Audio Troubleshooting

• If you are using the audio on your computer (meaning you did not call in on your phone), check the status of your microphone – it should be unmuted.

• To participate via phone, go to the GoToWebinar control panel and under "Audio" and for "Use", click "Telephone" instead of "Mic & Speakers". Then use a telephone to call into the webinar using the phone number provided. You must include the Audio Pin #
Each Mind Matters:
Mental Health Resources for Diverse Communities
Introductions

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Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.
Welcome!

• Please **mute** your line
• If you have a **question, technical problem or comment**, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel.
1) Understand the process for developing materials for diverse communities.

2) Identify Each Mind Matters resources for your work with diverse communities.

3) Discuss community-defined practices for mental health education and/or suicide prevention.
Each Mind Matters - Wellness Areas
Understand the process for developing materials for diverse communities.
Community Participatory Process

- Seeks feedback on priority needs for California’s diverse populations
- Convenes workgroups of stakeholders across the state, with an emphasis on:
  - Cultural understanding
  - Mental health expertise
  - Geographic diversity
The Cultural Adaptation Model in Action: LGBTQ+ Workgroup
Plan

- Created an LGBTQ+ workgroup to guide project.
- Reviewed existing materials to find gaps and prioritize creation of new materials.
• Contracted with CBOs/community experts to take the lead on content development.
• Reviewed draft materials with LGBTQ+ workgroup and solicited feedback.
Monitor

- Incorporated LGBTQ+ workgroup feedback into materials.
- Focus groups testing with target audience.
- Reviewed draft materials with EMM team.
- Developed distribution plan.
• Finalize and distribute materials.
• Compile community feedback for future versions of materials.
• Note additional community needs for future resource creation.
Outcomes: LGBTQ+ Workgroup

Available May 2017:

• Revised *Be True, Be You* Booklet for LGBTQ+ Youth

• Provider Fact Sheet: Working with Latinx LGBTQ+ Youth

• Mental Health for LGBT Older Adults
Cultural Adaptation Model Best Practices

- Golden rule of funding: you don’t work for free, so don’t expect community partners to do so
- Start small but plan for scale
- Listen often and actively
Identify Each Mind Matters resources for diverse communities.
Each Mind Matters Materials

- Toolkits and guides for event planning, social media and more
- Print ads (English, Spanish)
- TV and radio spots (English, Hmong, Spanish)
- Outdoor ads (English)
- Online ads (English, Spanish)
- Videos (Chinese, English, Khmer, Korean, Lao, Spanish and captioned for hearing impaired)
- Fact sheets and training materials (Arabic, Armenian, Cambodian, Chinese, English, Hmong, Iu Mien, Khmer, Korean, Lao, Russian, Spanish, Vietnamese)
- Outreach materials: posters, take-ones, fliers, brochures and resource cards (English and Spanish)
- Wearable outreach materials: t-shirts, ribbons,
- Evaluation and campaign reports
Statewide suicide prevention social marketing campaign with the overarching goal to increase Californians’ capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

suicideispreventable.org
elsuicidioesprevenible.org
Suicide Prevention Resources

- 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 crisis)*
- Print Ads *(English, Korean, Mandarin, Spanish)*
- TV and radio spots *(English, Hmong, Spanish)*
- Outdoor ads *(English, Spanish)*
- Online ads *(English, Spanish)*
- Pin Buttons
Suicide Prevention Resources

Campaign materials are available in several languages and for a variety of communities:

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle-aged men
- Native American
- Spanish-speaking
- Vietnamese

yourvoicecounts.org
Diverse Audiences: California Reducing Disparities Project

- African American
- Asian & Pacific Islander
- Latino
- LGBTQ
- Native American
Diverse Audiences: African American

Support Guide
Mental Health in the African American Community

Other ways to create supportive communities:

- Develop neighborhood healing circles.
- Raise awareness through advocacy, leadership and collaboration.
- Keep places of worship open every day of the week. This creates safe places for people to gather and talk.
- Wear lime green, the national color for mental health awareness. Share why mental health matters to you.
- Share videos, blogs, or photos from eachmindmatters.org on Facebook or Twitter to get your friends talking.

walkinourshoes.org

Ten Commitments
The Leaders of this House of Worship have made a commitment to our members and the broader community to become a Mental Health Friendly Community of Faith. We therefore have adopted the following Ten Commitments:
Diverse Audiences: Asian & Pacific Islander

1. Asian
2. Pacific Islander
Diverse Audiences: Latino
Diverse Audiences: Native American
Diverse Audiences: LGBTQ+
• Student Film Contest open to ages 16 to 25 in partnership with a college, organization, club, program or other agency to create 60 second films about suicide prevention and mental health.

• *Through the Lens of Culture* category encourages young film makers to explore the topics of suicide prevention and mental health through the lens of a particular culture.

• View all films at [www.directingchange.org](http://www.directingchange.org)
“隠された思い (My Hidden Feelings)” - 2016 Through the Lens of Culture
1st Place: Suicide Prevention
Questions?
Discuss community-defined practices for mental health education and/or suicide prevention.
LGBTQ+ Workgroup Findings

Community Defined Practices for Adaptation & Outreach
Russian Workgroup Findings

Community Defined Practices for Adaptation & Outreach
Community Partnerships

• Supporting the Experts: Community Members
• Mini-grant and Sponsorship Program
  – Funds more than 60 schools and CBOs
  – Reaches 20 distinct audiences
  – More than money, awardees receive technical assistance and customized materials.
Join the Movement!

Mental Health | Stories | Get Involved | Events | Resources | Blog

Get Involved
We all have mental health, and our voices are amplified when we speak up together. California’s Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health. There are many ways to add your voice and strengthen the movement.

Speak Up
Share how you’re part of the movement by taking a pledge to advance mental health in your own way.

Spread the Word
Learn more about the movement and get tools to help inform others.

Share Your Story
We all have mental health, and we’re inspired by each other’s stories. Tell us why mental health matters to you by sharing your “live green story.”

Stories
California’s Mental Health Movement is made of up millions of people who believe that everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy and meaningful life. See what people are saying and sharing -- and add your voice to the movement with your own commitment to advancing mental health.

Each Mind Matters is millions of individuals and thousands of organizations working to advance mental health. Welcome California’s Mental Health Movement.

To the California’s Mental Health Movement Campaign.

Together.
Each Mind Matters is a campaign to advance mental health in California. 

California’s Mental Health Movement

Each Mind Matters is a campaign to advance mental health in California.

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California’s Mental Health Movement
EMM Awareness Raising Toolkits

- Range of resources from event planning guides, posters, guides on engagement through social media, and suggestions for activities to get your community involved.
- Available in print and electronically on the Each Mind Matters website.

Suicide Prevention Awareness Toolkit
First full week in September
(National)

Mental Health Awareness Week
First full week in October
(National)

Mental Health Matters Month
May
(California)
If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience, or find an event near you!

www.eachmindmatters.org/events/
Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California’s Mental Health Movement. If you would like to order materials with a Purchase Order, please review the Purchase Order Process. If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.
Bookmark us!

EachMindMatters.org
SuicideIsPreventable.org
YourVoiceCounts.org
WalkinOurShoes.org
ReachOutHere.org

http://catalogue.eachmindmatters.org

SanaMente.org
ELSuicidioEsPrevenible.org
PonteEnMisZapatos.org
BuscaApoyo.org

Twitter: @eachmindmatters
Facebook.com/eachmindmatters
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Questions?