent to decrease stigma and discrimination.
- Activities and outcomes will be quantified. Anecdotes from participants and recipients, points of engagement are designed to create, sustain awareness that causes behavior change.
- The core of the partnership is a structured collaboration between those that have a message and those that can distribute it. The partnership is also based on inclusion of stakeholders that represent specific California constituencies, care providers and thought leaders.

### Key Activities:

- No. 1: Provide assessment and analysis of existing media coverage and entertainment industry programming
- No. 2: Conduct focus groups and interviews with members of the media and key stakeholders and report findings
- No. 3: Provide strategy and materials development
- No. 4: Conduct media trainings
- No. 5: Coordinate with other CalMHSA initiatives
- No. 6: Conduct Entertainment Industries Council VPPP Evaluation

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 2: Values, Practices and Policies Program (VPPP)	Provider	Lead Contact	Contact Information
<b>Component 3: Promoting Integrated Health</b>	Community Clinics Initiative	Dr. Karen W. Linkins, Project Director	480-471-7516 or Karen@desertvistaconsulting.com

## Project Summary:

- The Integrated Behavioral Health Project (IBHP), a program of Tides' Community Clinic Initiative (CCI), and three partner organizations will provide technical assistance and training to improve outcomes for underserved populations, while reducing associated stigma.
- IBHP will use its training curricula, tools and networks to promote integrated practices.
- Emphasizing client participation, IBHP will reach new stakeholders, including colleges/universities, health plans, public officials, and school health services in addition to health and behavioral health agencies.

## Key Activities:

- No. 1: Conduct statewide assessment
- No. 2: Provide community training
- No. 3: Provide stakeholder training
- No. 4: Promote integration leveraging existing networks and dissemination channels

## CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

<b>PROGRAM 2: Values, Practices and Policies Program (VPPP)</b>	<b>Provider</b>	<b>Lead Contact</b>	<b>Contact Information</b>
<b>Component 4:</b> Promoting Mental Health in the Workplace	Released on 12/16/2011. Proposals are due on 2/15/2012. Anticipated contract award in 4/2012.	TBD	TBD

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 2: Values, Practices and Policies Program (VPPP)	Provider	Lead Contact	Contact Information
<b>Component 5:</b> Reducing Stigma and Discrimination in Mental Health and System Partners	National Alliance on Mental Health (NAMI)	Steven Purcell, Program Manager	916-567-0163 or <a href="mailto:steven.purcell@namicalifornia.org">steven.purcell@namicalifornia.org</a>

## Project Summary:

- The National Alliance on Mental Illness California (NAMI CA), in partnership with the Union of Pan Asian Communities (UPAC) and Pacific Clinics have designed a Reducing Stigma and Discrimination in Mental Health System Partners program.
- Program goals:
  - ◇ Enhance existing, proven statewide stigma reduction programs
  - ◇ Increase capacity of NAMI CA's statewide network of more than 70 local affiliates to deliver culturally and linguistically competent SDR programs
  - ◇ Conduct an evaluation of the success of these programs in reducing stigma and discrimination
  - ◇ Coordinate and integrate efforts across the Student Mental Health and Suicide Prevention Programs
  - ◇ Ensure that our statewide network of NAMI Affiliates have the capacity to continue providing these services beyond the funding period

## Key Activities:

- No. 1: Conduct statewide cultural competency assessment and training
- No. 2: Conduct "In Our Own Voice: Living with Mental Illness" (IOOV) training
- No. 3: Provide the NAMI provider education program
- No. 4: Conduct and train Parents and Teachers as Allies (PTA) program
- No. 5: Conduct Breaking the Silence training presentations

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

<b>Program 3:</b>	<b>Provider</b>	<b>Lead Contact</b>	<b>Contact Information</b>
Promising Practices Program (PPP)	Mental Health Association of San Francisco	Mary Lee	415-421-2926 ext. 312 or mary@mha-sf.org

## **Project Summary:**

- Mental Health Association of San Francisco, with its partners, will develop a research and training Center to accomplish the objectives of the CalMHSA Resource Development (RD) and the Promising Practices Program (PPP) through assessment, curriculum development, training and dissemination of best SDR practices statewide.
- SDR training programs will be developed.
- For PPP, culturally effective and competent SDR programs will be disseminated through key community partner organizations.

