

COUNTY SNAPSHOT – MARIN COUNTY

CONTACTS

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Suicide Prevention Activities:

Gary Najarian, M.S.W. (*see above*)

Primary/Behavioral Health Care Integration:

Kristen Gardener (*see above*)

Public/Media Relations:

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OVERVIEW

Method of Data Collection Utilized: In-Person Interview January 10, 2012

Marin County is located in the north San Francisco Bay Area, across the Golden Gate Bridge from San Francisco. The county covers an area of about 828 square miles of which 308 square miles (37%) is water. Marin is one of the original 27 counties of California, created in 1850 at the time of statehood. It is well known for its natural beauty, liberal politics and affluence. Marin County's natural sites include the Muir Woods redwood forest, Point Reyes National Seashore, and Mount Tamalpais, said to be the place where mountain biking originated. In May 2009 Marin County had the fifth highest income per capita in the United States. Numerous high-tech companies are based in the county. The county seat is San Rafael.¹

The 2010 U.S. Census reported Marin County's population as 252,409, with a 2.1% population increase in the past decade. The racial makeup is: 80.0% White, 2.8% African American, 0.6% American Indian or Alaska Native, 5.5% Asian, 0.2% Native Hawaiian or other Pacific Islander, 4.2% reporting two or more races, 15.5% Hispanic or Latino, 72.8% White persons not Hispanic.²

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

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06041.html>

Strengths: Long history of service in the community; proud of CalMHSA grant and subsequent expansion of local crisis center hotline; thousands of volunteer trainings; good NAMI chapter for stigma; strong consumer group; thriving warm line; long history and deep community roots; involved family members/advocates

Challenges: Lack of resources; quality of life; resistance to change; running new programs with old or ingrained staff simultaneously; reaching rural areas; collaborating with others without losing the message

Government Advocacy: Good political support

Centralized Website(s): Marin County does not have one centralized website for suicide prevention and/or stigma reduction activities, but the need for one has been recognized (interested in simple webpage developed by AdEase).

Resource Directory: YES—A list of county-staffed services and supports are available on www.marincounty.org/services; 2-1-1 (with community partners); Community Action Marin

Social Media Presence: NO, but Family Service Agency has Facebook/Twitter

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO (previous campaign through Full Court Press ran from August 2009 to June 2011)

Suicide Prevention: NO, but 6-county campaign through CalMHSA launched February 2012 with Sonoma, Napa, Lake, Mendocino and Solano counties. It will run for 3 years, after which each county will continue with its own campaign.

Target Audience: General public with focus on underserved and at-risk populations such as veterans, youth, seniors, Latinos, African Americans and LGBTQ

Marketing Strategy: No media budget as yet

Source of Materials: Developing own materials and interested in incorporating statewide materials

Evaluation Plan: In development; will include needs assessment and focus groups/interviews

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	X	X		X	X
Stigma Reduction	X		X	X	X		X	

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Marin Suicide Prevention Hotline has been active for 40 years, however education of suicide awareness is not as prevalent now as it was in the past. There is a volunteer who speaks to various groups with a one-hour interactive presentation. Local suicide prevention committees may be looking to expand on this though currently there are no official trainings. Marin is currently updating all presentation materials. There are some media protest/praise efforts. There is some teen screening in some schools as organized by the Family Service Agency. There has been some training and education in schools. There is a new program called Prevention Hub that looks at prevention from a multi-issue perspective, such as the connection between suicide prevention and self-injury prevention, and what all of the county services and programs are doing in order to form potential partnerships.

Stigma Reduction: Participation in annual NAMI walk for stigma reduction. Marin is currently updating all presentation materials. NAMI coordinates a speaker's bureau. There are some media protest/praise efforts. The county has had depression screening available in the past and Mental Health First Aid training will take place in the future. There is some teen screening in some schools as organized by the Family Service Agency. There has been some training and education in schools. Recently there were mental health warning signs PSAs.

Media: Media trainings have been provided to mental health prevention and early intervention providers. There is a public information team, but no specific Public Information Officer. Linda Allen is the media contact for suicide prevention. Suicides are rarely promoted through the media so it has become a somewhat invisible problem. Coverage on the stats for suicides in Marin are fairly low so it would be helpful to look into other related issues. Often people come to the Marin area to die by suicide via the Golden Gate Bridge so there is very little coverage or memorializing information regarding the locals. Marin is interested in safe messaging training for the media.

COUNTY CRISIS NUMBERS AND RESOURCES

- Suicide Crisis Hotline: Marin Suicide Prevention Hotline 415.499.1100
- Mental Health Crisis Hotline: Mental Health Hotline 415.499.6666
- Other Resources: The North Bay Group; local Suicide Prevention Committee

DIGITAL STORIES

YES

HEALTHCARE PROVIDERS

Kaiser; FQHC; Community Hospital

ADDITIONAL INFORMATION

In Marin, there is a higher suicide attempt rate than completion rate and, as such, the issue does not always receive the appropriate amount of attention and concern. There is a strong desire to focus not only on suicide, but also related issues. Marin is very interested in leveraging group partnerships. The Prevention Hub assists prevention efforts to collaborate as appropriate, such as healthy living, healthy eating, prevention/help for drug/alcohol issues, mental health prevention and early intervention, etc. In Marin County the at-risk numbers are small but consistent.

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish, Vietnamese

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	X	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: Marin would like to be able to plug in information for its local hotline.

Would like “How to”s for social media, general, approaching TV/radio, starting a campaign, choosing and reaching target demographic and evaluation.

Would like training on measuring reach, frequency and results.