

COUNTY SNAPSHOT – AMADOR COUNTY

CONTACTS

Interview Participant: Lynn Thomas LCSW MHSA Coordinator Amador County Behavioral Health 10877 Conductor Blvd., #300 Sutter Creek, CA 95685 209.223.6814 lthomas@amadorgov.org	Primary/Behavioral Health Care Integration: Renee Paul Clinic Nurse Amador County Behavioral Health 10877 Conductor Blvd., #300, Sutter Creek, CA 95685 209.223.6814 rpaul@amadorgov.org
Stigma & Discrimination Reduction Activities: Lynn Thomas LCSW (<i>see above</i>)	Melissa Cranfill LCSW Mental Health Clinician III – Crisis Coordinator Amador County Behavioral Health 10877 Conductor Blvd., #300, Sutter Creek, CA 95685 209.223.6335 mcranfill@amadorgov.org
Public/Media Relations: TBD	
Student Mental Health Contact: Lynn Thomas LCSW (<i>see above</i>)	

OVERVIEW

Method of Data Collection Utilized: In-Person Interview February 1, 2012

Amador County is located at the foothills of the Sierra Nevada Mountains, in the heart of California's Gold Country, 45 miles southeast of Sacramento. The county has a total area of almost 605 square miles, which includes Shenandoah Valley, one of the principal viticulture regions of California. The county seat is Jackson, one of five incorporated cities/towns in the county.¹

The 2010 U.S. Census reported Amador County's population as 38,091, with an 8.5% population increase in the past decade. The racial makeup is: 87.0% White, 2.5% African American, 1.8% American Indian or Alaska Native, 1.1% Asian, 0.2% Native Hawaiian or other Pacific Islander, 3.6% reporting two or more races, 12.5% Hispanic or Latino, 79.6% White persons not Hispanic.²

Strengths: Well-known key players; great communication and community participation; very supportive stakeholders; cultural competency; consumer advocacy
A suicide prevention task force has emerged in Amador since our interview; contact Michele Curran, micheledcurran@gmail.com.

Challenges: Budget; resources; staffing; stigma; isolation; lack of health care structure; lack of media access; high suicide rate

¹ Wikipedia: http://en.wikipedia.org/wiki/Amador_County,_California

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06005.html>

Government Advocacy: Political environment will support very specific suicide prevention efforts

Centralized Website(s): NO, but interested in simple webpage developed by AdEase

Resource Directory: YES—hard copy only

Social Media Presence: NO—There are county policies against social media, but room for negotiation. County is looking to develop an app to lead consumers to a website (Laurie Halverson of Community Action Agency is the contact). Amador/Tuolumne Community Action Agency and First 5 have social media presence. Youth Empowerment Project (Y.E.P.) has social media presence.

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO

Suicide Prevention: NO

Other County Activities and Programs:

	Walks/Run	Events	Speaker's Bureau	Media Praise/Protest	Outreach	Trainings (e.g., ASIST or QPR)	Specific Events during Suicide or MH Awareness Week/Month	Other
Suicide Prevention						X		
Stigma Reduction								X

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: County helped plan the regional conference in Sacramento, but did not attend. There are three certified clinicians for ASIST training. Mental Health First Aid and Mental Health Emergency Services trainings are also available.

Stigma Reduction: There are behavioral health, cultural competency, and steering committees in Amador. A round-table discussion on stigma reduction efforts took place March 2012. There is potential to partner with CalMHSA efforts. Amador county would like to see more efforts pertaining to stigma reduction, especially related to housing and combating NIMBY (Not in My Back Yard). County is finishing the third year of a specific student mental health/rural mental health MSW program.

Media: Contact: Dianna Evensen, Health Educator for Amador County Public Health

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: 209.223.6412 (local county line)
Mental Health Crisis Hotline: Phone line above forwarded when clinic is closed
Other Resources: National Crisis number added to county handouts (1.800.273.8255)

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

Contact Robert Hartman MD and Carlos Solis MD. There is a liaison project targeting relationships with primary health care providers. Psychiatrists gave breakfast presentations to PCPs, as detailed in the county PEI plan.

ADDITIONAL INFORMATION

NONE

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads ^a	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Trainings	“How to” Manuals ^b
	X	X				X			X	X

^a E.g., magazines.

^b E.g., how to reach out to the media, how to start a speaker’s bureau, etc.

Additional Information: Specific need for materials targeted at TAY/teenagers