

COUNTY SNAPSHOT – LASSEN COUNTY

CONTACTS

Interview Participants:

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Stigma & Discrimination Reduction Activities:
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Primary/Behavioral Health Care Integration:
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Student Mental Health Contact:
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OVERVIEW

Method of Data Collection Utilized: In-Person Interview February 9, 2012

Lassen County is located in northeastern California. It covers an area of a little over 4,720 square miles and is primarily rural with plentiful wilderness and year-round outdoor recreational activities. The county seat is Susanville, the only incorporated city in the county.¹

The 2010 U.S. Census reported Lassen County's population as 34,895, with a 3.2% population increase in the past decade. The racial makeup is: 73.2% White, 8.1% African American, 3.5% American Indian or Alaska Native, 1.0% Asian, 0.5% Native Hawaiian or other Pacific Islander, 3.5% reporting two or more races, 17.5% Hispanic or Latino, 66.7% White persons not Hispanic.²

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

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06035.html>

Strengths: Social clubs (e.g., Elks; veterans service organizations) are very supportive; NAMI chapter and Aurora provide a strong consumer voice; small county connectivity; frontier mindset “We’re all we have, and we take care of our own”; community participates strongly in fundraising efforts; strong county participation at county and children’s fairs; beautiful scenery and outdoor recreational activities; local community college; sports; businesses (chains with local employees) that could be supportive of local activities

Challenges: Isolation; 3 prisons, which lack resources to help families of prisoners who move up here when loved ones become incarcerated; correctional officers and their families don’t have resources—COs are highly stressed, at risk of suicide, bring stress home with them; stigma surrounding suicide—concern about how suicides within the community can taint the appeal or image of the county and concern that talking about stigma will increase the incidence of suicides within the county; Rancheria and county mental health department have difficulty reaching out to each other

Government Advocacy: Board of Supervisors is currently in a state of transition; it is supportive of issues related to children and families

Centralized Website(s): NO, but the Department of Public Health is working to add more resources to its webpage. Would be interested in a simple webpage designed by AdEase if it could be integrated with Network of Care site.

Resource Directory: Hard copy resource directory only; may be posted online in the future

Social Media Presence: NO—County has a strict policy against use of social media. However, participants expressed interest in texting reminders, such as is used in the text4baby program. Pathways Home Visiting Program uses Facebook.

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: YES—Stigma Buster **Start Date:** 2006 **End Date:** Ongoing

Target Audience: General population

Marketing Strategy: Television; radio; newspaper; Stigma Buster T-shirts; local business outreach

Source of Materials: SAMHSA

Evaluation Plan: NONE

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								
Stigma Reduction		X	X		X		X	X

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: NONE

Stigma Reduction: Ride for Recovery fundraiser; consumer organization Aurora handles stigma reduction efforts on behalf of the county including talks and other events during Mental Health Awareness Month; articles on postpartum depression in the local paper

Media: NONE

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: 888.530.8688; 530.251.8108

Mental Health Crisis Hotline: 888.530.8688; 530.251.8108

Other Resources: There is a Mental Health Advisory Board for the Mental Health Department, which is merging with AOD to form a new behavioral health department this fiscal year.

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

Bob Edwards, CEO, Banner-Lassen Hospital, 1800 Spring Ridge Drive, Susanville, CA, 530.252.2234; Lassen Indian Health Services, 795 Joaquin Street, Susanville, CA, 530.257.2542; Janet Lasick, CEO, Northeastern Rural Health Clinics (FQHC), 1850 Spring Ridge Drive, Susanville, CA, 530.251.5000 ext. 295

ADDITIONAL INFORMATION

Lassen County has no marketing budget set aside for suicide prevention/stigma reduction efforts.

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	Training	“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: Radio ads, especially for veteran outreach, would be useful.

Promotional material to show before movies would be helpful.

Would like to create web pages for SusanvilleStuff.com site.

Need materials targeted to veterans, youth and Native American population.