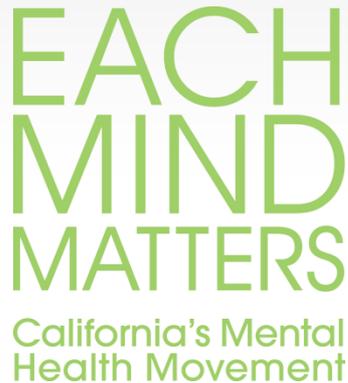


# Best Practices and Initial Outcomes of California's Historic Effort to:

- \* Reduce the Stigma of Mental Illness
- \* Prevent Suicides, and
- \* Improve Student Mental Health



American Public Health Association

November 2013



Wayne Clark, PhD, CalMHSA Board President  
Ann M. Collentine, MPPA, CalMHSA Program Director  
Stephanie N. Welch, MSW, CalMHSA Senior Program Manager  
Sarah Brichler, MEd, CalMHSA Program Manager

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# Presenter Disclosures

**Wayne Clark, Ann Collentine, Stephanie Welch  
and Sarah Brichler**

- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No Relationships to Disclose**



# Presentation Goals

- Background & Program/Evaluation Design for California's Statewide Initiative
- Report Initial Progress and Findings in Stigma Reduction, Suicide Prevention, and Student Mental Health
- Preliminary Evaluation Findings
- Next Steps and Q and A



# What is the Initiative

Leveraging opportunities between Initiatives

Synergy across initiatives



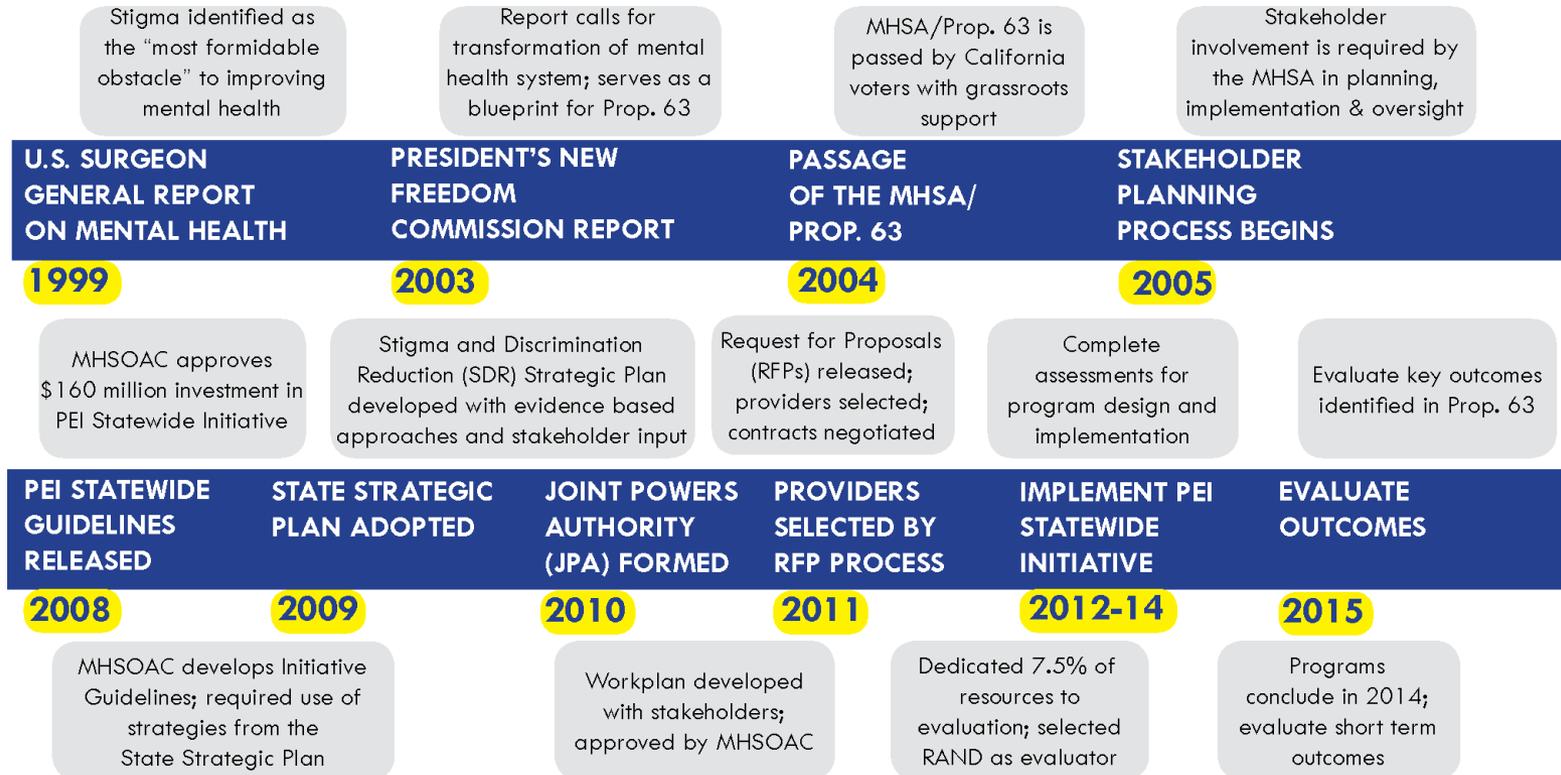
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# How Did We Get There

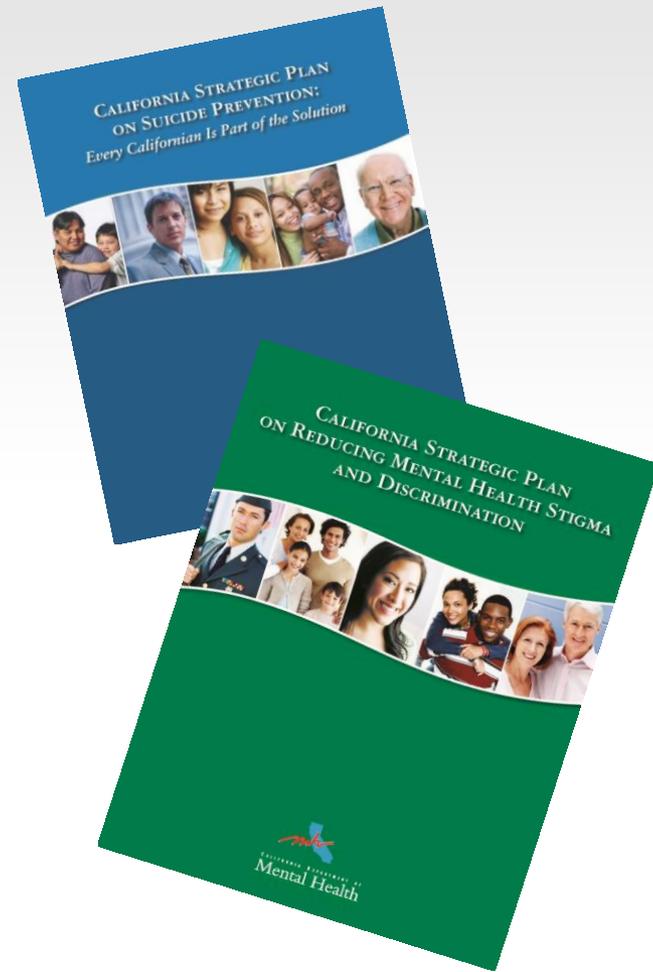
## The Mental Health Services Act (MHSA)/Proposition 63 (Prop. 63): Prevention and Early Intervention (PEI) Statewide Initiative



# How Did We Implement It

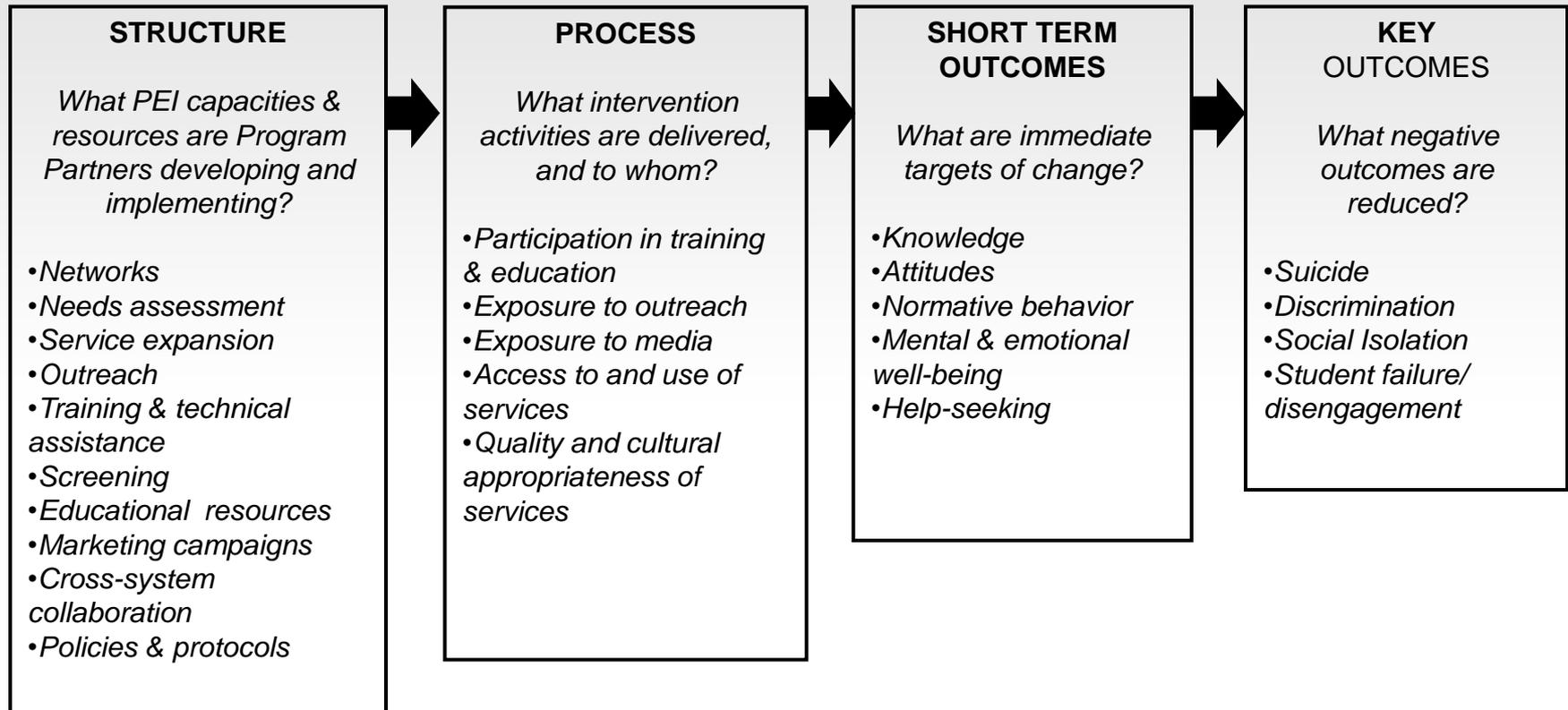
Counties decided to band together and form a Joint Powers Authority (JPA), The California Mental Health Services Authority (CalMHSA) a government entity, to pool local Prop 63/MHSA resources for a statewide effort.

