

Integrating Each Mind Matters in Your County



October 16, 2014



Compassion. Action. Change.



WELLNESS • RECOVERY • RESILIENCE



Webinar Objectives

- Introduction: Technical Assistance Teams
- Programs and Campaign Overview
- Each Mind Matters TA and Resources
- Know The Signs TA and Resources
- Communication
- Next Steps



Another
camp

Each Mind Matters offers a **simple** way to tell a **powerful** story about our **collective** work to increase mental wellness in California.

How does this fit with what my county is already doing?

Is this going to be more work?!



What is Each Mind Matters?

- Each Mind Matters is a platform for building a mental health movement
- It is a simple way to tell our story about collective work to increase mental wellness in CA
- Tools and resources for diverse audiences throughout the lifespan
- Changing public opinion will take a sustained effort over years, so we are building a statewide coalition that includes local county partners – like you!



Technical Assistance for FY14-15

- Coordinated technical assistance for counties
- Each Mind Matters (EMM) and Know the Signs (KTS) teams working closely together
- We are excited to provide support in the following areas:
 - Advertising
 - Public relations
 - Event planning
 - Outreach materials
 - Social media
 - Suicide prevention subject matter expertise (KTS)

EACH MIND MATTERS
California's Mental Health Movement

KNOW
THE **SIGNS**



Meet Your TA Team



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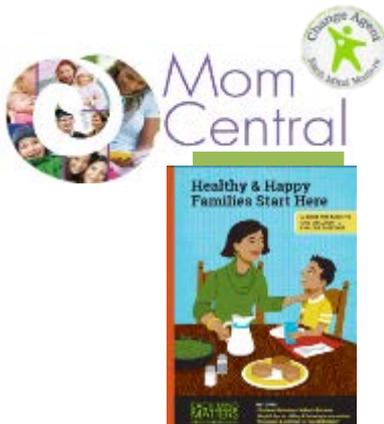
EACH MIND MATTERS

California's Mental Health Movement

Lifespan Approach + Diverse Audiences

Parent & Caregivers (Age 0-8)

- Educate parents and caregivers to provide stigma-free environment
- Outreach to local parent bloggers with customized SDR messaging in English and Spanish
- Latino family forums to encourage open dialogue



Tweens (Age 9-13)

- Early intervention with adolescents to prevent formation of stigma
- Fill key gaps in knowledge and debunk myths through website, school-based performances, take-home materials and advertising/education campaigns



Transition-Age Youth (Age 14-24)

- Mobilize age group to seek and provide online support within their peer group
- ReachOutHere.com (English-language) and BuscaApoyo.com (Spanish-language) to access online forums for peer support and to engage as peer-supporters



Adults (Age 25+)

- Targeted messaging to adults with influence over people with mental health challenges
- Provide credible, local, targeted and continuous contact with people with mental health challenges
- Reinforce hope, recovery and resilience



EACH MIND MATTERS

California's Mental Health Movement

Lifespan Approach + Diverse Audiences

African American

- Faith-based initiative that creates Mental Health Friendly Communities through training and outreach



Asian & Pacific Islander

- Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults



Latino

- Bring together key influencers to network, raise awareness and collaborate as change agents on the issue of SDR



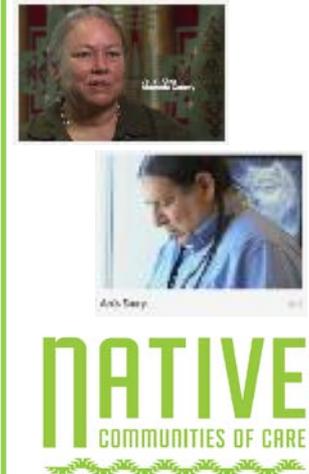
LGBTQ

- Partner with Gay-Straight Alliance (GSA) Network to introduce and extend SDR messages to LGBTQI youth and allies



Native American

- Develop a culturally relevant outreach campaign guided by input from Native American Advisory Committee and community leaders



