



Mental Health Services Act Prevention & Early Intervention (PEI) Statewide Impacts

The California Mental Health Services Authority (CalMHSA)

November 2, 2015; APHA 2015

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Presenter Disclosures

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

No relationships to disclose

Outline

- ▶ **Chapter 1:** About mental illness, suicide, and the impact of stigma
- ▶ **Chapter 2:** How PEI programs fosters mental health *promotion* & mental illness *prevention*
- ▶ **Chapter 3:** Statewide PEI strategies working together to achieve goals

Chapter 1: About mental illness, suicide, and the impact of stigma

Risk factors that can influence the onset of mental illness or suicidality

Risk factors for mental illness	Risk factors for suicide
	Stigma
	Hopelessness
	Past experience of trauma
	Lack of social supports
	Substance use & abuse
	Access to lethal means
	Past suicide attempts
	Mood disorders

What is “stigma” around mental illness?

“Stigma” is a mark of disgrace that **sets a person apart**.
When a person is labelled by their illness, they are seen as part of a *stereotyped* group.

Negative attitudes towards those with mental illness create prejudice which can result in **discrimination**.

How is stigma perpetuated by the community?

- ▶ Institutional stigma (organization's policies or cultures of negative attitudes & beliefs)
 - ▶ Inappropriate terminology
 - ▶ Workplaces that don't support those experiencing mental health challenges
 - ▶ Policies that perpetuate inequality
- ▶ Public stigma (attitudes & beliefs of the general public)
 - ▶ Avoiding individuals who have a mental illness

Who experiences mental illness stigma & discrimination?



1 in 5 people
experience a mental
health challenge
each year

90%

of Californians living with **psychological distress** report some measure of **discrimination**

69%

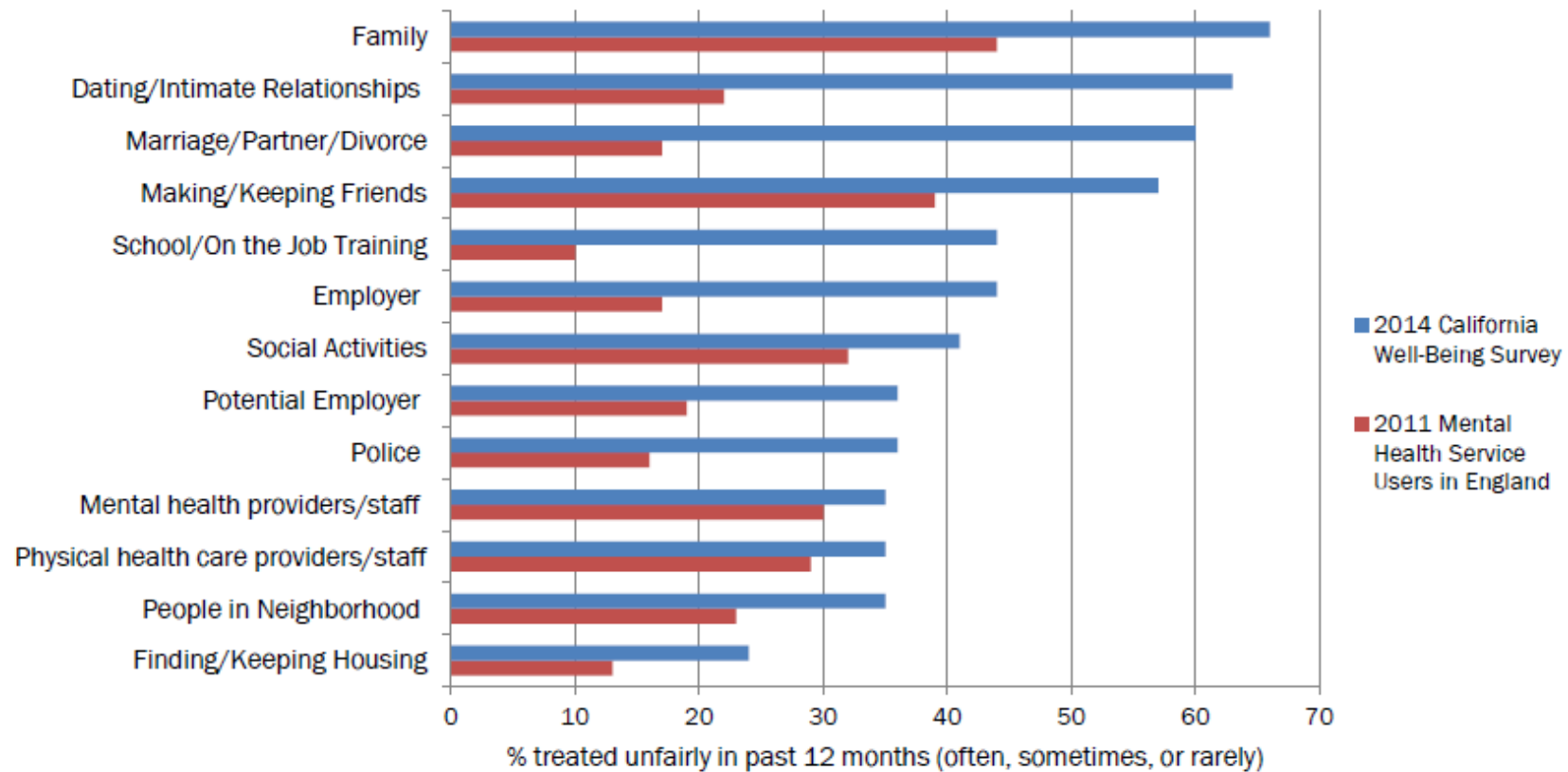
of Californians would definitely or probably **hide a mental health problem** from coworkers or classmates