An implementation plan was developed based on existing research and best practices and with input with a broad group of stakeholders.



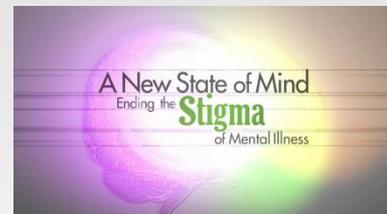
# What are We Trying to Accomplish?

## Evaluation Framework





# Stigma and Discrimination Reduction (SDR) Programs



JOIN THE CONVERSATION  
GET SUPPORT  
[Click Here](#)

EVERYBODY'S GOT PROBLEMS.  
YOU'RE NOT ALONE.  
[ReachOutHere.com](#)  
Funded by the state sponsored Mental Health Services Act (Prop 63).



*"Mental illness is nothing to be ashamed of, but stigma and bias shame us all."*

— Former US President Bill Clinton

**1 IN 4 AMERICAN ADULTS NEED HELP. BUT MANY ARE AFRAID TO ASK.**  
**A NEW STATE OF MIND: ENDING THE STIGMA OF MENTAL ILLNESS**  
Narrated by award-winning actress Glenn Close  
Watch it now at [EachMindMatters.org](#)  
Funded by counties through the state sponsored Mental Health Services Act (Prop 63)

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# Goals of the SDR Initiative

**1.** Reduction in negative consequences associated with having a mental health challenge

**2.** Encourage seeking help for a mental health challenge

- Self-stigma
- Public stigma
- Systemic stigma



**3.** Eradicate discrimination against individuals and families living with mental health challenges



# All SDR Programs Use TLC<sup>3</sup>

## The TLC<sup>3</sup> Approach

**TARGET:** key groups of people

**LOCAL:** in the communities

**CONTINUOUS:** on-going efforts

**CREDIBLE:** relatable people

**CONTACT:** delivered by people with first-person experiences



# SDR: Policies, Protocols and Procedures

## Entertainment Industries Council (EIC)

- Over 300 journalists trained on accurate reporting without perpetuating stigma regarding mental health.
- Reporting guidelines on mental illness were added to the 2013 AP Style Guide.
- TEAM Up tip sheets created and distributed to every publisher and editor in California via the California Newspaper Publishers Association.



## Disability Rights California

- 31 fact sheets have been developed on a myriad of topics. 21 of these fact sheets have been translated into 14 languages.
- 47 trainings, which reached 1,430 people, have been completed statewide.
- Analysis of existing law, to identify legislation that contributes to stigma and discrimination, then sent forward with recommendations on next steps.



# SDR: Networking and Collaboration

Gateway to Hope



- Community Roundtables
  - Develop implementation strategies for stigma reduction
  - Coordinate a statewide public awareness campaign
  - Engage 12 CalMHSA member counties to enhance existing efforts, share best practices and successes
- Mental Health First Aid Training
- Behavioral Health Education Events

the center for  
**DIGNITY, RECOVERY & STIGMA ELIMINATION**  
Together we can free our community from the stigma of mental illness.

Contact Us | Take Action | **ABA** | -

SEARCH THE SITE

Who We Are | What We Do | Center Registry | Tools for Change | Collaborate | News & Events

I have PTSD and depression,  
and I love who I am.  
I have much to offer my community  
and am excited about my future.

Find out more about the Center

CalMHSA  
California Mental Health Services Authority

Funded by the voter approved Mental Health Services Act (Prop. 63) through the California Mental Health Services Authority (CalMHSA) statewide projects for prevention and early intervention for mental health conditions. CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities.

WELCOME TO THE CENTER FOR DIGNITY, RECOVERY AND STIGMA ELIMINATION

The Center for Dignity, Recovery & Stigma Elimination was established to help communities and individuals overcome the stigma and discrimination often associated with mental health conditions, live successfully in recovery and thereby enhance human dignity and wellness.

The Center helps develop and transfer knowledge on leading practices in stigma reduction and mental health recovery, and offers resources and assistance to implement change within your communities. Through the Center's website, you can learn what others are doing to foster recovery.

- Partnering with 19 counties, with 8 more in the future.
- Collaboration with community partners and academic partners .
- 17 tools and training resources developed and disseminated in collaboration with Stigma and Discrimination Reduction Partners

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# SDR: Informational Resource Activities

## Community Clinics Initiative – Integrated Behavioral Health Project



[www.IBHP.org](http://www.IBHP.org)

- Integrated Care Tool Kit
- California Innovations Summit
  - Action and strategy development for system redesign

## Mental Health America of California



[www.mhac.org](http://www.mhac.org)



# SDR: Training and Education



[www.endingthesilence.org](http://www.endingthesilence.org)



## UACF- Process

1. Develop a statewide assessment to help identify gaps and county need.
2. Coordination of efforts through the Regional Workforce Education and Training (WET) Coordinators
3. Conduct Regional Trainings: Superior, Bay Area, Central, Los Angeles, Southern
4. Create and maintain a database
5. Develop a final summary report

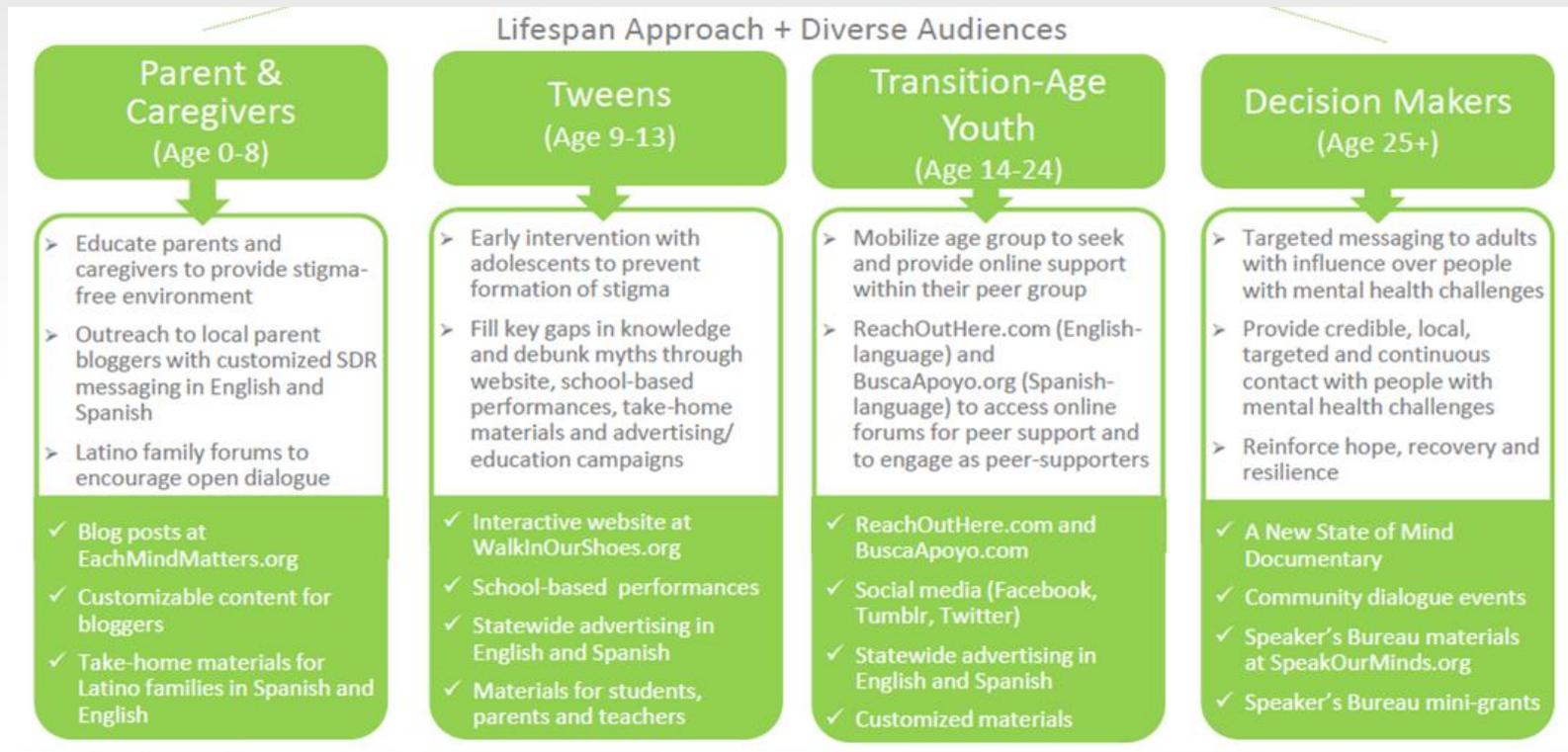


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# SDR: Social Marketing and Media Campaigns