Campaign Materials for Targeted Audiences

Lifespan

- Parents and caregivers of children (0 to 8 years)
- Tweens (9 to 13 years)
- Transition-age youth (14 to 24 years)
- Adults (25+ years)

Diverse Communities

- African American
- Asian and Pacific Islander
- LGBTQ
- Latino (Spanish-speaking)
- Native American



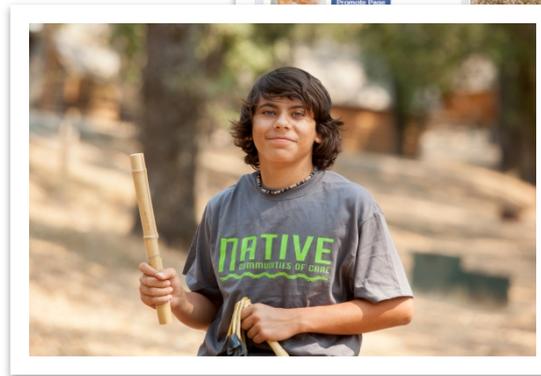
Each Mind Matters (EMM) Campaign Materials

- 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, Lu 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, etc.
- Evaluation and campaign reports



Areas of EMM Technical Assistance

- Strategic planning
- Integrating messaging and materials at the local level
- Advertising
- Public and media relations
- Materials development
- Presentation development
- Event planning
- Engaging culturally diverse audiences
- Social media strategy and implementation
- Putting tools and resources into action



A collage of images related to EMM technical assistance. It includes a press release titled 'EACH MIND MATTERS California's Mental Health Movement' with the text 'FOR IMMEDIATE RELEASE October X, 2014' and '[COUNTY RESIDENTS] SUPPORT MENTAL HEALTH AND FIGHT STIGMA Mental Health Awareness Week Events Promote Wellness and Equality'. Below the press release is a screenshot of the Facebook page for 'Each Mind Matters Community', showing the page cover, navigation tabs, and a post. To the right of the Facebook page is a vertical strip of text, partially obscured, which includes phrases like 'of Mind: Ending', 'd narrated by award-', 'er myths about', 'well as their hope', 'zations, including', 'and co-workers also', 'portunity for', 'ist the stigma', 'king the help they', 'many don't seek', 'mental illness can', 'can reduce', 'during the week', 'also a resource', 'st updates about'. At the bottom right of the collage is a large green ribbon symbol.

Local Integration Examples

Sonoma County E-Newsletter:




MHSA Newsletter

Third Edition, June 13, 2014

From the Behavioral Health Division



Happy Graduation!

Rites of Passage Class of 2014 Graduates - Rites of Passage is an MHSA-funded eight-month Prevention & Early Intervention program for youth ages 14-18. This program uses adult mentors (civic and community leaders, elected officials, etc.) to provide youth with life skills to assist them in a successful transition into adulthood.

Public Hearing on the MHSA Three-Year Program and Expenditure Plan for FY 2014-15 through FY 2016-17, and the MHSA Annual Update for FY 2014-15

The Public Hearing for the MHSA Three-Year Program and Expenditure Plan for FY 2014-15 through FY 2016-17, and the MHSA Annual Update for FY 2014-15 took place at the Mental Health Board Meeting on Wednesday, May 21, 2014 at 5:00 pm at the Fairley Center. The public was welcomed and over 60 community members and stakeholders attended the public hearing, with about 40 taking the opportunity to address the Mental Health Board.

The speakers shared their experience as a client or family member in an MHSA-funded program. They shared stories of recovery and support and were thankful for the services they received. A number of the Department's community partners reported on the activity of their programs and also expressed their appreciation for the funding and their collaborative relationship with the Behavioral Health Division. Public comment at the hearing provided overwhelming support of the Update and Plan.



Braley Buecher and Max Miller with Analy High School students Kendra Goff, Sullivan Rutherford and their lead actor Sonoma County Students Win First Prize in 2014 "Directing Change" Video Contest!

