

California's Mental Health Services Authority: Supporting Sacramento County

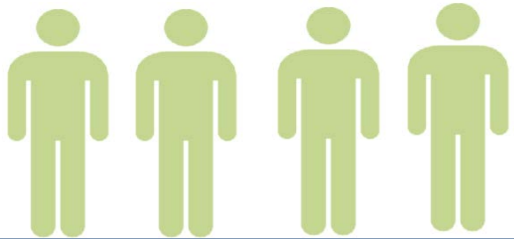
Jane Ann Zakhary

Behavioral Health Services Division Manager
Administration, Planning and Outcomes

Sacramento County
MHSA Steering
Committee
Meeting



🎗️ Statewide PEI Goals



1 in 5 people
experience a mental
health challenge
each year

Goal #1:

MENTAL ILLNESS PREVENTION

Eliminate or reduce the severity of *risk factors* associated with the onset of mental illness and suicide

Goal #2:

MENTAL HEALTH PROMOTION

Reduce the severity and intensity of *stigma* for those already experiencing mental health challenges

How?

By implementing **Prevention & Early Intervention Strategies**

Statewide PEI Strategies

Create acceptance
for mental health
challenges


Connect individuals
to services when
challenges first
appear

Invest in better
outcomes for mental
health challenges

Build healthy lives
for children, families
and communities

Use tax dollars
wisely

Possible through these strategies:



Social
Marketing

Training and
Education

Policies,
Protocols and
Procedures

Networks and
Collaborations

Research and
Evaluation

Statewide PEI Outcomes

SHORT TERM OUTCOMES

What are immediate targets of change?

- Knowledge
- Attitudes
- Normative behavior
- Mental & emotional well-being
- Help-seeking
- Early identification and intervention
- Peer-based support/education

LONG TERM OUTCOMES

What negative outcomes are reduced?

- Suicide
- Discrimination
- Social Isolation
- Student failure/
- Disengagement
- Improved functioning
- Reduced trauma impact

Social Marketing:

Stigma and Discrimination Reduction



Between July 1, 2018 – June 30, 2019:

- 44 local organizations and schools reached with outreach materials, trainings, technical assistance and/or presentations
- In fiscal year 2018-2019, nearly 127,000 outreach and education materials were distributed
 - In English and Spanish
- Provided continual access to a designated Each Mind Matters Resource Navigator



🎗️ Social Marketing:

Stigma and Discrimination Reduction



Support Guide
Mental Health in the
African American Community

Mental Health Information



Healthy Mind
Happy Life

Understanding Health and Wellness



BE THE VOICE OF HOPE

اطلاعات مربوط به سلامت روان



ذهن سالم
زندگی شاد

شناخت سلامت و بهداشت



心理健康輔導指南 **Mental Health Support Guide** Traditional

成為希望之聲 BE THE VOICE OF HOPE



您知道我們當中有

50%

將在一生中經歷心理
健康的挑戰嗎？



如果您經常遇到以下情況。

- 一直擔心事情
- 感到緊張
- 感覺就像您總是處於危險之中
- 經常出汗或發抖

您可能正在與您的焦慮不安鬥爭。

如果您經常遇到以下情況。

- 不安、易怒或焦慮
- 疲勞或精力不足
- 感到無價值、無望或沮喪
- 食慾不振
- 難以入睡
- 難以專注於任務

您可能正在與抑鬱症鬥爭。

🎗 Social Marketing:

Suicide Prevention

- Disseminated over 25,000 Know The Signs suicide prevention education materials
- Directing Change School Mini-Grant: Franklin High School, which won the Directing Change regional film contest, was granted funding and a toolkit of their choice through the Mini-Grant program to create and implement an activity of their choice during May.



🎗 Social Marketing: Local Integration



- Provided Kognito Suicide Prevention training to 32 college students, faculty and staff
- Online avatar-based suicide prevention and mental health training



Mini-Grants

CCC Health & Wellness Sponsorship: The CCC Health & Wellness Sponsorship of \$1,500 supported the opportunity for Consumnes River College to organize and coordinate an event to raise awareness and decrease stigma around mental health challenges throughout the month of May.

NAMI on Campus Mini-Grant: NAMI California provided Grant Union High School with a \$500 mini-grant to provide an opportunity to outreach, engage and promote EMM in their high school/community. 1,800 people were reached through this event by distributing stickers, t-shirts and wristbands to students and faculty, as well as showing informative videos about mental health and putting on an art contest. The art contest winner had their picture hung up in all of the classrooms. This also provided teachers the opportunity to talk about the importance of mental health.

Mini-Grants continued

Active Minds for Every Mind Mini-Grant: Active Minds selected student ambassadors from CSU Sacramento who were provided with technical assistance, a \$250 mini-grant and resources from Active Minds and EMM to put on a mental health event.

Each Mind Matters SanaMente Mini-Grant: A mini-grant of \$3,000 was awarded to Mil Mujeres Legal Services to promote mental health awareness, suicide prevention and stigma and discrimination reduction specific to Latino/x communities. Mil Mujeres reached over 5,200 people through “Know Your Rights” presentations, which were conducted in Spanish.

Each Mind Matters Lime Green School Mini-Grant: The selected schools (Charles Peck, Arthur A. Benjamin Health Professions and Gold River Discovery Center) chose from two campus-based activities to implement in May that were designed as “event-in-a-box” as well as \$

🎗 Training and Education: For Youth



- Offers young people the opportunity to participate in the movement by creating 60-second films about suicide prevention and mental health
- NORC at the University of Chicago conducted a comprehensive cross-sectional control study in 2017, finding:
 - Highly effective in increasing knowledge, behavior and attitudinal outcomes related to suicide prevention and mental health
 - Demonstrated changes in school climate
- Sacramento County submitted 34 total films with 122 total youths participating
- www.DirectingChange.org

🎗 Training and Education: For Schools

**activeminds**

changing the conversation
about mental health

Active Minds Send Silence Packing Exhibit:

- Publicly displays backpacks on campus grounds representing youth suicide deaths to begin a conversation about suicide prevention
- Sacramento's event took place at Sacramento State University



🎗️ CalMHSA Efforts Are Making A Difference



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.**

Over **3 IN 10** of those surveyed had been **touched by CalMHSA efforts**



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

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

-RAND Corporation



CaIMHSA Contact

Jeremy Wilson, MPPA
Program Director
CaIMHSA

Jeremy.Wilson@CaIMHSA.org



www.EachMindMatters.org
www.CaIMHSA.org