Targeted campaign directed at groups across the lifespan



# SDR: Social Marketing and Media Campaigns

Targeted campaign directed at groups across cultures and ethnicities:



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# SDR Social Marketing Campaign: Innoculation (9-13 year olds)

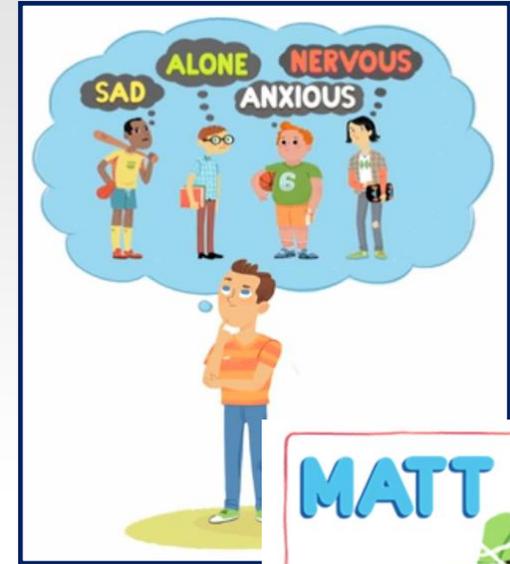


Hello! Are you curious about what it's like to be in someone else's shoes? Do you want to learn about other people's lives? Curiosity and learning are great, so lace up, strap on, or slip on your sneakers and let's learn about mental health. Learning about other people can help you understand that they're still a lot like you — they're just on a journey in different shoes.

I relate to having fear and anxiety and it can get to me sometimes. — **Student in San Francisco**

I identify with Ethan because I have ADHD, and it doesn't matter what mental health challenge you have because everyone is unique in their own way and it just adds to who you are. — **Student in Modesto**

If I had to rate this play on a scale of 1-10, it would be a 10! And trust me, I'm very critical since I have been the principal here for 12 years. This performance was able to walk the fine line and be age-appropriate. Thank you for coming to our school. — **School Principal, Gridley, CA**



[www.walkinourshoes.org](http://www.walkinourshoes.org)

English Speaking

[www.PonteEnMisZapatos.org](http://www.PonteEnMisZapatos.org)

Spanish Speaking



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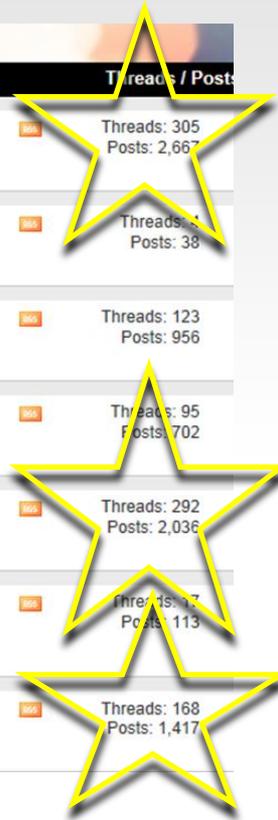
# SDR Social Marketing Campaign: Youth (14-24 year olds)

## As of September 2013:

- **220,660** website visits
- **32,292** English-Language Forum Posts
- **11,474** Forum Members

### Forum: Discuss Specific Mental Health Issues and Topics

Sub-Forums	Threads / Posts
 <b>Depression and Anxiety</b> Everyone feels some anxiety and becomes depressed at different times in our lives. If anxiety and depression interfere with your normal daily activities, it might be a problem.	Threads: 305 Posts: 2,667
 <b>Other Mental Health Challenges</b> The place to discuss specific issues such as bipolar, schizophrenia, PTSD and other mental health challenges.	Threads: 123 Posts: 38
<b>Friends and Peers</b> Relationships are a part of life. Chat about your BFF, problems with friends, communication issues or peer problems.	Threads: 123 Posts: 956
<b>Family</b> You want to love them, but they can be so aggravating! Discuss dealing with parents, step-parents, siblings and others here.	Threads: 95 Posts: 702
<b>Romance and Sexual Health</b> The place to talk about love, breaking up, sexual health or pregnancy.	Threads: 292 Posts: 2,036
<b>LGBTQIA</b> The place to discuss lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual, allied issues, and anything in between! Share your personal stories around questioning sexuality, coming out, or daily challenges.	Threads: 117 Posts: 113
<b>Self-Harm</b> Share your issues around self-harm and your victories in overcoming it. Receive support from other and learn how to stop.	Threads: 168 Posts: 1,417



**REACH OUT.COM**  
GET THROUGH TOUGH TIMES  
NEED HELP NOW? 800-448-3000

THE FACTS | REAL STORIES | YOUR VOICE | GET HELP | FORUMS **New!**

Search ReachOut

Forum post content:

- anxiety & panic b4 school
- I got through it. U ready 2 talk?
- My emotions are out of control.
- It hurts now but gets better.
- healing doesn't just come U gotta work.
- Ur not alone.
- outta control anger
- I don't want to disappoint my parents.
- Been there. I'll help u thru it ;-)

**JOIN THE FORUM**

EVERYBODY'S GOT PROBLEMS. You're not alone.

- Anxiety
- Becoming Independent
- Depression
- Drugs, Alcohol & Tobacco
- Eating Issues
- Family Relationships
- Friendships & Peer Relationships
- Loss & Grief
- Maintaining Good Health
- Romance, Sexuality & Pregnancy
- School Pressures
- Self-Harm
- Struggles with Other Problems
- Suicide
- Violence & Sexual Assault

[www.ReachOutHere.com](http://www.ReachOutHere.com)  
(English speakers)

[www.BuscaApoyo.org](http://www.BuscaApoyo.org)  
(Spanish speakers)

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# SDR Social Marketing Campaign: Influencers (25+ year olds)

The Each Mind Matters Style  
Guide:

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

STYLE GUIDE 2013

**EACH  
MIND  
MATTERS**

California's Mental  
Health Movement



**Sana  
Mente**

Movimiento de Salud  
Mental de California



**I'M GOING TO BE  
PART OF THE SOLUTION.**  
HELP CALIFORNIA CREATE...

**A NEW STATE OF MIND:  
ENDING THE STIGMA OF MENTAL ILLNESS**  
Narrated by award-winning actress Glenn Close

May 30 on PBS  
Visit [EachMindMatters.org](http://EachMindMatters.org)

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

Get Informed - Join the Movement - Great Minds Gallery - Blog / News - Q



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# SDR Social Marketing Campaign: Decision Makers (25+ year olds)

EACH  
MIND  
MATTERS

California's Mental  
Health Movement

[www.EachMindMatters.org](http://www.EachMindMatters.org)

Sana  
Mente

Movimiento de Salud  
Mental de California

Since the campaign launch in May 2013:

**32,067** website visits

**65,394** page views

**73%** of visitors were from California

*"I pledge to recognize each individual as worthy of humane contact, and be free to share my own family's story in my community without shame." – Terry O.*

*"I make a pledge that when anyone with living mental health experiences reaches out their hand for help, I will be there as a peer. With patience, understanding, kindness & love." – Linda M.*

*"AYUDARME A MI MISMO. PARA ASI PODER ENTENDER A LOS DEMAS Y AYUDARLOS..."*

*[To help myself in order to be able to understand and then help others.]*

– **Gabriela P.**

Documentary "A New State of Mind: Ending the Stigma of Mental Illness"

**6,900** Total Plays since June 3, 2013

**832** Plays of Documentary in September

**41** Documentary Downloads in September

**1,149** Plays of All Videos in September

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# SDR Social Marketing Campaign: Communication Tools



## Speakers Bureau Grants

- Over **\$440,00** in grants
- **35** grants awarded
- **25** counties will host events

## Community Dialogue Grants

- Over **\$250,000** in grants
- **14** grants awarded
- **19** counties will host events

➤ [www.speakourminds.org](http://www.speakourminds.org) is home to a variety of resources for speaking events:

### To Say:

- Myths and Facts (English)
- Myths and Facts (Spanish)
- Spanish Family Forums
- Stigma Reduction Messages- Youth
- Stigma Reduction Messages- 25 and older
- Discussion Starters

### To Share:

- Customizable Presentation Flyer

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# Overview of Tools – Stigma and Discrimination Reduction

## Stigma and Discrimination Reduction Social Marketing Campaign

Visit the flagship campaign website for tools, videos and materials:

[www.eachmindmatters.org](http://www.eachmindmatters.org)

For Parents	For Tweens 9-13	For Youth 14-24	For Decision Makers
<a href="http://www.eachmindmatters.org">www.eachmindmatters.org</a>	<a href="http://www.walkinourshoes.org">www.walkinourshoes.org</a>	<a href="http://www.reachouthere.com">www.reachouthere.com</a> <a href="http://www.buscaapoyo.com">www.buscaapoyo.com</a>	<a href="http://www.eachmindmatters.org">www.eachmindmatters.org</a>

