



COMMUNITY OUTREACH

ReachOutHere Peer Supporters **ENGAGED YOUTH** at 36 EVENTS in 16 COUNTIES.



373,500+ ReachOutHere resource **MATERIALS WERE DISTRIBUTED** TO 42 COUNTIES.



2,300+ PEOPLE ATTENDED community dialogue events and discussed the documentary, *A New State of Mind: Ending the Stigma of Mental Illness*.



24,000+ were reached through **1,000+** SPEAKERS BUREAU PRESENTATIONS.



50+ ARTISTS with mental health experiences were trained through the Anti-Stigma Arts Network.



20 ASIAN PACIFIC ISLANDER COMMUNITY FORUMS engaged **1,800+ PEOPLE** in discussions about cultural mental health and wellness.



15,000+ INDIVIDUALS have been impacted through African-American community forums, events and trainings.

ONLINE PRESENCE

In total, Each Mind Matters campaign websites have **DRAWN 537,100+ VISITORS.**



AWARD-WINNING WALK IN OUR SHOES INTERACTIVE WEBSITE

To date, EachMindMatters.org boasts **149,000+ PAGE VIEWS**, **11,900+ PEOPLE VIEWED** the documentary online.



3,500+ PEOPLE CONNECTED with trained mental health speakers through resources at SpeakOurMinds.org.



76,500+ PEOPLE VISITED WalkInOurShoes.org, **2,500+ VIRTUAL SHOES** were created to "stomp out stigma."



270,640+ CALIFORNIANS VISITED ReachOutHere.com and BuscaApoyo.org forums, contributing nearly **45,000 ENGLISH AND SPANISH-LANGUAGE FORUM POSTS.**



RESEARCH AND EVALUATION

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users were significantly **MORE WILLING TO ACCEPT PEOPLE**

experiencing mental illness and to encourage family and friends to respect people with mental health challenges.

A National Opinion Research Center (NORC) 2014 evaluation indicated participation in ReachOutHere was strongly associated with higher knowledge about mental health issues and with more supportive SDR attitudes and behaviors.



NORC conducted a survey of the 2013 Walk In Our Shoes website and found

significantly **HIGHER KNOWLEDGE LEVELS**

among youth who were exposed to the website. Similarly, in a pre/post evaluation of the 2013 Walk In Our Shoes performances, Research And Development (RAND) **FOUND SIGNIFICANT POSITIVE SHIFTS IN ATTITUDE** and knowledge of mental health.



FOR MORE INFORMATION, VISIT WWW.EACHMINDMATTERS.ORG OR EMAIL INFO@EACHMINDMATTERS.ORG



rse Impact Report activities were completed on behalf of CalMHSA by social marketing contractor Runyon Saltzman Einhorn, Inc.



EACH MIND MATTERS IMPACT REPORT 2014



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



The **MHSA Stigma and Discrimination Reduction Initiative** is a program funded by counties through **Prop 63** that uses a full range of prevention and early intervention strategies to confront the fundamental causes of stigmatizing attitudes, discrimination and prejudicial actions towards people with mental illness, across ages and backgrounds.

Beginning in 2011, nine targeted social marketing campaigns were developed under the banner of Each Mind Matters: California's Mental Health Movement, addressing stigma at each developmental life stage and identifying solutions for historically underserved, underserved and inappropriately-served communities.

Each Mind Matters provides a unifying message for organizations, health systems and millions of Californians who work to break down the barriers that inhibit people from getting the help they need and the support they deserve. The program's stigma and discrimination reduction (SDR) campaigns have touched every California county and have reached millions of individuals across the state through media, online presence and community outreach. To date, **Each Mind Matters has received over \$6,434,200 in added value and pro-bono services**, extending the value of the CalMHSA-funded program by more than 44%.

MEDIA To date, **58% OF CALIFORNIANS HAVE BEEN REACHED** by Each Mind Matters media campaigns.



70% x 7
The 2014 Walk In Our Shoes media campaign targeting 9-13 year olds reached **70%** of 12-17 year olds (the youngest reachable demographic) at least **7 TIMES**.

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80% x 9
Combined, the 2012, 2013 and 2014 ReachOutHere media campaigns reached **80%** of 14 - 24 year olds at least **9 TIMES**.



A New State of Mind: Ending the Stigma of Mental Illness aired on **14 PBS STATIONS** statewide.