Analy High School students Kendra Goff and Sullivan Rutherford claimed first prize in the Suicide Prevention category at this year's "Directing Change" video contest. The statewide student video contest, sponsored by the California Mental Health Services Authority (CalMHSA), empowers young people to promote suicide prevention and end the silence associated with mental illness among their peers. Films were judged based on how the entries creatively explored the topics while also adhering to guidelines about how to safely and appropriately communicate about suicide prevention and mental illness. For more information, visit the [Each Mind Matters article on the contest](#).

View Kendra and Sullivan's award-winning video, "A New Tomorrow."

Resources

- [Sonoma County Behavioral Health](#)
- [Sonoma County MHSA page](#)
- [CalMHSA](#)



MHSA SUCCESS STORY:

Triple P Helps Parents Establish Consistent Rules and Follow Through At Jewish Family and Children's Services' Parents Place, MHSA-PEI Q-S funded Triple P-Positive Parenting Program helps parents develop confidence and competence in parenting. Parents with strong parenting skills are less likely to resort to child abuse, and children are less likely to exhibit more severe behavior problems when they become teenagers and then adults.

One mother's story:

My husband and I contacted Parents Place for assistance when we found ourselves unable to cope with our strong willed 3½-year-old daughter's misbehavior and frequent temper tantrums. The Triple P Positive Parenting coaching program was tremendously helpful in teaching us a variety of techniques to encourage the behavior we wanted and manage uncooperative behavior. One effective technique was to establish a set of family rules together. We worked with our coach on how to conduct a family meeting to agree on rules.

My husband and I prepared by making a list of our four most important rules to maintain family harmony.

- Use kind words and quiet voices
- Use gentle touches
- Share
- Clean up after yourself!

We told our daughter that we would have a family meeting the next day to talk about how we could get along better. We made it sound fun and said we'd have a special dinner afterwards. The next evening, we got our notepads and sat down together. We explained that we wanted to come up with a set of family rules to help us be nicer to each other and be happier. Following our coach's instructions, we took turns suggesting possible rules.

Our daughter was so excited that she got her own notepad and made notes, too. I went first and said, "I'd like a rule that we use kind words and quiet voices. That means we don't yell or say mean things to each other." I turned to my daughter. She suggested, "Share and take turns." Then my husband suggested another of the rules we'd come up with beforehand, and described what that rule meant. We ended up "brainstorming" a list of eight rules. Next, we went through the list together and agreed upon the five rules that we thought were the most helpful. We talked about how we would all agree to follow the rules and that they applied everywhere, not just at our house. We gave our daughter lots of praise for being so helpful during the meeting.

These rules have become a very effective reminder to our daughter when she's having trouble cooperating. We are really grateful to Parents Place for helping us learn how to create more harmony in our household!



NEW MHSA STAFF

Bruce Robbins has recently joined the Behavioral Health Division (BHD) as an Administrative Aide and is assisting with MHSA contracts and services. Bruce comes to BHD from the Department of Health Services Public Health Division.

California Celebrates First Ever Mental Health Matters Day

On May 13th, Mental Health Matters Day brought together leaders and visionaries from all over the state to share ideas, tools and resources for reducing stigma and raising awareness of mental health. Through a dynamic speaking program and resource booths hosted by mental health and community-based organizations across California, approximately 1,500 attendees were empowered to explore existing opportunities and bring them back to their communities. An energetic rally at the State Capitol showed the growing energy of [Each Mind Matters: California's Mental Health Movement](#).



"A New State of Mind" Featured at 2014 Wellness Expo

The 2014 Wellness Expo was held on Saturday, May 10th, at the Santa Rosa Veterans' Memorial Building. It was a day of education, information, product sampling, activities, and services to support the health and well-being of our families. The County of Sonoma Department of Health Services hosted two community screenings of "A New State of Mind: Ending the Stigma of Mental Illness," an inspiring documentary that tells the stories of everyday Californians who have lived with a mental illness, shattering myths as it highlights their hope, resilience, and recovery. After each screening of the hour-long documentary, the audience met a panel of local Sonoma County residents who shared their own stories of overcoming mental illness and the stigma associated with it.

Visit the Each Mind Matters website to [view the film](#). The website also includes details on how to download the documentary and host your own community screening event.

