In a one year period, the RAND California Statewide Survey found that Californians became more aware of stigma and more accepting and supportive of those with mental health challenges. Across the state, people are taking action, speaking up and reaching out to help when they see someone struggling.

*Changes in Mental Illness Stigma in California During the Statewide Stigma and Discrimination Reduction Initiative.*

**More Inclusion**

Nearly 1.5 million more Californians (a 5% increase year-over-year) are willing to socialize with, live next door to or work with people who have mental health challenges.

**More Momentum**

3.8 million Californians (or 13% of Californians surveyed) saw someone wearing a lime green ribbon, and almost half of those had a conversation about mental health because of the green ribbon.

**More Support**

Approximately 600,000 additional Californians (a 2% increase year-over-year) provided emotional support to someone with a mental health challenge.

“It is clear that the methods in use by the SDR [Stigma and Discrimination Reduction] initiative have the potential to touch the lives of every Californian.”

- RAND Corporation
The California Well-Being Survey assessed the impact of mental health prevention and early intervention programs on individuals who are experiencing psychological distress. The survey was conducted by RAND Corporation as part of efforts by the California Mental Health Services Authority (CalMHSA) to improve the mental health of California residents. Results are available at www.rand.org.

Findings show recovery is possible, but continued efforts for stigma and discrimination reduction are needed.

90% of Californians living with psychological distress report some measure of discrimination.

69% of Californians would definitely or probably hide a mental health problem from coworkers or classmates.

Over 3 in 10 of those surveyed had been touched by CalMHSA.

CalMHSA is on target to reach 9 in 10 Californians most at risk for mental health concerns.

“Those experiencing psychological distress may find it more difficult to secure a job, rent a home or form close relationships.”

US Department of Health and Human Services, Mental Health: A Report of the Surgeon General, 1999

“Our findings indicate the clear need for stigma and discrimination reduction efforts in the state of California.”

- RAND Corporation
California Mental Health Services Authority’s (CalMHSA) Applied Suicide Intervention Skills Training (ASIST) instructs people holding jobs in which they are likely to come in contact with people at risk for suicide how to recognize risk factors, intervene, and link those at risk with appropriate resources. An independent cost-benefit analysis of ASIST by RAND found that Californians stand to benefit from continued investment in the ASIST program in multiple ways:

**SUICIDE PREVENTION PROGRAMS WILL Save Lives and Dollars**

The state government will gain $50 for each dollar invested in ASIST through averted Medi-Cal health care costs and increased state income tax revenue.

For every $1 the state invests in CalMHSA’s suicide prevention program, the people of California will receive an estimated $1,100 in economic benefits such as reduced spending on emergency care and increased earnings.

One year invested in CalMHSA’s ASIST program is projected to prevent at least 140 deaths and 3,600 suicide attempts over the next three decades.

*Analysis of the Benefits and Costs of CalMHSA’s Investment in Applied Suicide Intervention Skills Training (ASIST)*

“California’s pioneering suicide prevention effort is showing early signs of making progress.” – RAND Corporation

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