Integrating Each Mind Matters in Your County

October 16, 2014

During this webinar we will introduce you to the technical assistance teams that will be your direct contact for Each Mind Matters and Know The Signs as well as the campaign and resources available to you. We’ll also share with you frequency of our communications and immediate next steps to hear your county needs.
You’re already part of the movement! Everything you do everyday is part of Each Mind Matters!
Each Mind Matters is California's Mental Health Movement!
All of you are part of this movement and there is a place for everyone, whether it be as an individual or organization. We are dedicated to reducing stigma associated with mental illness and have a shared vision of mental wellness and equality.

Each Mind Matters has resource information and campaign materials to assist you in targeting the different lifespans and diverse communities we’ll talk about in just a moment.

We’ve heard several different reasons why you are involved with the movement – personal reason, wanting to end stigma or to ensure access to services. Whatever your reason, we are all part of the movement and it is that spirit we need to continue to push this movement forward.
As the Each Mind Matters movement continues to grow, we wanted to create a more streamline effort to make it easy for counties to connect, and receive materials from, all programs available under the EMM umbrella. Many of you already know, but if you don’t, one campaign under the Each Mind Matters movement is Know the Signs. There will now be an integrated effort with EMM and KTS teams to provide you with technical assistance so you are aware of all resources available for stigma and discrimination reduction as well as suicide prevention.

The support we offer is not limited to what’s listed. We will work with you to learn what will be most impactful in your county.

What does coordinated technical assistance look like? The EMM and KTS team will be working together behind the scenes to meet your county’s needs whether it be leveraging resources, providing content, and/or strategic counsel at your request. We’ll explore this more during our one-on-one TA calls.
Who is your TA team?! The people you see on this page have been assigned counties and will be your direct contact.

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<th>Mariana Baserga</th>
<th>Anara Guard, MLS</th>
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• Campaigns under the Each Mind Matters umbrella have taken a lifespan approach, creating targeted communication strategies to address stigma at different time periods in someone’s life.
• First, Parent & Caregiver education with children 0-8 years old with the goal to provide a stigma-free environment. In this lifespan, we have executed blogger outreach with specific SDR messages as well as developing the fotonovela series.
• Next, we focus on the 9-13 year olds, also called “Tweens.” The focus is to prevent early stigma formation by providing information to address knowledge gaps, and debunk myths about mental health and mental illness. A successful and award-winning campaign includes Walk in Our Shoes – a musical play that has toured California reaching thousands of school-aged children.
• For the Transitional Age Youth, we provide an online platform for peer support during challenging periods of their lives.
• Lastly, for adults we reinforce stories of hope, resilience and recovery to drive home the message that recovery is possible.
In addition to the lifespan approach, we also focus on our diverse audiences.

African-American: Faith-based initiative, bringing together faith leaders and providers to create Mental Health Friendly communities. Educating pastors so they know providers & resources so they feel comfortable making referrals to providers.

Asian & Pacific Islander: Grassroots community gatherings, basic tools to begin conversations (vocabulary for some languages that don’t have words for mental illness, fact sheets in language).

Latino: SanaMente campaign has trans-adapted tools and resources throughout the lifespan, in-language and culturally responsive.

LGBTQ: Partnered with Gay Straight Alliance Network and Inspire to create materials that address potential dual stigmas and issues that are specific to LGBTQ community.

Native American: Knowing that NA communities are very diverse in CA, worked with advisory committee to develop materials and tools that are flexible to be customized for individual communities and address NA issues. This includes providing toolkit materials and mini-grants.
We have campaign materials available that coincide with our targeted audiences but we also have digital banners, posters, fliers, buttons, vignettes, and the fotonovela series, just to name a few. These are just a few ways we can work with your county to identify certain materials you may need and customize them.
This list describes the campaign materials that we currently have available. At EachMindMatters.org you can find toolkits, videos, and printable and wearable outreach materials. At SpeakOurMinds.org you can find toolkits, fact sheets, and training materials. For different advertising materials, you can call your EMM county lead for more information. What is exciting about the EMM movement is that it continues to grow with each county program! During this upcoming year we will work with you to CREATE new and dynamic materials that represent your community.
In addition to providing you with campaign materials, your EMM TA team can help you integrate EMM in your county in other ways. Some examples of technical assistance include strategic planning with your county office for an upcoming activity, providing template press releases and media advisories, or providing content for presentations.

Another area is social media. TA could include providing you with sample social media posts or webinars to learn more about social media and assistance on which platform is best for you. We hope you are following Each Mind Matters on Facebook, Twitter and Instagram!

Another huge part of Each Mind Matters is the SDR Consortium Community Engagement Team! This year, they will be working with local community partners in your county to integrate EMM into schools, mental health organizations, community based organizations, and primary care organizations.