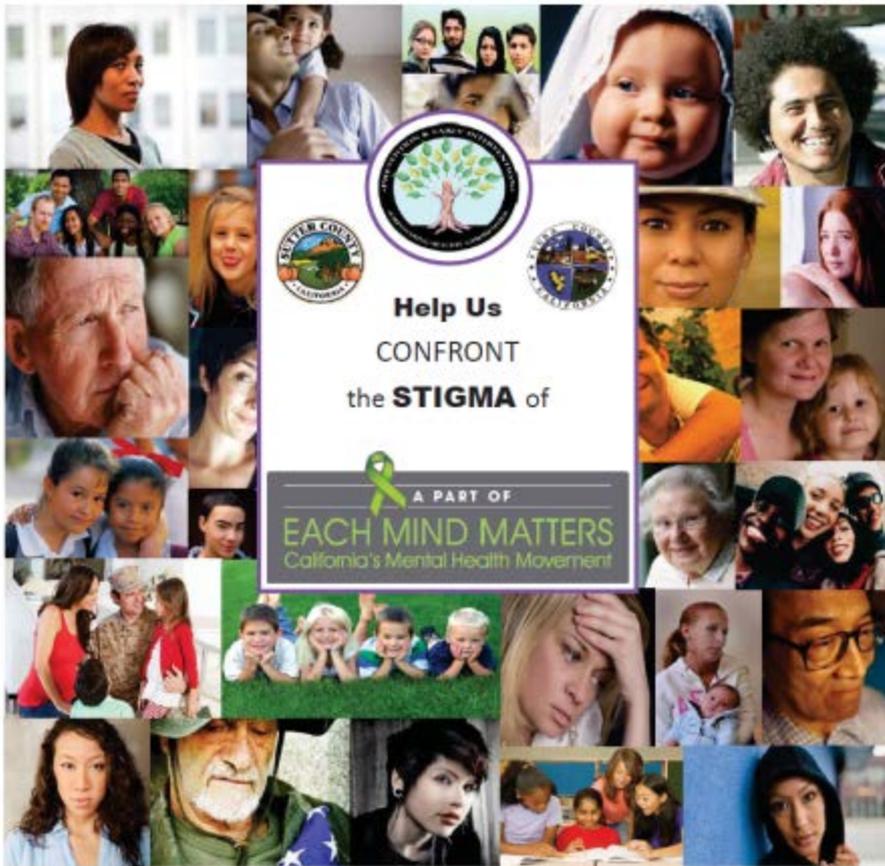


For more information about MHSA programs and services, or to submit updates, events, success stories, or other content for the MHSA newsletter, please contact Amy Fachtisch at amy.fachtisch@sonomacounty.gov.



Local Integration Examples

Sutter / Yuba Counties News Insert:



EACH MIND MATTERS

California's Mental Health Movement

WHAT IS EACH MIND MATTERS?

Each Mind Matters is California's Mental Health Movement.

Why does Each Mind Matter?

- We all have mental health. Our minds deserve the same attention as our bodies.
- Stigma is a barrier to mental wellness. It creates fear, pain and injustice that stop people from reaching out for help when they need it.
- Early support and help for mental health challenges can reduce suffering and save lives.
- Each Mind Matters opens hearts and minds to a new understanding of mental wellness for all.

How can I be a part of Each Mind Matters?

We need your voice to be part of this conversation. Here are easy ways to take action and make change:

- Wear a lime green ribbon – It's a conversation starter! Lime green is emerging as the national color for mental health awareness.
- Write a personal pledge at EachMindMatters.org and sign up to receive Each Mind Matters movement updates.
- Share your Lime Green Ribbon Story, either in person, in public or online at EachMindMatters.org.