## Speakers and Programs Encouraging Seeking Help and Support

[www.speakourminds.org](http://www.speakourminds.org)

[www.Namicalifornia.org](http://www.Namicalifornia.org)

## Eradicating Stigma Through Collaboration

[www.uacf4hope.org](http://www.uacf4hope.org)

[www.mentalhealthsf.org](http://www.mentalhealthsf.org)

[www.Eachmindmatters.org](http://www.Eachmindmatters.org)

## Eradicating Stigma Through Training

[www.ibhp.org](http://www.ibhp.org)

<http://www.mhac.org/programs/wellness-works.cfm>

[www.eiconline.org](http://www.eiconline.org)

[www.disabilityrightsca.org](http://www.disabilityrightsca.org)





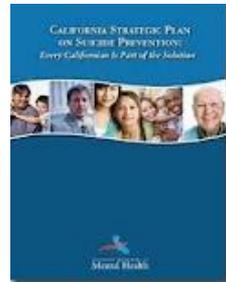
# Suicide Prevention Programs

El Sufrimiento No Siempre Se Nota  
**RECONOZCA LAS SEÑALES**  
El Suicidio Es Prevenible

Pain Isn't Always Obvious

**KNOW THE SIGNS**

Suicide Is Preventable



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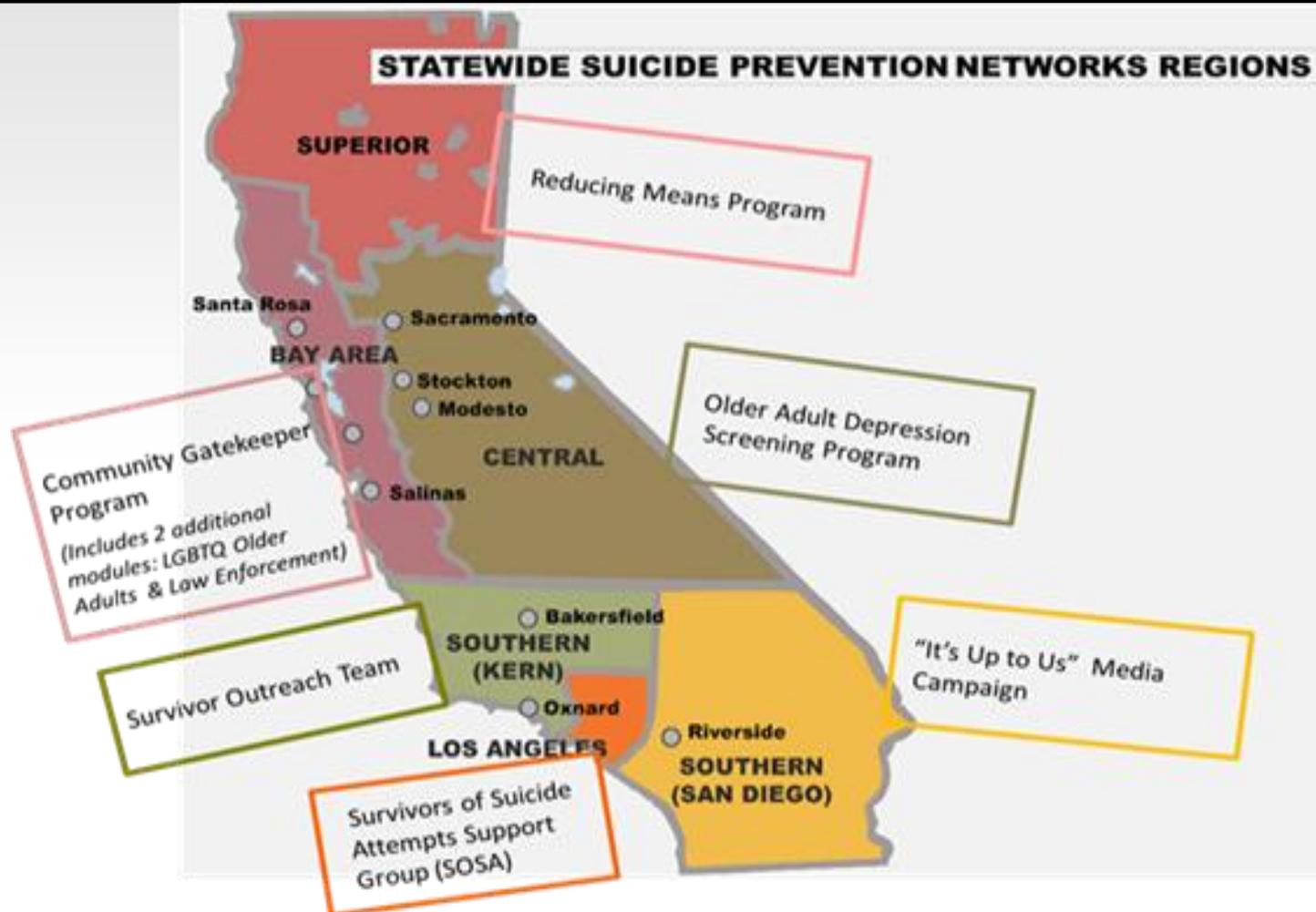


# Suicide Prevention Key Activities

1. Create regional networks focused on collaboration and development of best practices.
2. Train Californians to respond to suicidal crises
3. Develop a social marketing campaign: inform Californians to identify suicide risk, refer for help
4. Partner with crisis centers to develop “capacity”:
  - Enhance language offerings, outreach
  - Employ new technology (e.g. chat, text)
  - Improve policies, systems & data collection

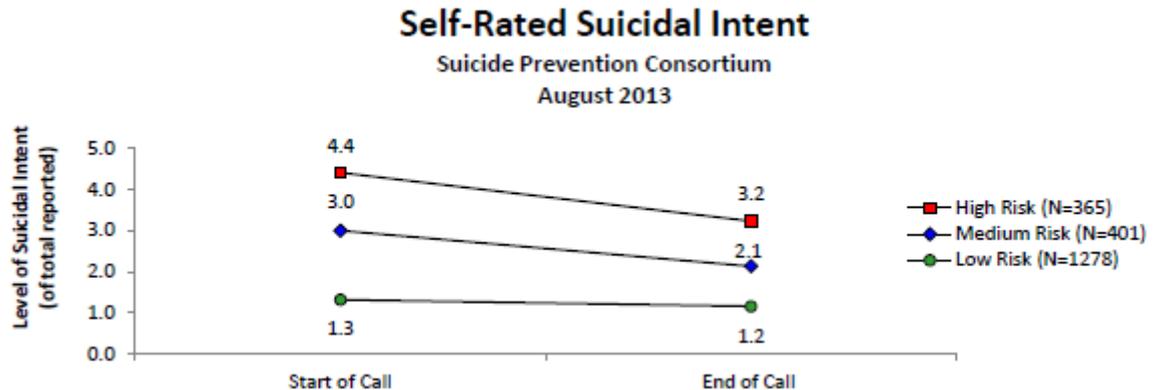
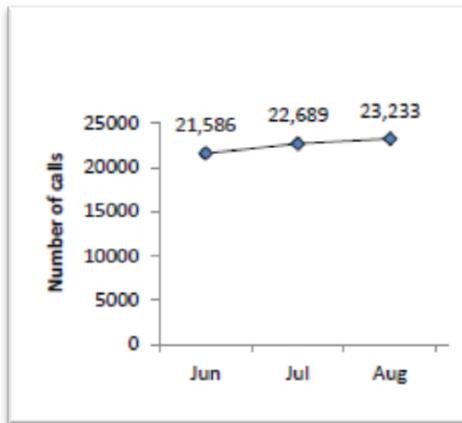
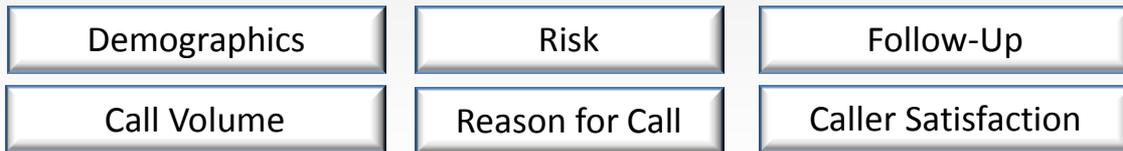


# SP: Networking and Collaboration



# SP: Networking and Collaboration

- Common Metrics Project:
  - Develop standardized data collection across 11 crisis centers in California.
  - Identify trends and gaps in crisis center utilization



# SP: Training and Education



**To date, trainings for trainers have resulted in:**

- **111** ASIST Workshops = **2,131** trained
- **21** safeTALK Workshops = **322** trained

Additional ASIST and safeTALK T4Ts scheduled  
esuicideTALK licenses available  
A11 Upgrader Sessions available

To find a schedule of trainings, visit:

[www.livingworks.net](http://www.livingworks.net)

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# Suicide Prevention Social Marketing Campaign: Know The Signs

**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](http://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.**

Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

Pain Isn't Always Obvious  
**KNOW THE SIGNS**  
 Suicide Is Preventable

In crisis, call the National Suicide Prevention Lifeline  
**1.800.273.8255**

**PAIN ISN'T ALWAYS OBVIOUS.**  
 Learn the signs at [suicideispreventable.org](http://suicideispreventable.org)

**KNOW THE SIGNS**

**A menudo es difícil saber lo que sienten nuestros hijos. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de advertencia y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final feliz y una vida entera de arrepentimiento. No espere a que sea demasiado tarde. Para mayor información visite [www.elsuicidio.esprevenible.org](http://www.elsuicidio.esprevenible.org).**

Aprenda a reconocer las señales.  
 Visite [www.ElSuicidioEsPrevenible.org](http://www.ElSuicidioEsPrevenible.org)

El Suicidio. No Siempre Se Nota.  
**RECONOZCA LAS SEÑALES**  
 El Suicidio. Es Prevenible

En momentos de crisis llame a la Red Nacional de Prevención del Suicidio al  
**1.888.628.9454**



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# Suicide Prevention Social Marketing Campaign: Know The Signs



[www.SuicideisPreventable.org](http://www.SuicideisPreventable.org)

## Engagement

- **471,925** website hits within California in the 4-month period
- **25%** of all website traffic via mobile
- **52,468,000** people reached via radio, TV, print, and outdoor ads.