We are looking forward to brainstorming with your county needs and how to integrate the Each Mind Matters movement to enhance your goals.
Here is an example of how a county incorporated Each Mind Matters in a very small way yet very impactful. Sonoma County has a monthly newsletter that includes the lime green ribbon, photos of events that took place as well as details about what partner organizations did during the month to increase the movement or a spotlight on a local success story.
This is an example of how the Each Mind Matters team worked with Sutter/Yuba counties to create print ads and a news insert.
These are examples of how Riverside and Amador county incorporated the Mental Health Awareness Week Toolkit into their events!
As most of you know, Know the Signs is a statewide suicide prevention social marketing campaign with the goal to help Californians prevent suicide by know the warning signs, finding the words to have a conversation with someone they are concerned about, and to inform them about helpful resources. All campaign materials refer individuals to the campaign website, where the “Reach Out” section has a local resource page for each county.
Over the past two years the campaign has been supported by two statewide media buys, but our primary focus has always been on support local suicide prevention efforts.
### Campaign Materials

*(Available from the Resource Center at www.yourvoicecounts.org)*

- Evaluation and campaign reports
- “How to” Guides and Toolkits
- Outreach posters, brochures and tent cards *(in English, Hmong, Khmer, Korean, Lao, Traditional Chinese, Spanish, Tagalog, Vietnamese)*
- Outreach poster with tear-away card that can be customized by local crisis lines *(intended for individuals in crisis)*
- Print Ads *(English, Korean, Mandarin, Spanish)*
- TV and radio spots *(English, Hmong, Spanish)*
- Outdoor ads *(English, Spanish)*
- Online ads *(English, Spanish)*
- Pin Buttons

All of our campaign materials can be viewed and downloaded from the Resource Center on Your Voice Counts. There is no log-in required to access these resources. We have listed the types of materials, and in what languages they are available, here on the screen. Several of the materials such as our outreach posters, tent cards and brochures can be customized.
In addition, many counties have adapted the Know the Signs materials into a variety of different outreach tools and advertisements, including but not limited to, pharmacy bags, bus advertisements, theater standees and give-aways such as tote bags, magnets, pens and key chains. Samples and files for these materials can be made available from your TA provider.
With a few exceptions the majority of materials are aimed at the helper the person who can recognize warning signs and offer support, not the person at risk. On the screen you can see a list of different cultural groups for which targeted materials are available. The development of the cultural and language adaptations for Asian Pacific Island Populations have just recently been completed and we are excited to introduce them to you and to work with you to make them available to your communities. Printed supplies of all of these will be available to the county behavioral health agency and CBOs in every county and your TA provider will contact you with more information and an order form soon.

In general, all of the campaign resources can be viewed and downloaded from the Resource Center on Your Voice Counts. In addition, we mail out copies of all of our resource catalogs and outreach materials when they are first published and sporadically throughout the year. For example, counties had an opportunity to request outreach materials in July to support their Suicide prevention week activities in September. In addition,
Now that we provided an overview of the materials available to you, I want to remind you that the Know the Signs technical assistance team is available to help you make the most of these materials in your county. Some examples in which we can offer support include providing presentations to county staff and your community partners about available materials and resources. We can help you strategizing about community partnerships that might assist you in disseminating suicide prevention materials. Some of you have existing local efforts, a media campaign, a local taskforce, an annual event. We can help you integrating the Know the Signs campaign with these local efforts. We can help you access materials from Your Voice Counts and we recently just emailed our county contacts about updating the local county resource pages on our campaign website. Please don’t hesitate to reach out to us. In addition, the suicide prevention experts can offer additional hands-on support and I will now turn it over to Anara Guard.
Assistance with locating and interpreting data; advice on task forces and coalitions; information on reducing access to lethal means.

- **Strategic planning for suicide prevention and outreach activities**
- For example, one county asked for data to help them quickly respond to a media inquiry, and we gathered the data for them. Ordinarily, we try to help teach you how and where to find data but with a deadline, we were happy to retrieve it. Another county requested help in responding to a local activist who wanted to hold an awareness event at a site of several suicides. We mined the research on suicide prevention near “hotspots” and also shared the national Lifeline’s policy on signs at bridges, and finally suggested other activities as replacements. In a third example, a county wanted to use drink coasters to promote Know the Signs and their local Workgroup. We researched findings from other public health campaigns that used drink coasters, and helped them develop a strategy with goals and measures.
Upcoming webinars:

- An overview of Suicide Prevention Materials for API Communities
- Working with Promotores to reach Spanish-speaking communities
- Suicide Prevention Resources for Native Americans
- Primary Care Training Guide
If you would like to receive the monthly suicide prevention email, please send your name, county and email address to Jana Sczersputowski at Jana@yoursocialmarketer.com
THANK YOU!

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).