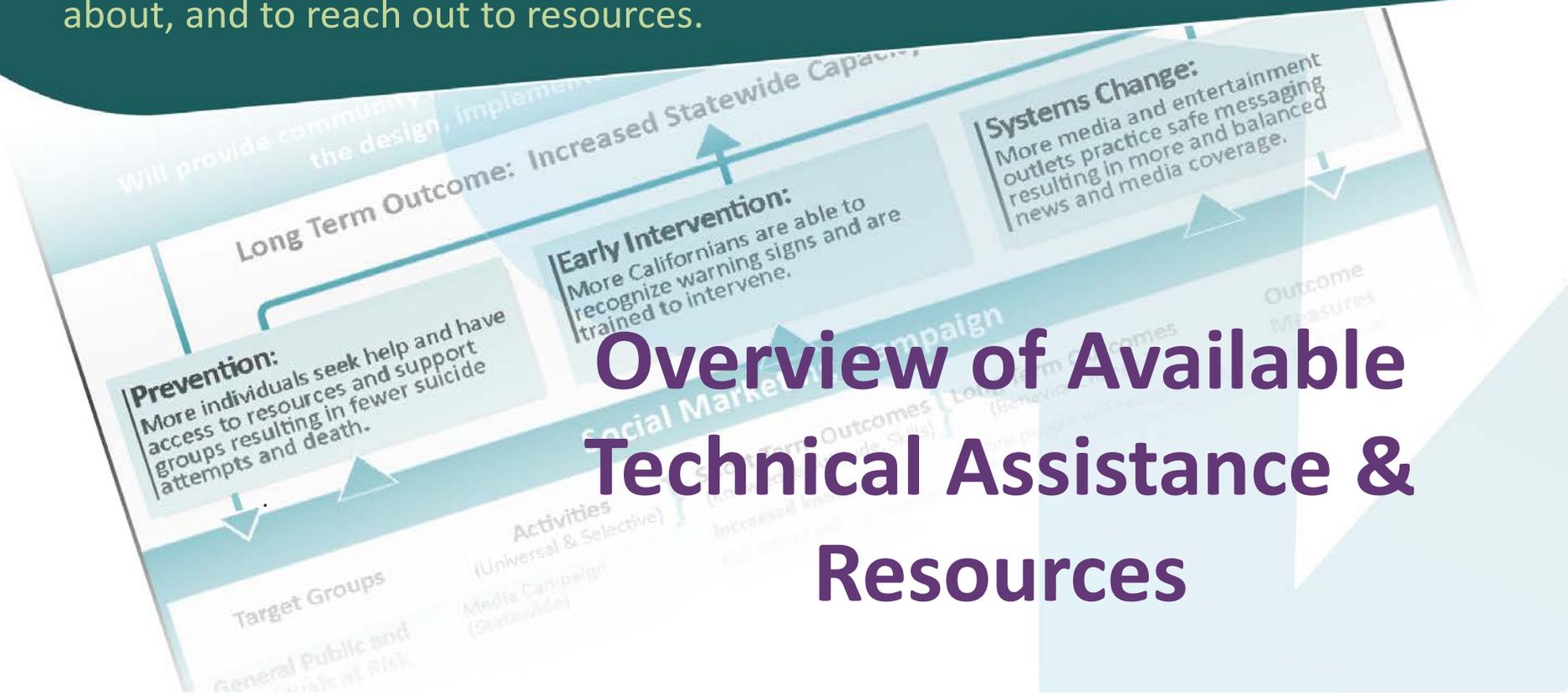
We are a community of individuals and organizations dedicated to a shared vision of mental wellness and equality.