“Those experiencing **PSYCHOLOGICAL DISTRESS** may find it more difficult to secure a job, rent a home or form close relationships.”

US Department of Health and Human Services,
Mental Health: A Report of the Surgeon General, 1999

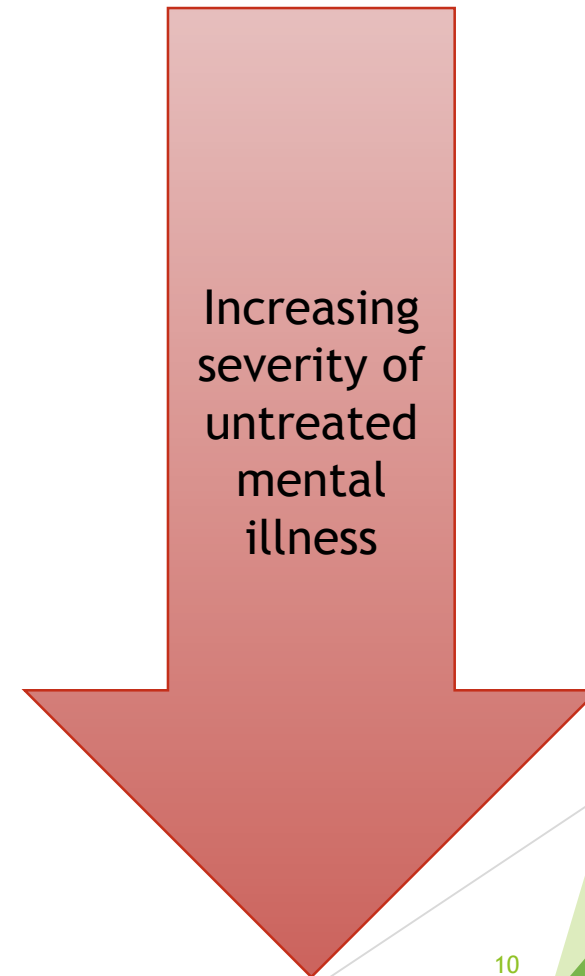
Who is discriminating against individuals with mental illness?

Discrimination



Cascading consequences of untreated mental illness

- ▶ Self-stigma
- ▶ School drop out
- ▶ Isolation; perpetuating lack of support
- ▶ People don't seek treatment - leading to more severe consequences of untreated mental illness
 - ▶ RAND survey found 1 in 5 indicate that they might delay treatment out of fear of letting others know about their mental health problem.
- ▶ Unemployment
- ▶ Incarceration
- ▶ Homelessness
- ▶ Suicidal ideation potential



Evaluation directs stigma & discrimination reduction activities

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

Chapter 2: How California's Prevention & Early Intervention (PEI) programs foster mental health **promotion & mental illness **prevention****

