SanaMente: Resources for Latino Communities

April 4, 2017
Introductions

Mariana Baserga
Los Angeles, CA

Rosa Guerrero
Los Angeles, CA

Nicole Jarred
Sacramento, CA

Rosio Pedroso
Gilroy, CA

Tawny Porter
Alameda, CA

Mariana Baserga
Los Angeles, CA

Rosa Guerrero
Los Angeles, CA
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
Agenda

- An overview of the SanaMente campaign, materials including the website and resources
- An overview of the SanaMente Minigrant Program
- A discussion of awareness activities and examples from county and community organizations
- An opportunity to ask questions
Reaching California’s Latino Community

SanaMente
Movimiento de Salud Mental de California

Ponte en mis Zapatos

http://www.sanamente.org/historias/

www.SanaMente.org
SanaMente

- What is it?
- Why is it important?
- Resources Available

“When people with mental health challenges feel accepted rather than excluded and isolated, we can create a state of better mental health in California, and reduce the toll untreated mental health problems have on California’s communities especially those underserved such as Latinos.”

-Dr. Sergio Aguilar-Gaxiola, Director of the UC Davis Center for Reducing Health Disparities
SanaMente.org

SanaMente es el movimiento de salud mental de California.
Engaging All Californians: Education

Audiences:
- Parents
- Children
- Young Adults
- Older Adults
- Farmworkers

Common Mental Health Challenges:
- Depression
- Anxiety
- Suicide Prevention
- Trauma
- Alcohol/ substance abuse
Engaging All Californians: Shared Experiences

Testimonios:

- Watch, listen, or read personal stories from people living with a mental health challenge
- Submit your own story or pledge about mental health
Engaging All Californians: Resources

Available resources include:

- Mental Health Support Guide
- Fotonovela’s & Activity Guides
- Mental Health Fact Sheet
- SanaMente Poster: Myths vs. Facts
Phase 2: SanaMente

Resource Locator

Events/Get Involved

Blog

Pedro's Story

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae

Submit an event:

Add Event

Mental Wealth: A Call to Mental Health

04/08/2017 - 04/08/2017 04/18/2017

UCLA Covel Commons
200 De Neve Drive, Los Angeles, CA 90095

Join the conversation in a conference health through a series of speakers, where long event will feature interactive work.
Ponte En Mis Zapatos presentations and related curricula utilize real stories from teens and young adults to teach youth about mental health challenges and mental wellness. [PonteEnMisZapatos.org](https://PonteEnMisZapatos.org)

This campaign is intended to educate Californians how to recognize the warning signs of suicide, how to find the words to have a direct conversation with someone in crisis and where to find professional help and resources. [ElSuicidioEsPrevenible.org](https://ElSuicidioEsPrevenible.org)
If you are interested in requesting any SanaMente materials or promotional items, please visit:

sanamente.org/tienda
Overview of Grant Program

2017 Recipients

- Health Education Council
- The LGBT Center of OC
- Transitions-Mental Health Association
- Latino Service Providers
A 501(c)(3) nonprofit organization dedicated to providing access, education, advocacy and training to empower individuals towards healthy lives.

Work to promote health and prioritize prevention in underserved communities.
Health Happens Together: Improving Community Health through Cross-Sector Collaboration
The Health Education Council operates the Ventanilla de Salud (Health Window) within the Mexican Consulate General of Sacramento.

- Provide various health screenings including:
  - blood pressure
  - blood glucose

- Sacramento to be first Mexican Consulate to launch onsite mental health screenings.
SanaMente Outreach

Ventanilla partners, providers and nursing interns to be trained on SanaMente materials to aide in ease of referral.

Hard copy materials will be housed and disseminated from the Ventanilla de Salud to the patrons of the Mexican Consulate (200-300 daily visitors).
Digital versions of the SanaMente material will be shared via email blast to all constituents on the Mexican Consulate email distribution list.

Digital versions of the SanaMente materials will housed on a Spanish-language landing page within the Health Education Council website.
Thank You!

