

## OUTREACH AND ENGAGEMENT SERVICES

### Mental Health Promotion



As a member of the **California Mental Health Services Authority (CalMHSA)**, an organization of California counties working to improve mental health outcomes for individuals, families and communities, the Behavioral Health Division (BHD) promotes statewide mental health campaigns in Sonoma County through a comprehensive outreach effort that includes purchasing and providing materials to community stakeholders. The BHD also provides toolkits for Suicide Prevention Week, Mental Health Month and Mental Health Awareness Week, developing consistent messaging throughout Sonoma County. For more information, go to: <http://calmhsa.org/>

The BHD promotes the CalMHSA initiatives of suicide prevention, as well as stigma and discrimination reduction, through each of the following campaigns:

**Each Mind Matters** is a community of individuals and organizations dedicated to a shared vision of mental wellness and equality. For more information go to: [www.eachmindmatters.org](http://www.eachmindmatters.org)



**Mental Health Awareness Day Toolkit:** Throughout the first week of October people from across California come together to spread awareness about the importance of mental health and show their support for the issue. This toolkit is designed to help counties conduct Mental Health Awareness Month activities locally. The toolkit is found at: <https://emmresourcecenter.org/resources/mental-health-awareness-week-toolkit>



**SanaMente** is the selected Spanish term for *Each Mind Matters*, California's Mental Health Movement, developed with our Latino community in mind. For more information go to: <http://www.eachmindmatters.org/get-informed/sobre-sanamente/>

**Know the Signs** is a statewide suicide prevention social marketing campaign built on three key messages: **Know the signs. Find the words. Reach out.** This campaign is intended to educate Californians how to recognize the warning signs of suicide, how to find the words to have a direct conversation with someone in crisis and where to find professional help and resources. <http://www.suicideispreventable.org/>



**Training Resource Guide for Suicide Prevention in Primary Care Settings** - The Know the Signs Campaign developed this resource to help guide county efforts to engage primary care in suicide prevention. It includes a one-hour suicide prevention training with slides, notes and handouts; tips, tools and templates to support planning and implementation of the training. Download the toolkit at: <https://emmresourcecenter.org/resources/training-resource-guide-suicide-prevention-primary-care-settings>



The **Directing Change Program & Film Contest** is an evidence-based youth suicide prevention and mental health promotion program. Young people create short films about critical health topics that are then shared to change conversations in schools and communities. For Youth ages 14-25 or in grades 7-12: Win cash, get recognized and use your creativity to make a difference. For Schools and Organizations: Trainings to support AB 2246, parent workshops, lesson plans, and educational resources. For Everyone: View and download hundreds of free films and public service announcements. For more information, go to: [www.directingchange.org](http://www.directingchange.org)

## Services Supporting Families



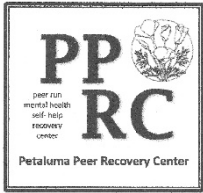
Bucklelew Programs' Family Services Coordination Program provides a service coordinator to assist families throughout Sonoma County with navigation of all mental health programs, including public and private insurance, the court process, etc.

<http://www.bucklelew.org/programs/sonoma.html>

National Alliance on Mental Illness (NAMI) is a grassroots family, client and community member organization, dedicated to improving the lives of people with mental health challenges and the lives of their families and friends. NAMI provides education, support, and advocacy to family member and loved ones of people with mental health challenges. A fully updated calendar of NAMI programs in Petaluma can be found at this website: <https://namisonomacounty.org/calendar/>



## Services Supporting Mental Health Consumers



Petaluma Peer Recovery Center (PPRC) is a consumer run self-help center located at 5350 Old Redwood Highway, Suite 600, in Petaluma. PPRC creates a safe place where mental health consumers can meet to support. PPRC currently offers support groups that range from general peer support groups, to relaxation and recreation, to groups on learning and practicing self-therapeutic techniques for recovery. PPRC is a project of Goodwill Industries of the Redwood Empire. For more information about Petaluma Peer Recovery Center: <https://petalumaprp.wordpress.com/>