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# Suicide Prevention Social Marketing Campaign: Your Voice Counts

**YOUR VOICE COUNTS**

Search Site Search CA COUNTIES Account Contact Us

HOME ANNOUNCEMENTS INPUT TOPICS WORKGROUPS CONVERSATIONS RESOURCE CENTER POST TO YVC PUBLIC

Home > Resource Center

### RESOURCE CENTER

**NEED HELP?**  
Contact us for question and technical assistance.  
[HELP](#)

**FILTERS**

- ALL (110)
- DATA & REPORTS (2)
- COUNTY NEEDS ASSESSMENTS (1)
- MEDIA OUTREACH (10)
- TV (2)
- RADIO (2)
- PRINT ADVERTISEMENTS (3)
- OUTDOOR (2)
- DIGITAL ADVERTISEMENTS (2)
- POSTERS AND BROCHURES (9)
- OFFICE SUITE (LOGOS, BUSINESS CARDS, FLYERS, PPT TEMPLATES) (4)
- WEBINARS (13)
- OTHER USEFUL RESOURCES (4)
- ENGLISH (44)
- SPANISH (12)

[SUBMIT](#)

**SEARCH RESULT**

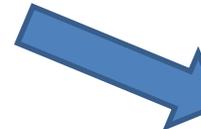
Office Suite (Logos, Business cards, flyers, ppt templates)

**Know the Signs Brand Guide and Logos**  
Target: Those who are implementing or customizing the Know the Signs campaign in their county  
Language: English  
*The Know the Signs brand guide provides an overview of how to use and customize the different ele...* [more](#)

**Know the Signs PowerPoint Presentation Template**  
Target: N/A  
Language: English  
*This is a PowerPoint presentation template that can be used to share information about the Know L...* [more](#)

**Know the Signs Letterhead and Flier Template**  
Target: N/A  
Language: English  
*These are 8.5 by 11" templates that can be used to announce upcoming meetings and trainings, comp...* [more](#)

**Know the Signs Email Signature**  
Target: N/A  
Language: English  
*Add the Know The Signs .jpg to your email signature and help us spread the word about the ca...* [more](#)



**Whatever you're going through, you're not alone.**

If you're in pain, see no way out or you're worried about someone, call us. Your call is free and will be answered by well-trained and compassionate counselors. We will listen and refer you to help if needed. Remember, there is hope.

**We Care. We Listen. We Can Help.**

KNOW THE SIGNS CALIFORNIA SUICIDE PREVENTION LIFELINE

Know the Signs Find the Words Reach Out SUICIDE@PREVENTABLE.ORG

No matter what problems you are dealing with and if you are in a crisis, please call the National Suicide Prevention Lifeline. By calling 1-800-273-TALK (8259) you'll be connected to a skilled, trained counselor at a crisis center in your area, anytime, 24/7.

**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
- Loss of interest
- Sudden mood changes
- Feeling hopeless, helpless, or overwhelmed
- Withdrawing
- Talking about wanting to die or suicide
- Giving away possessions
- Not eating or drinking
- Not taking care of self
- Not talking to friends or family
- Not going to work or school
- Not taking care of appearance
- Not taking care of home

[www.yourvoicecounts.org](http://www.yourvoicecounts.org)



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# Engaging Youth in Suicide Prevention Efforts: Directing Change

## Know the Signs – Directing Change Outcomes

*A total of 371 videos about suicide prevention or eliminating stigma about mental illness were submitted; representing 922 students and 142 schools from 35 counties throughout California...*

### *Student Outcomes*

**98.2 %** of school advisors indicated that the contest stimulated discussion among students about **mental health and suicide prevention**

**89.9%** agreed that it inspired them to get involved in **suicide prevention, mental health or stigma busting activities**

All films can be viewed and downloaded at [www.DirectingChange.org](http://www.DirectingChange.org).

**85.4%** of students **pledged to not keep it a secret** if a friend tells them he or she is **thinking about suicide**

### *Judging Outcomes*

After judging contest videos, **95% of judges** either “strongly agreed” or “agreed” that the judging process **increased their knowledge of safe messaging for suicide prevention**



# Directing Change 2013 Winners

## Suicide Prevention Category

1<sup>st</sup> Place: Angel Lopez

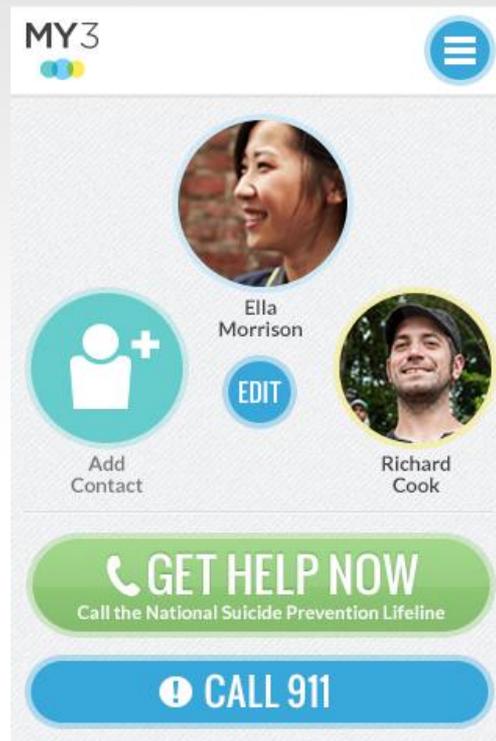


## Eliminating Stigma Category

1<sup>st</sup> Place: Spencer Wilson



# MY3 Mobile App





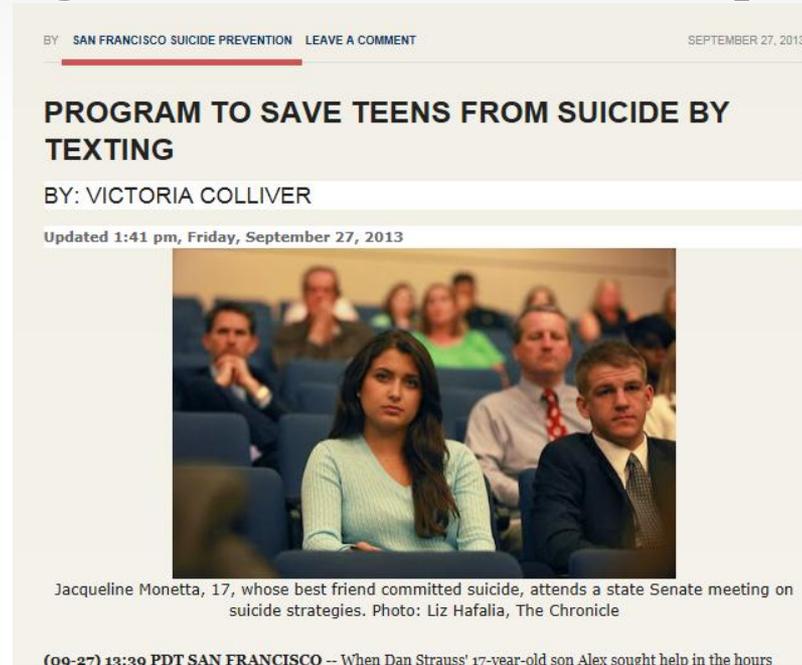
# SP: Hotline and Warmline Operations

- Enhanced language capacity of services
  - New Hotline “Línea de Crisis” provides Spanish Language crisis support to the Bay Area through a partnership of 4 crisis centers that share coverage of the line
  - Expanded hours of coverage in Spanish, Vietnamese, Korean, other threshold languages
- Outreach to underserved communities & volunteer recruitment



# SP: Hotline and Warmline Operations

- Investment in new technologies, e.g. chat (instant messaging), text (SMS) based services
  - Launched two new text programs within crisis centers
  - Launched three new chat programs and sustained several pilot programs of NSPL



# SP: Hotline and Warmline Operations

- Support for best practices such as:
  - Quality improvement activities
  - Investment in software to track calls and analyze trends
  - Accreditation, and related policy and procedure development
  - Development of sustainability strategies
  - Volunteer recruitment, training strategies
- Continuum of care with warmlines
  - Developed 2 new warmlines
  - Expanded hours of coverage to support existing warmlines overnight
  - Creation of the Southern CA Warmline Network



# Overview of Tools – Suicide Prevention

## **Suicide Prevention Social Marketing Tools: Know the Signs Campaign**

To know the signs, find the words and reach out to state and local resources, visit:

[www.suicideispreventable.com](http://www.suicideispreventable.com) or [www.elsuicidiespreventable.org](http://www.elsuicidiespreventable.org)

For tools, campaign materials, etc. visit the Resource Center at: [www.yourvoicecounts.org](http://www.yourvoicecounts.org)

## **Suicide Prevention Social Marketing Tools: Directing Change Student Event**

To view the winning entries, visit: [www.directingchange.org](http://www.directingchange.org)

## **Suicide Prevention Hotline and Warmline Access:**

Bay Area: <http://www.sfsuicide.org/>, <http://www.crisis-center.org/>, <http://www.star-vista.org/>,  
<http://www.sccgov.org/sites/mhd/Resources/SP/Pages/default.aspx>

Central and Northern California: [www.ioaging.org](http://www.ioaging.org), <http://suicideprevention.wellspacehealth.org/>

Central Valley: [www.kingsview.org](http://www.kingsview.org)

North Bay Area: [www.fsamarin.org](http://www.fsamarin.org)

Northern Central Coast: [www.suicidepreventionservice.org](http://www.suicidepreventionservice.org)

Southern California: [www.didihirsch.org](http://www.didihirsch.org)

Southern Central Coast: [www.t-mha.org](http://www.t-mha.org), <http://www.co.kern.ca.us/kcmh/services/crisis.asp>

## **Suicide Prevention Training and Education**

[www.livingworks.net](http://www.livingworks.net)





# Student Mental Health Programs



# Goals of the Student Mental Health Initiative

1. Improve student mental health
2. Increase access to appropriate mental health services
3. Decrease negative mental health related school outcomes, such as school dropout.