2,400,000
An Asian Pacific Islander media campaign featuring in-language PSAs **REACHED 2.4 MILLION CALIFORNIANS.**

SCHOOL TOURS



WALK IN OUR SHOES

A statewide school performance tour launched in August 2013. This 35-minute musical play **BRINGS TO LIFE true stories** told by adolescents and teaches students how to “walk in someone else’s shoes.”

In a 2013 pre/post evaluation, RAND found significant positive shifts occurred after the performance at a Santa Barbara middle school.

- The percentage of correct responses across all of the knowledge items **SIGNIFICANTLY INCREASED** from pre-test to post-test.
- Nearly **75%** reported that the presentation was sensitive to their cultural background.

TO DATE THE SCHOOL TOUR REACHED 39 COUNTIES | 44,000+ TWEENS | 139 SCHOOLS

TEACHERS AT SCHOOLS REACHED SAID

85% “There was a positive shift in student attitude or behaviors following the performance.”

93% “The play was successful in educating students about the stigma of mental illness.”



MENTAL HEALTH MATTERS DAY



Added value was leveraged to promote Mental Health Matters Day through digital banner ads and out-of-home assets among adults ages 18+, resulting in **10.8 MILLION IMPRESSIONS**.

Social media messages were **VIEWED UP TO 206,700+ TIMES** by **74,200+ UNIQUE INDIVIDUALS**.



5,500+ LIME GREEN RIBBONS were distributed during the event and at the Mental Health Matters River Cats baseball game following the speaking program.