## **Key Activities:**

- No. 1: Develop research and evaluation team activities
- No. 2: Provide training and technical assistance team activities
- No. 3: Conduct outreach and dissemination team activities

# CalMHSA Prevention and Early Intervention Statewide Projects Summary: Stigma & Discrimination Reduction

Program 4:	Provider	Lead Contact	Contact Information
Advancing Policy to Eliminate Discrimination Program (APEDP)	Disability Rights California	Margaret Johnson, Advocacy Director	916-504-2263 or Margaret.jakobson@disabilityrightsca.org

### Project Summary:

- Disability Rights California will address stigma and discrimination by examining laws, policies, and practices. It will train community members on existing rights and recommend needed policy changes.
- Disability Rights California will increase awareness of laws, policies and practices that address discrimination and support mental health services in non-traditional settings. It will identify those that contribute to stigma and discrimination and recommend changes.
- The firm will disseminate culturally-relevant, age-appropriate best-practice policies and build capacity to continue the work after the grant term.

### Key Activities:

- No. 1: Create and facilitate resource development
- No. 2: Provide training and capacity development
- No. 3: Identify and analyze laws that foster discrimination
- No. 4: Identify and analyze laws within criminal justice and allied systems
- No. 5: Coordinate with other initiatives

# CaIMHSA Prevention and Early Intervention Statewide Projects Summary: Student Mental Health

Program I:	Provider	Lead Contact	Contact Information
Statewide K-12 Student Mental Health	California Department of Education (CDE)	Monica Neopomuceno, Education Programs Consultant	916-323-2212 or mnepomuceno@cde.ca.gov

## Project Summary:

- The California Department of Education will assist in the facilitation of the Student Mental Health Policy Workgroup (SMHPW) with quarterly meetings beginning in 2012.
- The SMHPW will propose critical student mental health policy recommendations to the State Superintendent of Public Instruction and the California legislature.
- The CDE will expand the Training Educators through Recognition and Identification Strategies (TETRIS) project, increase the number of trainings per year beginning 2012. These trainings will provide high-quality professional development for school and district-level staff to support school sites and classrooms in recognizing children's mental health disorders.

## Key Activities:

- No. 1: Facilitate the Student Mental Health Policy Workgroup (SMHPW)
- No. 2: Provide ongoing training of educators

# CaMHSA Prevention and Early Intervention Statewide Projects Summary: Student Mental Health

Program 2:	Provider	Lead Contact	Contact Information
Regional K-12 Student Mental Health	California County Superintendents Educational Services Association (CCSESA)	Kate Osborn, Association Manager	916-446-3095 or kosborn@ccsesa.org

## Project Summary:

- CCSESA's Regional K-12 Student Mental Health Initiative is based on a statewide framework of prevention and early intervention strategies for student mental health that preserves regional flexibility.
- CCSESA identified four major goals which will be achieved and sustained by building the capacity of existing systems and personnel:
  - (1) Cross-system collaboration
  - (2) School-based demonstration programs
  - (3) Education and training of education personnel, parents/caregivers, and community partners
  - (4) Technical assistance for school-based program development

## Key Activities:

- No. 1: Develop plans for each region
- No. 2: Build capacity to provide technical assistance for school-based mental health program development and implementation
- No. 3: Facilitate policy and protocol changes across systems for prevention and early identification
- No. 4: Build capacity to provide education and training of school and district personnel, parents/caregivers and community partners
- No. 5: Implement school-based demonstration programs
- No. 6: Create an online statewide clearinghouse of resources and best practices

# CaMHSA Prevention and Early Intervention Statewide Projects Summary: Student Mental Health

Program 3:	Provider	Lead Contact	Contact Information
Student Mental Health California State University	California State University Office of the Chancellor	Ray Murillo, Associate Director	562-951-4707 or rmurillo@calstate.edu

## Project Summary:

- The CSU seeks to impact the entire campus community, not just those experiencing psychological problems and focus on prevention and early intervention.
- Four major system-wide initiatives, data collection, electronic resources, social marketing campaign, and curriculum development will be implemented to benefit the 23 campuses.
- The CSU campuses will also have the option of implementing individualized programs that meet particular campus needs.