# SMH – Policies, Protocols, and Procedures K-12



The screenshot shows the California Department of Education website. At the top left is the state seal and the text "California Department of EDUCATION". To the right is a search bar and "Change Text Size: A A A". Below the search bar are links for "Advanced", "Site Map", and "A-Z Index". A navigation menu contains: Curriculum & Instruction, Testing & Accountability, Professional Development, Finance & Grants, Data & Statistics, Learning Support, and Specialized Programs. The breadcrumb trail reads: Home » Learning Support » Counseling/Student Support » Mental Health. A link for "Printer-friendly version" is on the right. The main heading is "Student Mental Health Policy Workgroup". The text below reads: "The Student Mental Health Policy Workgroup will assess the current mental health needs of California students and gather evidence to support its policy recommendations to the State Superintendent of Public Instruction and the California Legislature."

The SMHPW first recommendation supported the inclusion of mental health curriculum for all future educator credentialing programs. The California Teacher Credentialing Commission on September 26, 2013 approved future administrator credential programs must include content knowledge on:

*Culturally responsive, research-based, student centered classroom management and school wide positive discipline intervention and prevention strategies that address the social and **mental health** needs of the child*



# SMH – Policies, Protocols, and Procedures Higher Education

42

## Assisting Students in Distress

See Something. Say Something. Do Something.



**See Something.**

UC faculty/staff and graduate teaching/research assistants are in a unique position to demonstrate compassion for UC students in distress.

Both undergraduate and graduate students may feel *alone, isolated, and even hopeless* when faced with academic and life challenges. These feelings can easily disrupt academic performance and may lead to dysfunctional coping and other serious consequences.

You may be the first person to SEE SOMETHING distressing in a student since you have frequent and prolonged contact with them. The University of California, in collaboration with the California Mental Health Services Authority (CalMHSA), requests that you act with compassion in your dealings with such students.

**Say Something.**

Students exhibiting troubling behaviors in your presence are likely having difficulties in various settings including the classroom, with roommates, with family, and in even in social settings.

Trust your instincts and SAY SOMETHING if a student leaves you feeling worried, alarmed, or threatened!

**Do Something.**

Sometimes students cannot, or will not turn to family or friends. DO SOMETHING! Your expression of concern may be a critical factor in saving a student's academic career or even their life.

The purpose of this folder is to help you recognize symptoms of student distress and identify appropriate referrals to campus resources.

The Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act (FERPA) permits communication about a student of concern in connection with a health and safety emergency. Observations of a student's conduct or statements made by a student are not FERPA protected. Such information should be shared with appropriate consideration for student privacy.

Academic Indicators	Physical Indicators	Safety Risk Indicators	Psychological Indicators
<ul style="list-style-type: none"> <li>✓ Student decline in quality of work and grades</li> <li>✓ Repeated absence</li> <li>✓ Blame others in writings or presentations</li> <li>✓ Multiple requests for extensions</li> <li>✓ You find yourself doing more personal rather than academic counseling during office hours</li> <li>✓ Overly demanding of faculty/staff attention</li> </ul>	<ul style="list-style-type: none"> <li>✓ Marked changes in physical appearance including deterioration in grooming, hygiene, or weight loss/gain</li> <li>✓ Excessive fatigue/sleep disturbance</li> <li>✓ Intoxication, hang over, or smelling of alcohol</li> <li>✓ Disoriented or "out of it"</li> <li>✓ Garbled, tangential, or slurred speech</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unprovoked anger or hostility</li> <li>✓ Implying or making direct threats to harm self or others</li> <li>✓ Academically unengaged/dominant by themes of extreme hopelessness, ego, worthlessness, isolation, despair, acting out, suicidal ideations/violent behavior – a "cry for help"</li> <li>✓ Communicating threats via email, correspondence, texting, or phone calls</li> </ul>	<ul style="list-style-type: none"> <li>✓ Self-disclosure of personal distress – family problems, financial difficulties, consuming outside grief</li> <li>✓ Excessive nervousness, panic reactions, irritability or unusual quiet</li> <li>✓ Verbal abuse (e.g., taunting, belittling, intimidation)</li> <li>✓ Expressions of concern about the student by his/her peers</li> </ul>

Wellness, Health & Counseling Services  
University of California - Irvine

## See Something. Say Something. Do Something.

### Disruptive or Distressed?: Use this information to determine.

**Disruptive Student**

A student whose conduct is clearly and imminently reckless, disorderly, dangerous, or threatening, including self-harmful behavior.

**To get help**

If you are concerned for your or others' safety due to a student's disruptive and/or threatening behavior, call 911 or the UCI Police Department.

**Report incident to**

- The Office of Student Conduct
- UCI Police Department

**For Consultation or Emergency Counseling**

- Clinical Social Worker
- UCI Counseling Team

**For illness or injury**

Non-emergency:  
Student Health Center  
824-5100  
Medical Emergency: 911

**Distressed Student**

A student with persistent behaviors such as

- unduly anxious
- sad
- irritable
- withdrawn
- unconfident
- lack motivation and/or concentration
- unable to sustain an action
- demonstrate bizarre or erratic behavior
- appears suicidal thoughts

**To get help**

Consultation and Referral:

- Counseling Center
- UCI Police Department
- Student Health Center
- Campus At-Risk Resources and Education (CARE)

Administrative/Student Conduct:

- Office of Student Conduct
- Office of the Ombudsman

Academic Issues:

- School Academic Advisor
- Department of Undergraduate Education
- Graduate Department Chair
- Graduate Advisor
- University Registrar

**If a student is causing a disruption but does not pose a threat**

- Ensure your safety in the environment.
- Use a calm, non-conflictual approach to defuse/escape the situation.
- Set limits by explaining how the behavior is inappropriate.
- If behavior continues, ask the student to step and withdraw or let the official action may be taken.
- If the disruptive behavior persists, notify the student that disciplinary action may be taken. Ask the student to leave. Inform him or her that refusal to leave may be a separate violation subject to discipline.
- Immediately report the incident to the appropriate resource.

If you believe there is a safety risk, contact UCI Police Department.

**Campus Resources For Students**

AVC Wellness, Health & Counseling Services	949.824.4642
Campus At-Risk Resources & Education (C.A.R.E.)	949.824.7278
Clinical Social Worker	949.824.1418
Counseling Center	949.824.6457
Dean of Students	949.824.5590
Office of Ombudsman	949.824.7256
LG&T Resource Center	949.824.9277
International Center	949.824.7249
Student Health Center	949.824.5301
UCI Police Department	949.824.5223

**Campus Resources For Faculty/Staff**

Cascade Centers/EAP	800.488.2820
Campus Council	949.824.2880
Workplace Violence Prevention Information	949.824.5223

**Resources in the Community**

Irvine City Police Department	949.724.7000
National Suicide Prevention Hotline	800.273.8255
Hoag Memorial Hospital	949.764.4624
UC Irvine Medical Center	714.456.7890
Wessex Medical Center Hospital	714.855.5555
Sexual Assault Victims Services	714.834.7991

**Red Folder Initiative** (targets faculty/staff)  
**School Climate:** Depression screenings to more than 48,000 students



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# SMH - Trainings

## **Pre-K-12 – Reaching students, family, faculty, staff, clubs, and gatekeepers**

- California County Superintendents Educational Services Association (CCSESA)
- California Department of Education (CDE)

## **Higher Education - Reaching students, family, faculty, staff, athletics department, clubs, and gatekeepers**

- California Community Colleges (CCC)
- California State Universities (CSU)
- University of California System (UC)



# SMH - Trainings

## Impact in the California State University System

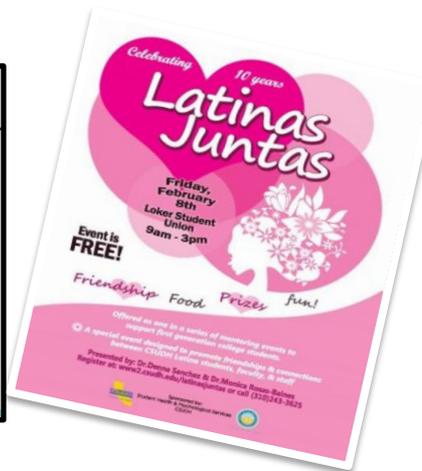
- All campuses have certified trainers who are providing suicide prevention and stigma reduction trainings to the campus community and community based partners.
- Campuses are providing training on threat assessment and school violence for campus police.
- **4,663** students, faculty, staff and community-based partners received training.