Goals of PEI Programs



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

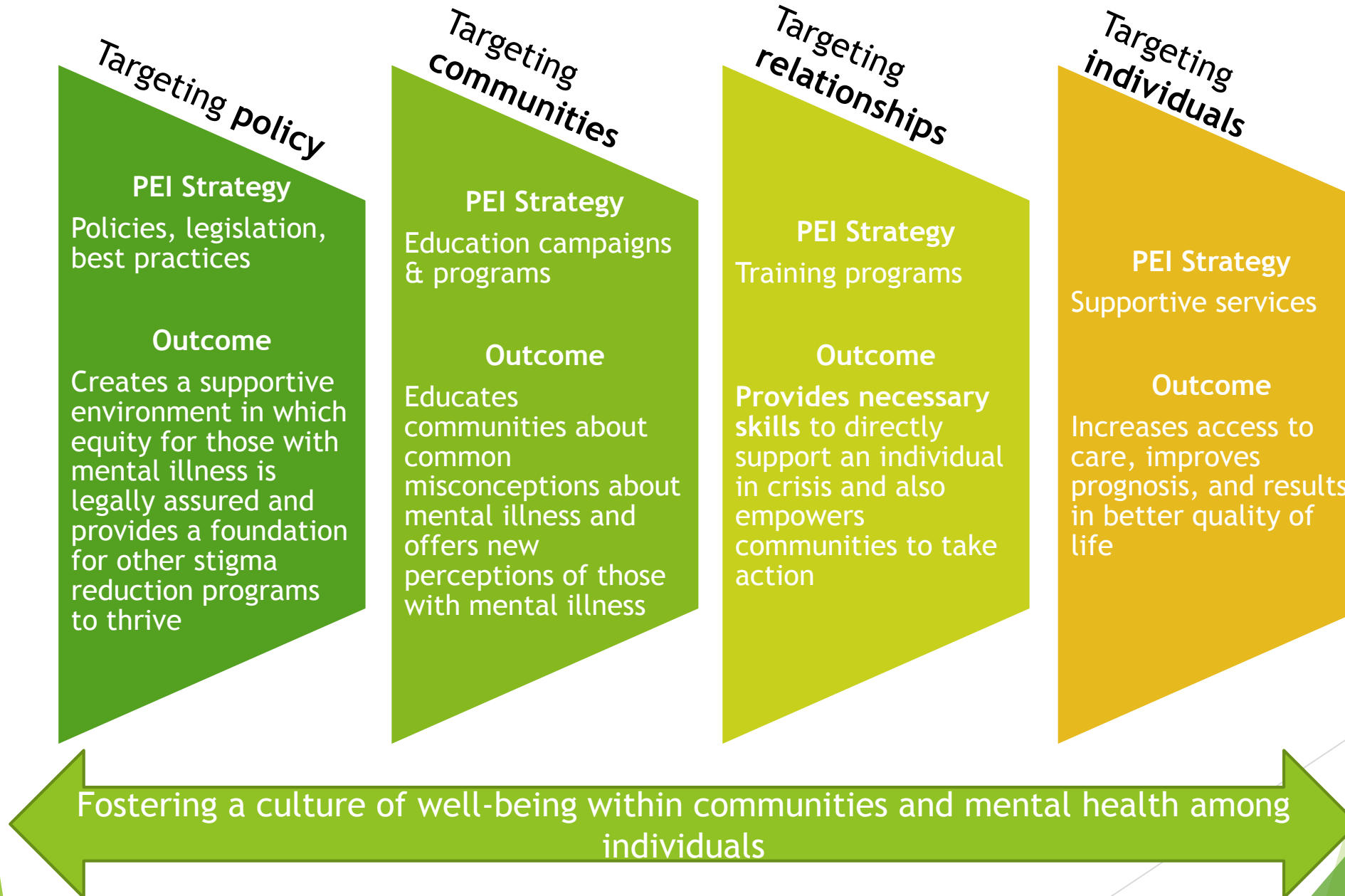
Reduce the severity and intensity of *stigma* for those already experiencing mental health challenges



How?

By implementing Prevention & Early Intervention Strategies

What do PEI Programs do?



