

COUNTY SNAPSHOT – COLUSA COUNTY

CONTACTS

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OVERVIEW

Method of Data Collection Utilized: Online Survey October 18, 2011

Colusa County is located in California's Central Valley, northwest of the state capital, Sacramento. It is one of the original counties of California, created in 1850 at the time of statehood. The county seat is Colusa, one of only two incorporated cities in the county.¹ With an economy based largely on agriculture, it is not unusual to see a variety of crops while traveling through the county.²

The 2010 U.S. Census reported Colusa County's population as 21,419, with a 13.9% population increase in the past decade. The racial makeup is: 64.7% White, 0.9% African American, 2.0% American Indian or Alaska Native, 1.3% Asian, 0.3% Native Hawaiian or other Pacific Islander, 3.6% reporting two or more races, 55.1% Hispanic or Latino, 39.8% White persons not Hispanic.³

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

² www.countyofcolusa.org/index.aspx?nid=229

³ U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06011.html>

Strengths: Strong youth programs within the high school, development of cultural competency committees, ability to collaborate with other agencies, strong Prevention Services program, strong consumer volunteers' service space and socially-minded clubs on student campuses (e.g., Friday Night Live and Club Live)

Challenges: Need for increased information, training and understanding regarding suicide prevention

Government Advocacy: Via Peer Advocacy Council (PAC)

Centralized Website(s): NO, but there is interest in acquiring a how-to guide on developing a suicide prevention page on Facebook or Twitter

Resource Directory: Information is available in the form of brochures from Colusa County Department of Behavioral Health (530.458.0525)

Social Media Presence: NO

CURRENT PEI MARKETING CAMPAIGNS

Suicide Prevention: NO

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: YES Start Date: 2008
End Date: ongoing

Target audience: General public, families, youth, consumers/clients

Marketing Strategy: Newspapers; events; community outreach; other: posters, flyers, county employee email and agency newsletters

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			X			

CURRENT PEI OUTREACH EFFORTS

Although county does not have a suicide prevention campaign specifically, information was disseminated at various events about utilizing suicide prevention hotline pamphlets provided by the Substance Abuse and Mental Health Services Administration (SAMHSA).

In addition to attending community events and disseminating information, Stomp Out Stigma (SOS) is an annual event hosted by Colusa County Department of Behavioral Health. This event informs the community about mental health services as well as provides a social outlet for the community and consumers/clients to interact.

In celebration of Mexican Independence Day, Behavioral Health collaborated with Safe Haven (an innovative program under MHSA) and Prevention Services to host an event designed to reduce stigma among the Hispanic population, which makes up about 60% of Colusa County.

Prevention Services also provided a series of summer outreach events which disseminated information on alcohol, tobacco and a drug-free lifestyle; provided fun, free, family activities for the community as a whole; and reduced the stigma of seeking services provided by Behavioral Health.

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: 888.793.6580

Mental Health Crisis Hotline: 888.793.6580

Other Resources: Crisis services can be accessed between the hours of 8 A.M. and 5 P.M. at 162 E. Carson St. (Colusa County Department of Behavioral Health) or by calling 530.458.0525.

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

A list of healthcare providers is available from Colusa County Department of Behavioral Health by phone or fax. Information is provided to all consumers to encourage usage of local personal healthcare providers.

ADDITIONAL INFORMATION

Additional Colusa County contact for CalMHSA campaigns: Anthony Hall, Clinical Program Manager for Direct Schools Services, Colusa County Department of Behavioral Health, 530.458.0520, ahall@countyofcolusa.org

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: Colusa County is small and, as such, often requires a great deal of collaboration to achieve goals. Information regarding how other rural counties are able to meet the needs of youth, students and families, as well as provide culturally competent services for the Hispanic community, would be helpful.