Amelia Marquis Anderson
Communications Director
Health Education Council
Phone (916) 556-3344
www.healthedcouncil.org
Q&A
The LGBT Center OC’s mission is to advocate on behalf of the Orange County Lesbian, Gay, Bisexual, and Transgender Community and provide services that ensure their well-being.

- Mental Health and Wellness
- HIV Prevention
- Youth Programs
- Trans*itions Health & Wellness
- Immigration Outreach and Education
- Trainings and Curriculums
- [www.lgbtcenteroc.org](http://www.lgbtcenteroc.org)
Integrating SanaMente

- Mental Health and Wellness Services in English and Spanish
  LGBTQ Affirming Therapy Training Program
- Youth Programs
  School Trainings
  Club Outreach
  School 1:1 Counseling
- Trans*itions Health & Wellness
  Community Events & Group Trainings
  Gender and Name Change Clinic
Integrating SanaMente

Immigration Outreach and Education
- Linking Immigration services
- Gender and Name Change Clinic

Outreach at Community Events
- Health Fairs
- Community Resource Fairs
- College Campus Outreach
SanaMente in the Future

Where will this be integrated?
- Continue to integrate in our programs
- Social Media Outreach
- More information on our Website

LGBTQ+ Latinx Immigrant Youth Handout
- Frame
- Coming Out
- Immigration Status
- Gender and Orientation
- Systems and LGBTQ Youth
- Mental Health Professionals
Thank You!

Ann Mason—Associate Director of LGBT Center

Tony Ortuño—Youth Program Coordinator

LGBTCenterOC.org

facebook.com/LGBTCenterOC

714-953-5428
Q&A
Transitions-Mental Health Association

**Inspiring hope, growth, recovery and wellness in our communities.**

Transitions-Mental Health Association is a nonprofit organization dedicated to eliminating stigma and promoting recovery and wellness for people with mental illness through work, housing, community and family support services.

www.t-mha.org
The Inspiration:
Media Campaign Launched in 2010

Understand Mental Health

SLOtheonSTIGMA.org

OR CALL 800.549.4499

COUNTY OF SAN LUIS OBISPO

MENTAL HEALTH SERVICES ACT CALIFORNIA

WELLNESS • RECOVERY • RESILIENCE
Superar (To Surpass)

A culturally sensitive 9-minute Spanish film (with English subtitles) that advocates for the awareness of mental illness. The film provides a glimpse into the lives of Latinos that have experienced mental illness and their journey of awareness, and courage to reach out for support, and surpass toward a healthier life. The cast describes symptoms, a definition for mental illness, dispels myths, addresses barriers to services and outlines various types of treatment options.

Directed and produced by Mary Garcia-Lemus and José Lemus.

This project was funded by the Mental Health Services Act, through the statewide Each Mind Matters / SanaMente campaigns, and by Dignity Health.
Goals of the Superar campaign:

- Increase awareness in Latino communities
- Decrease the stigma
- Guide people to local mental health resources through local Hotline
Superar Campaign Implementation

- YouTube (youtube.com/watch?v=-L2CFUsB4TQ)
- Hardcopy DVDs
- Social Media
- Print and Radio Advertising (English and Spanish)
- Guerilla Marketing and Outreach Events
What’s on the books?

- SLO Film Festival
- Large community forum hosted by Peer Advisory & Advocacy Team
- Latino Outreach Council Screening
- Promotores Collaborative – hosting 3 Community Forums
- DVD Distribution
- Spanish Language Survey
Thank You!

To request a DVD, email shannon@t-mha.org OR go to our TMHA YouTube page to watch and share film.

Shannon McOuat
Community Outreach Manager

(805) 540-6510  | shannon@t-mha.org
youtube.com/watch?v=-L2CFUsB4TQ
Latino Service Providers

AGENDA

- About Latino Service Providers
- How we have used SanaMente materials in 2016
- How we plan to use SanaMente materials in 2017-18
- A Vision of hope
- A need in our community was identified
- Latino Service Providers, a grass root organization is born
  - Our service begins
  - Building a collaboration to connect people is set into motion
  - Funding made a difference for LSP
- Champions with a common purpose
  - Algeo Casul
  - Linda Garcia
  - Pat Novella
Facebook & Instagram serve as our main platforms. Facebook, we found, engages adults and other organizations and agency providers while Instagram targets youth & young adults.