Short Term & Long Term Outcomes of Implementing PEI Strategies

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

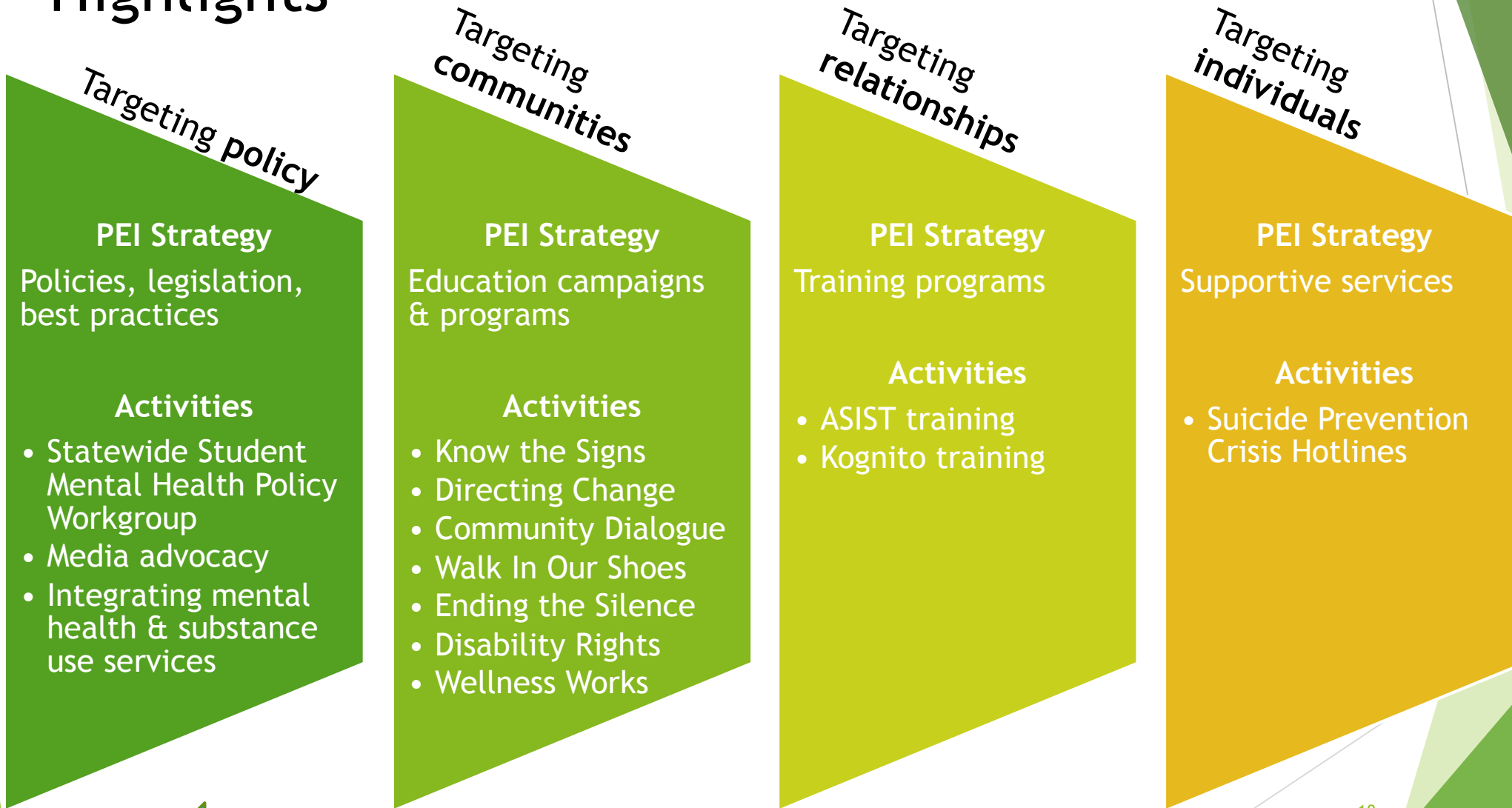
Chapter 3: Local and statewide PEI strategies working together to achieve outcomes

Tulare PEI Activities - Highlights



County PEI activities emphasis

CalMHSAs Statewide PEI Activities - Highlights



← CalMHSAs Statewide PEI activities emphasis

To create a mental health-supportive environment



Targeting policy

PEI Strategy

Policies, legislation, best practices

Activities

- Statewide Student Mental Health Policy Workgroup
 - Media advocacy
- Integrating mental health & substance use services