Local Integration Examples

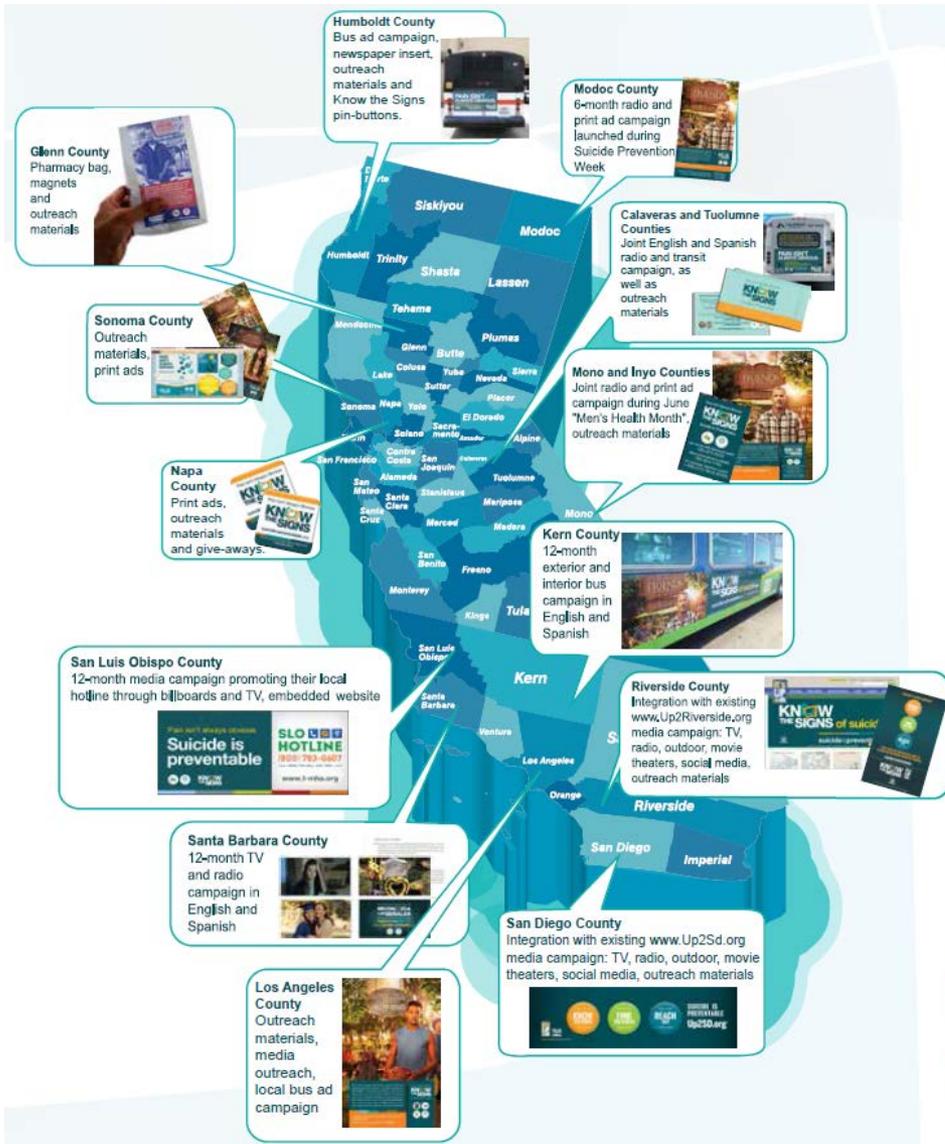
Mental Health Awareness Week:



Know the Signs is a 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.



Overview of Available Technical Assistance & Resources



The Know the Signs campaign aims to 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





You have the power to make a difference.
The power to save a life.

In a crisis, call
WellSpace Health
 at **1.800.273.TALK (8255)**

For older adults, please call
the Friendship Line
 at **1.800.971.0016**

Supported by the
 Glenn County Behavioral Health Department

BEHIND closed doors I'M FALLING APART

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression, hopelessness, and withdrawal — are often hidden. You have the power to recognize the signs and reach out for help. You have the power to make a difference.

Learn more at suicideispreventable.org

PAIN ISN'T ALWAYS OBVIOUS

The warning signs of emotional pain or suicidal thoughts aren't always obvious. **HERE'S WHAT TO LOOK FOR:**

- Increased anger or irritability
- Changes in sleep
- Changes in eating
- Isolation or withdrawal
- Loss of interest in activities
- Changes in appearance
- Feeling hopeless, depressed
- Talking about death or suicide
- Giving away possessions
- Self-harm or suicide attempts
- Sudden mood changes

By recognizing the signs, finding the words to start a conversation and reaching out to local resources, you have the power to make a difference. The power to save a life. Learn more at: suicideispreventable.org

Pain Isn't Always Obvious
KNOW THE SIGNS
 Suicide is Preventable

In a crisis call the National Suicide Prevention Lifeline: **1.800.273.8255**

En California, nuestros hijos, familiares, amigos, y nosotros mismos luchamos con el dolor emocional. Y para muchos es difícil habérselas con el sufrimiento y la tristeza, o expresar su necesidad de ayuda.