- Facebook: To share information
- Instagram: To create awareness through artistic images & symbols
If you are presenting a program, providing services, or find yourself attending a workshop or forum related to mental health, take the opportunity to promote SanaMente:

- Try to bring a ribbon, bracelet, or business card with you, take a picture of the event with the item in the background, write a short caption, hashtag, and post!

- The goal: To associate the lime green ribbon and color to events that promote or address mental health awareness and well-being—especially those that are funded by Prop 63.
Examples

**Cultural Summit XX:**
Supporting community-defined practices for mental health programs and services

**Promote logo & message:** Our funder conducted an MHSA survey and asked us to help promote on social media. So, we created a special post.

**LSP Mi Futuro • Estas en Carreras de Salud/ My Future is in Healthcare Careers Symposium:** 300+ for high school students. Exposure to mental health and healthcare careers. We made sure to wear our gear!
Follow Each Mind Matters on Facebook. Great content is already posted. So, engage!

Like, comment, and most importantly, share on your organization’s page with your own personalized message.
Spread the Word: E-newsletter 2016

- Create and send out a May is Mental Health Awareness Month e-newsletter using Group Mail or Constant Contact or other related service/program. Or send out an email with promoting Each Mind Matters/Sanamente resources and share local resources.

- Promote during other mental-health related awareness months. e.g. National Suicide Prevention Week is Sunday, Sept. 10th through Saturday, Sept. 16th.

- We find Health Line’s list of awareness month’s helpful:

  http://www.healthline.com/health/directory-awareness-months
A look ahead to 2017 & 2018

**Facebook:**
- Share #EachMindMatters and #Sanamente posts on our organization’s page
- Create posts with upcoming materials using canva.com

**Instagram:**
- Incorporate #EachMindMatters #Sanamente and symbols into Mental Health events funded by Prop 63 MHSA.

**NEW!**
- Table at relevant events, lime green ribbon giveaways, Fotonovela prize giveaways
  - Cinco de Mayo- May
  - Día de Independencia-September
  - Día de Los Muertos-October/November

**E-Newsletter:**
- Creating special announcements celebrating awareness months with materials and/or symbols
- May for Mental Health Matters Month
- September for Suicide Prevention Week
A look ahead to 2017 & 2018 cont’d

NEW! LSP Youth Promotores Program. A new full-year program that will expose youth 16-24 to Mental Health awareness, education, and inspiration to pursue mental health/behavioral health academics and careers. Youth Promotores will conduct pláticas (conversations) about mental health and survey Latino/a community members regarding the same and incorporate the new SanaMente materials into the pláticas. Students will also embark on 6-month community engagement projects to spread the message of mental health stigma reduction and mental health awareness and incorporate Sanamente materials.
Wanda Tapia, Executive Director
Briana Fernandez, Programs Coordinator
Emilia Carbajal, Workforce Development Specialist

Latino Service Providers
930 Shiloh Road, Building 40, Ste. A, Windsor, CA 95492
wanda.tapia@latinoserviceproviders.org
Ph 707.837.9577
LSP Website: www.latinoserviceproviders.org

Follow us on Facebook and Instagram @latinoserviceproviders
Q&A
Each Mind Matters - Join the Movement!

Mental Health Matters Month

Find and Share Events

If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience!

http://www.eachmindmatters.org/events/

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store
Directing Change Award Ceremony and Screening May 11th

May 11, 2017 | 11-2 p.m.
San Diego County

The 5th annual Directing Change Award Ceremony will be hosted at the Center for the Arts and will include a red carpet reception, films screening and award ceremony. To RSVP visit: www.directingchange.org

Mental Health Matters Day
Building Momentum and Strength TOGETHER

May 24, 2017
California State Capitol East Steps

To find out about other upcoming events visit:
http://www.eachmindmatters.org/events/
Thank you!

Each Mind MATTERS
California’s Mental Health Movement

SanaMente
Movimiento de Salud Mental de California