Integrated Behavioral Health Project

- ▶ **What it did:** Conducted trainings to address mental illness stigma and discrimination among physical and mental health care providers to encourage integration of health systems
- ▶ **Who it reached:**
 - ▶ **Statewide**, nearly 3,000 healthcare providers were trained
- ▶ **What is the impact:** RAND evaluations found that 20% of those trained reported making policy/practice changes towards integrating services

“
...Collaboration with primary care health system has opened up opportunities to increase access to care, broadened our understanding of wellness, embraced the term of “medical home” as a basic right for mental health patients- *Alfredo Aguirre, Mental Health Director*”

To change community perceptions about mental illness & suicide

Targeting communities



PEI Strategy
Education campaigns & programs

Activities

- Know the Signs
- Directing Change
- Community Dialogues
- Walk In Our Shoes
- Ending the Silence
- Disability Rights
- Wellness Works

Know the Signs Campaign

- ▶ **What it did:** Engaged Californians through media outreach & local engagement to learn how to recognize the warning signs of suicide, to talk to someone at risk, and to find local resources for help
- ▶ **Who it reached:**
 - ▶ **Statewide,** over half of Californian adults were exposed to the Know the Signs Campaign;
- ▶ **What is the impact:** RAND studies have shown that those who were exposed to the Campaign had higher levels of confidence to intervene with a person at risk for suicide

To change community perceptions about mental illness & suicide

Targeting
communities

PEI Strategy

Education campaigns & programs

Activities

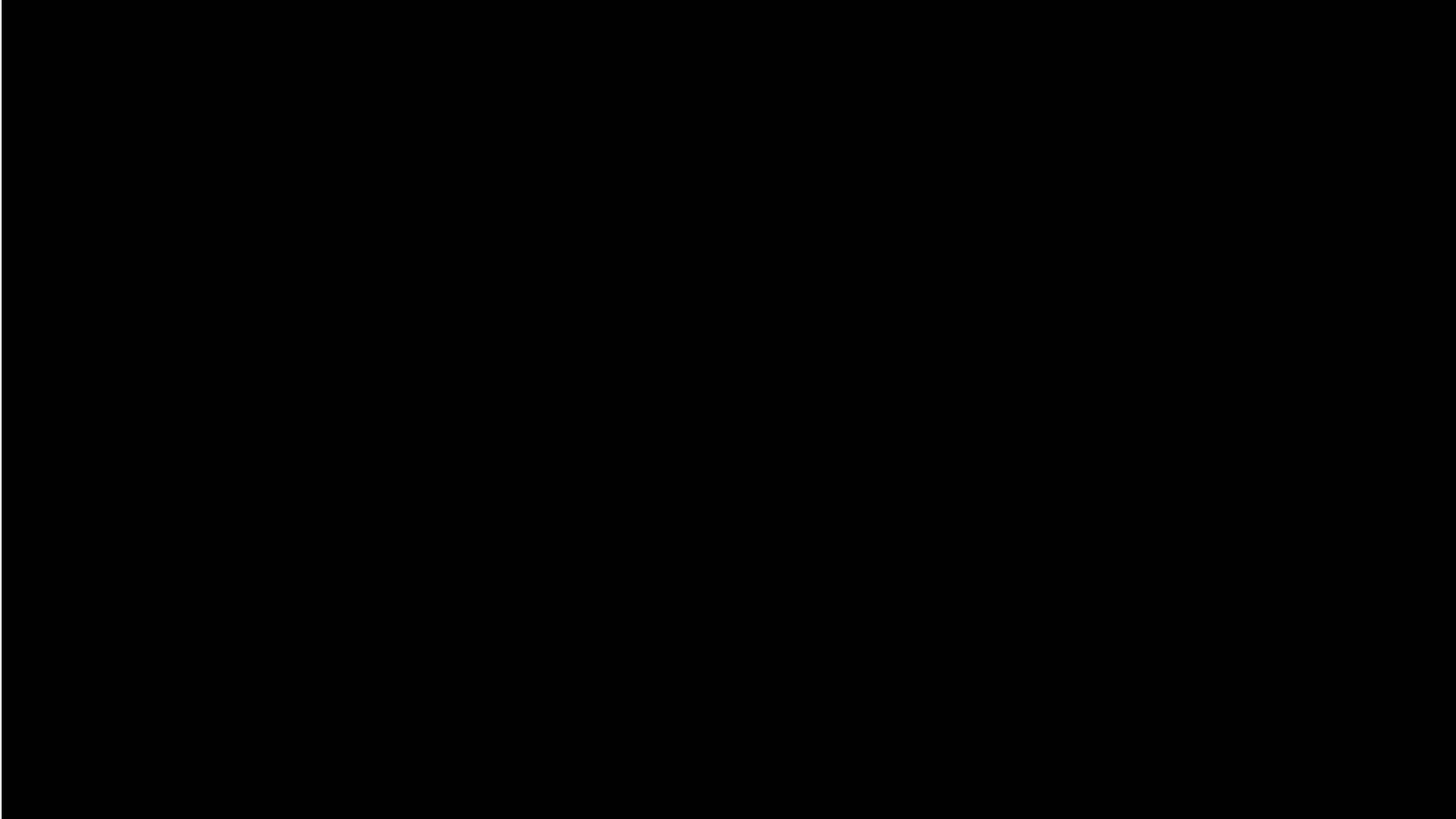
- Know the Signs
- Directing Change
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Directing Change