## Key Activities:

- No. 1: Conduct needs assessment and proposal process
- No. 2: Collect benchmarking data
- No. 3: Develop and maintain electronic resources
- No. 4: Develop, disseminate and evaluate social marketing campaign
- No. 5: Develop curriculum and training (Campus Sub-awards)
- No. 6: Implement and evaluate Peer-to-Peer Programs (Campus Sub-awards)
- No. 7: Implement and evaluate Suicide Prevention (Campus Sub-awards)

# CaIMHSA Prevention and Early Intervention Statewide Projects Summary: Student Mental Health

Program 4:	Provider	Lead Contact	Contact Information
Statewide Student Mental Health California Community Colleges	California Community Colleges Office of the Chancellor	Betsy Sheldon, Specialist, Mental Health Services	916-322-4004 or bsheldon@ccccco.edu

## Project Summary:

- The SMHI will focus on prevention strategies to address the mental health needs of students and advance the collaboration between educational settings and county services, forming the foundation for future MHSA programs.
- This project is a partnership between the CCCCCO and the Foundation for California Community Colleges (FCCC) where FCCC is the fiscal agent for this project and serves as the contractor. The Chancellor's Office will be the lead over the programmatic areas. Hereafter, the contractor will be referred to as "The CCC SMHP" to reflect this joint partnership.
- The main components of the CCC SMHP are the development and implementation of campus-based mini contracts to 12 colleges and a statewide training and technical assistance (TTA) system to support the contracts, regional training efforts, resource development and dissemination.
- The CCC SMHP will also identify an online gatekeeper training program for faculty and staff. An external evaluator will be identified to develop a data and evaluation framework and assist in quality management and accountability efforts.
- Embedded in the above components are plans to continue work with stakeholder groups, the California State University (CSU) and University of California (UC) systems on select projects.
- Maintaining a focus on student veterans will be an important element of program implementation.

## Key Activities:

- No. 1: Develop and implement CCC-Student Mental Health Program campus-based contracts
- No. 2: Develop and implement statewide training and technical assistance
- No. 3: Address the mental health needs of student veterans
- No. 4: Provide suicide prevention gatekeeper training for faculty and staff

# CaMHSa Prevention and Early Intervention Statewide Projects Summary: Student Mental Health

Program 5:	Provider	Lead Contact	Contact Information
Statewide Student Mental Health University of California	Regents of the University of California	Belinda Vea, Student Affairs Policy and Program Analyst	510-987-9581 or Belinda.vea@ucop.edu

## Project Summary:

- UC will implement a system wide, two-phase initiative to address student mental health issues
- Phase I includes developing and enhancing campus programs and services for peer-to-peer support, faculty/staff/student training, and suicide prevention.  
New or enhanced programs/services include: screening for distress and depression, training videos and manuals, educational programs to reduce mental health stigma, discrimination and bystander training
- Phase II includes strengthening UC's relationship with the CSU and CCC systems by collaborating on projects that increase access to services to all students within the systems, and provide outreach and extend resources statewide.

## Key Activities:

- No. 1: Implement training programs to recognize and respond to students with mental health disorder-related behaviors
- No. 2: Implement American Foundation for Suicide Prevention's Interactive Screening Program to each UC campus
- No. 3: Create a system-wide social marketing campaign to disseminate information to students
- No. 4: Develop a comprehensive web-based "clearinghouse" for program material, training manuals and other outreach material

# CaMHSa Prevention and Early Intervention Statewide Projects Summary: Evaluation

Program I:	Provider	Lead Contact	Contact Information
Statewide Evaluation	RAND	Audrey Burnam, Project Leader	310-393-0411 ext. 6370 or aburnam@rand.org

## Project Summary:

- The RAND Corporation will plan and conduct a comprehensive three-year statewide evaluation of CaMHSa's Suicide Prevention, Stigma and Discrimination Reduction and Student Mental health (SMH) Initiatives.
- The evaluation plan will be strategic, by providing an integrative design across the three initiatives as well as establishing a broad public health evaluation framework that can be used for longer-term monitoring, furthering Prevention and Early Intervention (PEI) initiatives, and prioritizing evaluation efforts to maximize their usefulness for Program Partners, CaMHSa, and other stakeholders such as the Counties, their providers, consumers, and family members.
- This evaluation will take into consideration that these one-time statewide funds should result in programs that have a statewide impact and provide a statewide foundation for counties to build upon for lasting results in the future.

## Key Activities:

- No. 1: Develop the evaluation strategic plan and facilitate collaboration
- No. 2: Implement efforts of program partners and key stakeholders toward an integrated evaluation
- No. 3: Develop statewide PEI Evaluation framework
- No. 4: Establish and operate the implementation of an evaluation strategic plan
- No. 5: Conduct program evaluation to assess extent to which programs are meeting the statewide goals and objectives