11 NEWS OUTLETS reported on the success of the event in raising awareness about mental health.

12 MAJOR PARTNERS contributed **\$33,500+** in sponsorships and **\$52,000** in in-kind donations.

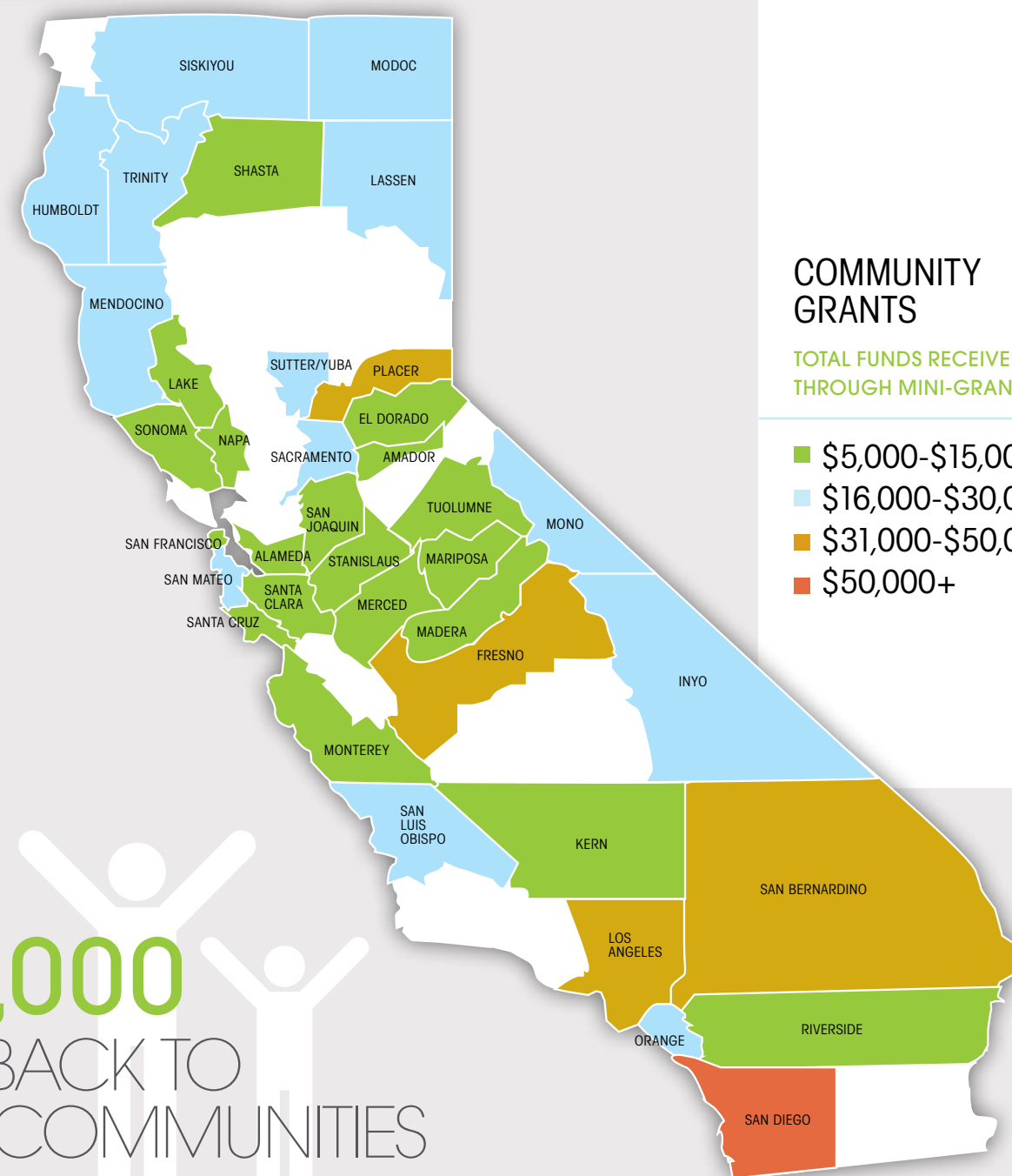
1,500+ PEOPLE ATTENDED

this education and awareness event held in Sacramento, traveling from around the state to show support.

RAND evaluated the day's event and discovered:

- Nearly **50%** of attendees were potentially newly-reached.
- **70% STARTED A CONVERSATION** about mental health after the event.
- Almost **80%** said they learned something new by attending.
- Nearly all reported feeling empowered and that there was a place for them in the movement.

COMMUNITY MINI-GRANTS



NEARLY \$750,000 GIVEN BACK TO LOCAL COMMUNITIES

Mini-grant programs dispersed funding to organizations in **39 counties**.

14 NATIVE COMMUNITIES OF CARE GRANTS OF \$5,000 were distributed to counties, tribes and organizations to reduce stigma and discrimination in Native communities **ACROSS 11 COUNTIES**.

14 organizations were awarded **COMMUNITY DIALOGUE GRANTS OF UP TO \$30,000** to promote the documentary, A New State of Mind: Ending the Stigma of Mental Illness, and organize community discussions on the impact of stigma and discrimination in rural areas.

36 SPEAKERS BUREAU GRANTS PROVIDED NEARLY \$430,000 for local communities to incorporate SDR messages into new or existing Speakers Bureaus.

CULTURAL ADAPTATIONS

Each Mind Matters developed targeted campaigns to **PROMOTE MENTAL HEALTH AND WELLNESS AMONG CALIFORNIA'S DIVERSE AUDIENCES**. Culturally-relevant messages and programs were produced for the five populations identified by the California Reducing Disparities Project (CRDP) as priority underserved communities.

AFRICAN AMERICAN

CONGREGATIONS IN 4 COUNTIES took part in the Mental Health Friendly Communities program, which **TRAINED 775+ PEOPLE** on caring for those with mental health challenges. **2,000+** local resource guides were distributed to community members in these four counties.

8 CHURCHES observed the Mental Health Day of Worship, handing out **12,000+ LIME GREEN RIBBONS** to promote mental health awareness.

LATINO

8 SPANISH-LANGUAGE VIDEOS featuring Latino perspectives on mental health, hope, resilience and recovery were made. These videos are hosted on EachMindMatters.org and PonteEnMisZapatos.org.

The PonteEnMisZapatos.org and BuscaApoyo.org websites were created for the Walk In Our Shoes and ReachOutHere campaigns. Both were supported by **SPANISH-LANGUAGE ADVERTISING**.

34,500+ FOTONOVELAS targeting parents and caregivers were distributed to counties and to organizations statewide.

NATIVE AMERICAN

A Native Communities of Care program is restoring the path to wellness using **COMMUNITY-SPECIFIC AND CULTURALLY APPROPRIATE METHODS** to break through barriers of mental health and discrimination for Native Americans.

14 GRANTS were awarded to incorporate Each Mind Matters messaging into local Native events.

4 SHORT VIDEO STORIES featured different Native American perspectives on mental health and wellness.

LGBTQ

SHORT VIDEO STORIES were produced featuring individuals' experiences with the intersection of sexual orientation, gender identity and mental health.

EDUCATIONAL MATERIALS are being developed for Gay-Straight Alliance chapters and youth drop-in centers across California.

ASIAN PACIFIC ISLANDER



API youth from Sacramento and Fresno built on cultural **STORYTELLING TRADITIONS** to share their view on mental health.

Program partners created **8 PSAs** addressing depression and PTSD in the Cambodian and Lao communities.