- ▶ **What it did:** Youth learned about suicide prevention and mental health through film making. Schools received prevention programs and educational resources, and films were used to raise awareness across the states.
- ▶ **Who it reached:**
 - ▶ **Statewide,** 3,000 students representing 262 schools created 1,200 films. These films have been viewed over 42,000 times online.

What is the impact: 87% of students had increased understanding of the importance of standing up for those with mental illness; 89% had increased understanding of what to do if they were concerned for a friend





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Each Mind Matters Community Dialogues

- ▶ **What it did:** Raised awareness and started conversations about stigma through a screening and community dialogue around the Each Mind Matters (EMM) Campaign document “A New State of Mind”
- ▶ **Who it reached:**
 - ▶ Statewide, 4.1 million households reached through the documentary broadcast, nearly 17,000 documentary views online, 500 DVDs distributed, and 66 community dialogue events.
- ▶ **What is the impact:** RAND studies found that documentary screenings reduced social distance for those with mental health challenges and increased knowledge of supportive provision



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Walk In Our Shoes

- ▶ **What it did:** Educated youth aged 9-13 about mental health in a campaign featuring the WIOS website, broadcast and digital media, and an interactive school play performed in elementary and middle schools across the state.
 - ▶ **Who it reached:**
 - ▶ Statewide, The WIOS website attracted over 104,400 visitors in the first two years since its inception in 2013, and the tour reached 44,245 student at 139 schools.
 - ▶ **What is the impact:** RAND evaluations demonstrated significantly higher knowledge of mental health after exposure to the WIOS website. NORC evaluations found that 63% of teachers & administrators who saw the performance started a conversation about mental health in the classroom.



“I’ve never liked the word disorder...”

LAURA'S STORY

To change community perceptions about mental illness & suicide

Targeting
communities

PEI Strategy

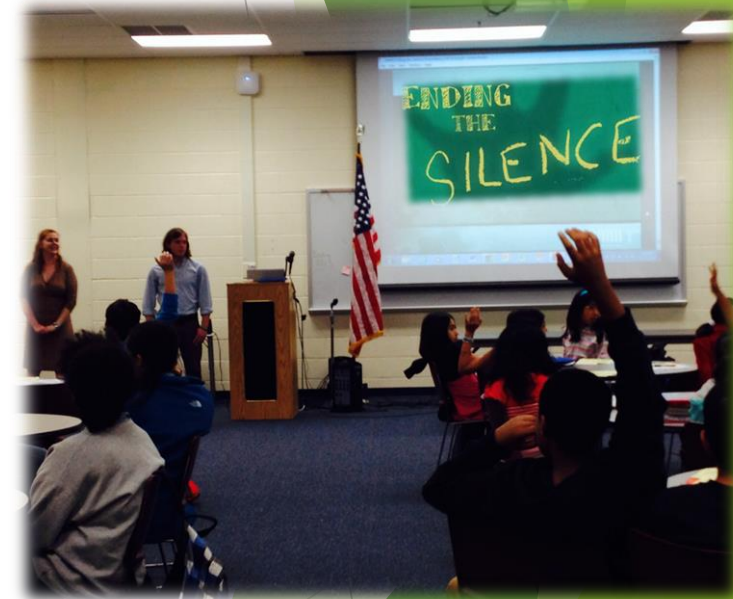
Education campaigns & programs

Activities

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Ending the Silence program

- ▶ **What it did:** ETS gives high school students an opportunity to learn about mental illness through presentations, short videos and personal testimony with another young person with a mental health condition.
- ▶ **Who it reached:**
 - ▶ **Statewide**, 747 presentations reached more than 24,000 students and youth across 21 counties
- ▶ **What is the impact:** RAND evaluations found that significant positive shifts in social distance after the presentation - students expressed greater willingness to interact and befriend others with a mental health problem