Dominguez Hills



Northridge



# SMH - Trainings

## California Community Colleges Chancellor's Office (CCCCO)

- **2,901** staff completed KOGNITO Suicide Prevention Training
- **7,229** students completed KOGNITO Suicide Prevention Training
- Campus Based Grants

California Community Colleges  
Student Mental Health Program

Campus Based  
Grant Profiles

www.cccstudentmentalhealth.org

The California Mental Health Services Authority (CaMHSa) is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CaMHSa are funded through the state-approved Mental Health Services Act (MHSA) 86500. MHSA provides the funding and Partnership models to expand mental health services to previously underserved populations and all of California's diverse communities.

CaMHSa  
California Mental Health Services Authority

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# SMH - Trainings

## California County Superintendents Educational Services Association (CCSESA) and California Department of Education (CDE) – Pre-K through 12

- Build capacity to provide education and training district/school staffs, families/caregivers and community partners
- Implement school-based demonstration programs reached **40,846** students and **4,657** adults.
- **14,064** directly trained/educated individuals
  - EBP's such as:
    - PBIS
    - EBL
    - TETRIS
    - OLWEUS
    - QPR
    - MHFA



# SMH – Online Resources: Social Media

- **CSU:** State university campuses are collaborating to produce a statewide student newsletter: Student Health 101, focusing on wellness.

- **UC:**

- Videos
  - Suicide Prevention
  - Veterans
- **Veteran's PSA:**  
<http://www.youtube.com/watch?v=d40XgG5iEng>
- Eating Disorders
- Relationship Breakups
- Red Folder phone app



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# SMH – Online Resources

Home Resources Search About Us Demonstration Programs My Profile FAQ

## Regional K-12 Student Mental Health Initiative

Education • Prevention • Collaboration

### Welcome!

This clearinghouse of resources and regional best practices is provided to assist California county offices of education, districts and schools to develop and implement effective programs and services that promote the mental health and wellness of students in grades K-8, with linkages to preschool and grades 9-12.

Our **search** feature helps you find useful resources specific to your needs as a teacher, school staff member, or administrator. Mental health staff, parents, caregivers and community members will also find the resources helpful as they work in partnership with schools.

#### Featured Resources

- ▶ **National Association of School Psychologists:** The Association is focused on helping children achieve their best in school, at home and in life. There are a number of resources to support schools with mental wellness in addition to strategies for coping with school violence or a crisis. Some...
- ▶ **Mental Health: A Guide to Action:** Created by students with the support of the Teen Mental Health component of the Sun Life Foundation, this resource is intended to be a youth friendly guide for youth. The intent is to promote mental wellness. With a focus on being used by youth this guide supports...

#### Our Goals

- Build capacity to implement school-based prevention and early identification strategies that promote student mental health
- Build relationships among local agencies to develop effective cross-system collaboration
- Build capacity to provide education and training for school staff
- Provide technical assistance to schools for program development and implementation

Contact us:  
[regionalk12smhi@gmail.com](mailto:regionalk12smhi@gmail.com)

**Data Entry Login**  
Coming Soon!

© 2012 California Mental Health Services Authority (CalMHSA)  
Funded by CCSESA through MHSFA Funds administered by CalMHSA (Counties Working Together)  
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- Develop regional plans
- Facilitate protocol changes across systems for prevention and early identification
- Build capacity to provide education and training district/school staffs, families/caregivers and community partners
- Implement school-based demonstration programs
- Create online statewide clearinghouse of resources and best practices

[www.regionalk12smhi.org](http://www.regionalk12smhi.org)

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# SMH – Online Resources

## CCSESA: Clearinghouse

Home Resources Search About Us Demonstration Program My Profile FAQ

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HUMBOLDT STATE UNIVERSITY **STUDENT health101**

## 4 STEPS TO SUCCESSFUL FINALS

Fling or Forever?

EAT WELL IN HECTIC TIMES

Manage STRESS NOW

## CSU: Student Health 101

## UC Video Channel



### [Veteran's PSA:](#)

<http://www.youtube.com/watch?v=d40XgG5iEng>

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# SMH – Network and Collaboration

Program Partner	Collaboration Goals	Collaboration Activities
California County Superintendents Educational Services Association (CCSESA)	Support the update of county-level plans Develop SMH policies and protocols supportive of county-level plans Improve operational interactions Decrease resource and structural barriers to prevention and early identification	Establish a SMH consortium per county (include representatives from agencies such as mental health, probation, school districts, foster care, youth agencies) and regional lead
California Department of Education (CDE)	Develop a framework for SMH Identify current best practices Maximize use of existing SMH resources Make policy recommendations Identify and reduce barriers to SMH programs	Establish Student Mental Health Policy Workgroup (SMHPW), including membership from organizations and entities such as DMH, CDE, CalMHSA, MH Directors Assoc., SELPA, CCSESA, CBOs, consumers, advocacy groups, and researchers
California Community Colleges (CCC)	Identify best practices Develop/expand referral networks Develop standard protocols and procedures	Establish regional strategizing forums to support SMH with invitees including CCC, CSU, and UC campuses, community-based organizations, and county mental health departments
Cal State University (CSU)	Increase referral resources Establish collaborations across campuses/institutions, mental health, AOD services, veterans groups, and community groups	Establish CSU Student Mental Health Initiative (SMHI) Workgroup and manage CSU system-wide activities in compliance with Executive Order 1053
University of California (UC)	Expand referral relationships within/outside campus Leverage resources and increase student access to services	Continue collaboration through SMH Oversight Committee (including Vice Chancellors, student representatives, and campus practitioners)



# Student Mental Health Partners

## Improving Student Mental Health and Increasing Access to Services

CCSESSA Pre-K-12: [www.regionalk12smhi.org](http://www.regionalk12smhi.org)

California Community Colleges: [www.cccstudentmentalhealth.org](http://www.cccstudentmentalhealth.org)

California State University: [www.calstate.edu](http://www.calstate.edu)

University of California: [www.ucop.edu](http://www.ucop.edu)

## Decreasing Negative School Outcomes

[www.cde.ca.gov/ls/cg/mh/smhpworkgroup.asp](http://www.cde.ca.gov/ls/cg/mh/smhpworkgroup.asp)



# January - June 2013

**CalMHSA Total SP, SDR, and SMH Count: 203,537,752**

Of the total **203,537,752**, subtotals are as follows:

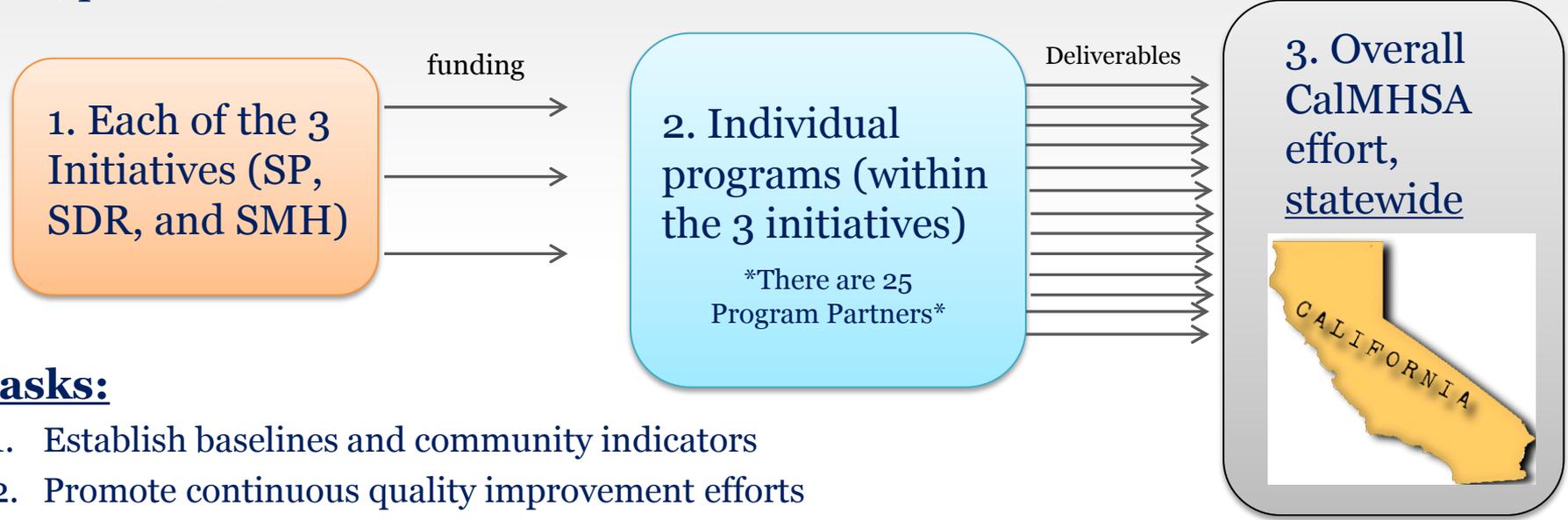
- Directly Trained/Educated: **51,897**
- Directly Reached: **342,849**
- Reached through Media: **202,458,247**
- Reached through Informational Resources: **684,759**



# RAND Corporation: Statewide Evaluation

**Through Evaluation Contractor, RAND Corporation, conduct thorough program evaluations:**

Goal, process, and outcomes-based evaluation and conducted at three levels:

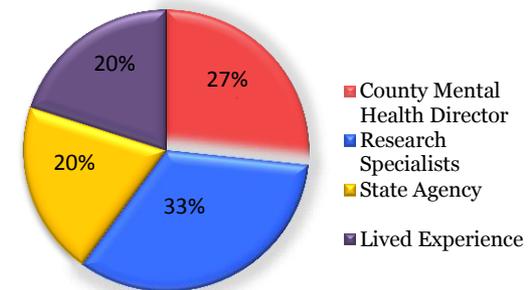


**Tasks:**

1. Establish baselines and community indicators
2. Promote continuous quality improvement efforts
3. Identify innovative programs for replication
4. Coordination and leveraging across PEI initiatives and programs
5. Work with Program Partners on their own evaluation & quality improvement activities