EL SUFRIMIENTO NO SIEMPRE SE NOTA

RECONOZCA LAS SEÑALES
 El Suicidio Es Prevenible

suicideispreventable.org

Reconozca las señales de advertencia de suicidio en español: reconozcalasseñales.org

California Suicide Prevention Lifeline: 1.800.273.8255

Glenn County Behavioral Health Department: 530.756.5000 (Eureka) / 530.986.2776 (Weed) / 530.937.6565 (Weed-Northern)

Información visite: suicideispreventable.org

Hear their story

Lake County Suicide Prevention Hotline
888.587.6373

suicideispreventable.org



ISN'T ALWAYS OBVIOUS.

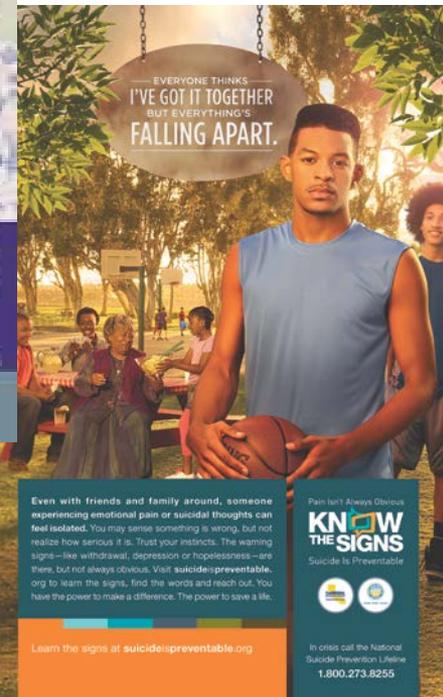
Learn the signs at suicideispreventable.org

KNOW THE SIGNS

If you are concerned for yourself or someone else, call the North Bay Suicide Prevention Hotline of Napa County at **1.855.587.6373**

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



The Know the Signs Campaign Team is Available to Assist With:

How to use campaign materials and resources

- Presentations
- Strategizing about community partnerships
- Integrating the Know the Signs campaign with existing local efforts
- Outreach to targeted populations
- Using Directing Change films
- How to use social media for Suicide Prevention

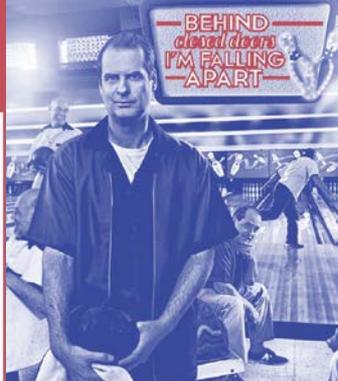


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The power to save a life.

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at **1.800.971.0016**



On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — like isolation, depression or hopelessness — aren't always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.



Supported by the
Glenn County Behavioral Health Department

Part of Always Down
KNOW THE SIGNS
Suicide is Preventable



Learn the signs at suicideispreventable.org

The Know the Signs Campaign Team is Available to Assist With:

Suicide Prevention



- Strategic planning of suicide prevention related activities
- Presentations at local events on suicide prevention and related topics
- Preparing you to reach out to local media for interviews on the Campaign
- Presenting suicide prevention trainings for primary care providers

A Sneak Peak of 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

Technical Assistance Next Steps

- You can expect to receive follow up communication from your EMM and KTS technical assistance county leads in the next week.
- Monthly Campaign emails
 - First week of the month: Each Mind Matters email with resources and updates from all campaigns
 - Third week of the month: Suicide prevention tips and resources
- We are looking forward to supporting you in reaching your county's goals!



Questions?

THANK YOU!

**EACH MIND
MATTERS**
California's Mental Health Movement



WELLNESS • RECOVERY • RESILIENCE



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