To change community perceptions about mental illness & suicide

Targeting
communities

PEI Strategy

Education campaigns & programs

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Disability Rights California trainings

- ▶ **What it did:** DRC trainings aimed to reduce stigma and discrimination by increasing awareness of laws, policies and practices that address discrimination
- ▶ **Who it reached:**
 - ▶ **Statewide**, nearly 200 organizations were trained reaching over 6,300 individuals
- ▶ **What is the impact:** RAND evaluations found that the DRC trainings reduced the desire for social distance from those with mental health challenges

August is “Back to School Month”. DRC protects the rights of students with disabilities

To change community perceptions about mental illness & suicide

Targeting
communities

PEI Strategy

Education campaigns & programs

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Wellness Works program

- ▶ ***What it did:*** WW builds capacity for organizations to effectiveness address workplace mental health issue, reducing stigmatizing attitudes and improving manager's ability to respond to employees who are struggling.
- ▶ ***Who it reached:***
 - ▶ **Statewide**, over 1,400 organizations were provided with WW information, with nearly 40 organizations receiving the WW training
- ▶ ***What is the impact:*** RAND evaluations found that the Wellness Works trainings reduced the desire for social distance from those with mental health challenges, and increased positive beliefs in recovery and ability to provide support to people with mental illness



To improve skills to support someone in need

Targeting
relationships

PEI Strategy
Training programs

Activities

- ASIST training
- Kognito training

Applied Suicide Intervention Skills Training-of-Trainers

- ▶ ***What it did:*** ASIST trainers were created across the state to improve capacity to conduct ASIST suicide prevention gatekeeper trainings across the state and improve the ability to respond to someone at risk for suicide
- ▶ ***Who it reached:***
 - ▶ **Statewide,** 383 new ASIST trainers were created
- ▶ ***What is the impact:*** California now leads the nation in the number of ASIST trainers and trainees in the country.

Fantastic... a real growing experience. The most challenging course I have ever taken. Every activity expanded my knowledge, my skills, and my personal awareness.

—ASIST Trainer Candidate

 **ASIST T4T**

To improve skills to support someone in need

Targeting relationships

PEI Strategy
Training programs

Activities

- ASIST training
- Kognito training

Kognito Training

- ▶ **What it did:** Online, interactive courses that prepare users to recognize the signs of psychological distress
- ▶ **Who it reached:**
 - ▶ Statewide, 36,000 Community College staff & students were trained
- ▶ **What is the impact:** Those who completed the Kognito training reported increased number of peers who they referred to mental health services



To increase access to services

Targeting
individuals

PEI Strategy
Supportive services

Activities

- Suicide Prevention Crisis Hotlines

Crisis hotline capacity expansion

- ▶ ***What it did:*** The reach & capacity of California's crisis hotline network was expanded to ensure diverse communities could access a local 24/7 hotline, warmline, crisis chat and/or in-language crisis line whenever they needed support
- ▶ ***Who it reached:***
 - ▶ **Statewide**, 15 services were newly created or enhanced, answering well over 120,000 calls in 2014.
- ▶ ***What is the impact:*** Caller satisfaction surveys have demonstrated that callers have decreased suicidal intent after talking to a crisis counselor on the hotline

Each Mind Matters/SanaMente

a soundboard for thought, discussion, and action

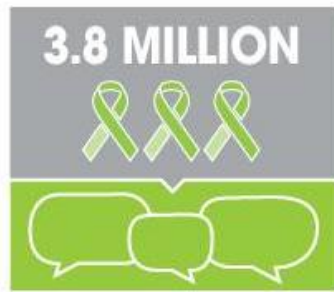


California Mental Health Services Authority (CalMHSA) EFFORTS ARE WORKING



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

Thank you

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Find out more:

<http://www.eachmindmatters.org/>

<http://calmhsa.org/>