# Statewide Evaluation Expert (SEE) Team

- The function of the members of the Statewide Evaluation Experts Team (“the SEE Team”) is to provide research and evaluation guidance and consultation to CalMHSAs programs and RAND.
- Principles:
  - Evaluation methods should be appropriate to the intervention model being used in respect to scope and data collection
  - Each evaluation should include measures of both process outcomes (implementation) and behavioral/health status outcomes (changes in participants) relevant to the goals of the intervention
  - Evaluation is seen as a vehicle for program improvement (internal use) and program accountability (external use) and should provide information for the purposes of potential replication of the project
  - Evaluation findings from CALMHSAs-funded programs will contribute to the existing knowledge base on what works in the field of minority health
  - Evaluation practices will be aligned with identified best and promising practices that are promoted nationally and federally through SAMHSA, NIMH and/or CDC
- Structure:
  - 2 meetings annually, with more as needed.
  - Diverse membership to ensure cultural competence



# RAND's Evaluation

- Statewide Evaluation Design
- Literature Reviews
- Interim Evaluation Progress Report



# Literature Reviews Complete

- **What's Available:**

- Literature Reviews for each initiative:

- Stigma and Discrimination Reduction 01-02-13
- Suicide Prevention 01-02-13
- Student Mental Health 01-02-13

- PEI Evaluation Strategic Plan

- <http://www.calmhsa.org/programs/evaluation/>



# Interim Evaluation Progress Report

- Baseline assessments of population risk factors and outcomes
  - Suicide rates in California
  - Statewide survey of general population
  - Higher education surveys (in progress)
- Early data on reach of activities

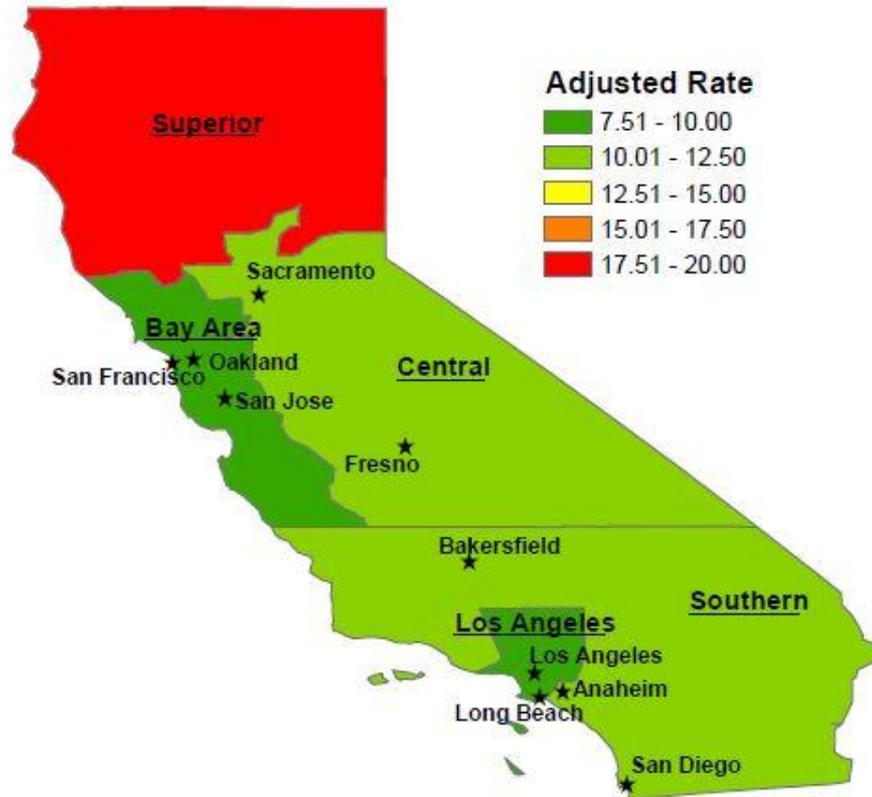


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# Baseline Assessment - California Suicide Rates

2008-2010, Age-Adjusted Suicide Rates by Region



Rate is number of suicide deaths per 100,000 people



# Statewide Survey of General Population

- Goals:
  - Primary: Serve as a baseline measure of general population risk factors
  - Secondary: Early measure of exposure to CalMHSA PEI efforts.
- Where possible, survey items were based on other large, population-based surveys.
- Survey Respondents:
  - 2,001 California adults
  - Sample closely matches general population on sex, age, race, ethnicity, education, income, and employment



# Statewide General Population Results

- Awareness
  - 73% agree that “people with mental illness experience high levels of prejudice and discrimination”
- Social Distance
  - 34% report being “unwilling to move next door” to someone with serious mental illness
  - 29% report being “unwilling to work closely on a job” with someone with a serious mental illness
- Perceived Dangerousness
  - 1 in 5 reported that violence towards others was somewhat or very likely for people with depression or PTSD, while nearly half thought so for people with schizophrenia



# Statewide General Population Results

- Disclosure
  - 42% report probably or definitely concealing a mental health problem from coworkers or classmates
- Suicide Knowledge
  - While two-thirds of Californians generally think suicide is preventable, lack of knowledge seems greater in two groups \*  
*Californians between 50-64 years of age \* Black/African Americans*
  - 54% think “there are always warning signs before a suicide” is true
  - 34% think “women are more at risk of suicide than men” is false



# Early Exposure to Primary Campaign Activities

Survey Item	% of CalMHSA General Population Survey Respondents
Seen or heard an advertisement for ReachOut.com	8%
Seen or heard an advertisement that has the slogan "Know the Signs" or "Pain Isn't Always Obvious" or "Suicide Is Preventable"	39%
Seen or heard an advertisement for SuicideIsPreventable.org	9%
Seen or heard the slogan or catch phrase "Each Mind Matters"	11%



# Higher Education Surveys

- Goal:
  - Serve as a baseline measure of:
    - Student mental health
    - School/campus environment as it relates to mental health
    - Student behavior and attitudes on mental health
- Respondents thus far are from 4 CCC and 4 UC campuses
  - University/college students (n = 6,309)
  - University/college faculty and staff (n = 3,025)
- 5-10 minute online survey, sent to all students, faculty, and staff at participating campuses



# Preliminary Results – Higher Ed Survey

- Students
  - 20% of students met threshold score for having a mental health problem.
  - 75% of students had *not* used student counseling services.
- Staff/Faculty
  - 46% had “never” talked with a student about mental health problems in the past 6 months
  - 13% had talked with a student “many times”
  - 58% agree they are able to help students in distress get connected to the services they need





# Early Data on Reach of Activities



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# Visits to Informational Online Resources

- Example: CCSESA's <http://www.regionalk12smhi.org/>
- Interactive website that serves as a clearinghouse of resources and information for K-12 schools.
- 2,667 site visits between September 2012 and March 2013.
- 82% of visits were from other websites like:
  - Ventura County Special Education Local Plan Area (94 visits)
  - Placer County Office of Education (38)
  - CalMHSA.org (36)



# Participation in Training Programs

- Example: LivingWorks Suicide Prevention (ASIST and safeTalk)
- October 1, 2012 – July 30, 2013

Training Program	Number of trainings				Number of participants			
	Southern CA	Central CA	Northern CA	Total	Southern CA	Central CA	Northern CA	Total
ASIST T4T	4	4	0	8	94	95	0	189
safeTALK T4T	2	4	0	6	20	38	0	58
ASIST Workshops	13	19	3	35		79		391*
safeTALK Workshops	10	12	0	22	151	20	0	171

*\* More than one workshop is missing specific geographic participant numbers. Reported numbers are aggregated from reports on clusters of counties.*



# Exposure to Media/Social Marketing Campaigns

- Example: RS&E, [www.eachmindmatters.org](http://www.eachmindmatters.org)
- 11,000 site visits between May 6, 2013 and June 7, 2013.
- 55% of visits were from a search, most of which seem to be looking specifically for each mind matters.
- 35% of visits were from other websites, with ~1,700 visits from Facebook.



# RSE Each Mind Matters

- Viewing of the “A New State of Mind: Ending the Stigma of Mental Illness ” documentary through September, 2013.

Video title	Date posted	Number of plays
A New State of Mind Documentary (SD and HD versions)	May 31, 2013	6,900
A New State of Mind - Exclusive Trailer	April 29, 2013	3,534



# Volume of New Hotline, Warmline, Chat Contacts

- Hotline Call Volume in January – March 2013
  - King’s View: 1017
- Warmline Call Volume in January – March 2013
  - Transitions: 169
- Chat Counseling Contacts in January – March 2013
  - San Francisco Suicide Prevention: 1015
  - WellSpace Health: Launched during this quarter



# Evaluation Conclusions to Date

- Program Partners have been highly productive in developing building capacities.
- Early information on reach is promising.
- Short-term impacts cannot yet be determined
- Population-based surveys and suicide statistics provide baseline information for longer-term tracking.
- Implementation of statewide, population-focused PEI strategy is challenging and ground-breaking.



# Next Steps

- Very important studies of short-term outcomes (Summer 2014)
- Completion of baseline population studies
  - K-12 surveys
  - Mental health supplemental survey
- Ongoing evaluation of capacity development and reach
- Long-term outcomes assessed (Summer 2015)
- CalMHSA to co-host with the World Psychiatric Association “*Together Against Stigma International Conference*” February 2015 in San Francisco, CA

Visit [www.CalMHSA.org](http://www.CalMHSA.org) for up-to-date information and resources.



# Q & A

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County  
and Board President of CalMHSA  
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[www.calmhsa.org](http://www.calmhsa.org)

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