Integrating Each Mind Matters in Your County

October 16, 2014

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
Each Mind Matters offers a simple way to tell a powerful story about our collective work to increase mental wellness in California.
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)
Meet Your TA Team

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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

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

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

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

Parent & Caregivers (Age 0-8)

Tweens (Age 9-13)

Transition-Age Youth (Age 14-24)

Adults (Age 25+)

Mom Central
Healthy & Happy Families Start Here

Walk in Our Shoes

Ponte En Mis Zapatos

ReachOutHere.com

BuscaApoyo.com

A NEW STATE OF MIND: ENDING THE STIGMA OF MENTAL ILLNESS

PAIN ISN’T ALWAYS OBVIOUS
Everybody’s Got Problems. You are not alone. Talk it out at ReachOutHere.com

OWN IT

SanaMente

KNOW IT

BREAK OUR MINDS

May 30 on PBS
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, 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, 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
Sonoma County E-Newsletter:

MHSA NEWSLETTER

MHSA SUCCESS STORY:
Triple P Helps Parents Establish Consistent Rules and Follow Through
At Jewish Family and Children’s Services’ Parents Place, MHSA-PET-US 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 3-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 unproductive 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 healthy family harmony:
1. Use kind words and quiet voices
2. Use gentle touch
3. Share
4. 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.

MHSA NEWSLETTER — June 2014
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.
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

suicideispreventable.org
elsuicidioesprevenible.org
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 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
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

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
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!