## **PREVENTION AND EARLY INTERVENTION SERVICES**

### Services Targeting Children from Birth to 5 Years Old and their Families



early learning institute



child parent institute



PETALUMA PEOPLE SERVICES CENTER

Early Childhood Mental Health Collaborative provides screening, service navigation, assessment and interventions to children from birth to 5 years old and their families and caregivers in order to prevent mental health issues and/or to allow for early identification of potential problems. The Collaborative also provides training and technical assistance to medical providers and within health setting to insure the inclusion of screening for social/emotional/behaviors issues. Interventions include: case

management when screening identify a potential problems to help parents understand screening results and identify next steps including available resources, Triple P – Positive Parenting Program, Trauma Focused – Cognitive Behavioral Therapy, or Parent Child Interaction Therapy, support, and parent education using short term 1:1 and/or group formats in the home or center-based interventions, and therapeutic play groups. The Early Childhood Collaborative also provides a Navigator service to assist families and other community members to access appropriate physical, developmental, or social emotional services. Early Childhood Mental Health Collaborative partners include *Early Learning Institute, Petaluma People Services Center and the Child Parent Institute.*

### Services Targeted at Reducing Disparities to Access to Mental Health Services by Increasing Awareness and Reducing Stigma



Services Targeting the Latino Community - Latino Service Providers – Sonoma County's (LSP-SC) mission is to build a healthier community by serving and strengthening Latino families and children, and reducing disparities related to ethnicity or race within Sonoma County. LSP-SC works with community partners to engage, collaborate, and exchange valuable information to increase awareness of available resources, access to programs and service; to influence public policy, delivery of services, enhance inter-agency communication; and promote professional development within the Latino population. To learn more about LSP-SC go to:

<http://latinoserviceproviders.net/>

## Services Targeting Older Adults

Older Adult Collaborative (OAC) is a six agency collaborative project led by *Sonoma County Human Services Department – Adult and Aging Division*. The collaborative members are: *Council on Aging (COA)*, *West County Community Services (WCCS)*, *Jewish Family and Children’s Services (JFCS)*, and *Petaluma People Services Center (PPSC)*. OAC provides a prevention and early intervention model to reduce depression and suicide among older adults throughout Sonoma County by administration of a depression screening by both licensed experience professionals and peer/volunteers who are supervised by licensed professionals, making referrals of case managed clients to counseling and psychotherapy for those older adults identified as at risk for depression, and expansion of the WCCS internship training program to allow for expanded referrals. In southern Sonoma, the OAC is administered by Petaluma People Services Center. For more information about Older Adult Collaborative services available in southern Sonoma County please call (707) 765-8488.

## **CRISIS SERVICES**

Mobile Support Team (MST) is operated by SC-BHD and is staffed by specially trained licensed behavioral health professionals, post-graduate registered interns, a certified substance use specialist and mental health consumers and family members. The MST will operate during peak activity hours and days as informed by ongoing data review and coordination with law enforcement agencies. MST staff will respond to law enforcement requests. Once the scene of the scene is secured, the MST provide mental health and substance use disorders interventions to individuals experiencing a behavioral health crisis, including assessment, and placing the individual on an involuntary hold, if needed. MST staff provides crisis intervention, support and referrals to medical and social services as needed. MST staff conducts follow up support visits to individuals and their families in an effort to mitigate future crisis.

Crisis Intervention Training for Law Enforcement Personnel is a key approach for crisis response is to develop strategies to train law enforcement to recognize signs and symptoms of mental illness and how to effectively intervene when a crisis occurs. The CIT Academy is conducted twice each year and is a 4 day 32 hour training academy is designed to increase officers’ skills to intervene with mental health consumers, individuals with substance use issues, and individuals in crisis. Officers are trained to de-escalate potentially violent situations and ensure the safety and diversion of the mental health consumer to a treatment center. CIT trains law enforcement officers to become more adept at dealing with mental health consumers, individuals with substance abuse issues, and individuals in crisis. CIT is useful in domestic violence cases and in contacts with youth, elderly citizens, and the general public. CIT is conducted by specially trained law enforcement personnel, mental health professionals, mental health consumers and family advocates. The training includes identification of types of mental illness, verbal skills for de-escalation of potentially violent situations, specifics on suicide intervention, and a mental health system overview.



North Bay Suicide Prevention Hotline is a toll-free suicide prevention hotline number, 1-855-587-6373, giving residents access to immediate, confidential, high- quality and effective 24/7 Suicide Prevention and Crisis Intervention Hotline services. The unprecedented local effort to reduce suicides resulted from a local collaboration of the North Bay Suicide Prevention Project and the Sonoma County Behavioral Health Division. The North Bay Suicide Prevention Hotline is a program of Buckelew Programs.

## **SPECIALTY MENTAL HEALTH SERVICES**

### Access to Specialty Mental Health Services

Sonoma County Behavioral Health provides specialty mental health treatment to children and adults who are Medi-Cal beneficiaries and have moderate to high risk of behavioral health risk and complexity as identified in CCR Title 9, Chapter 11, Article 2.1830.205 (Title 9) Medical Necessity Criteria and people who are not Medi-Cal beneficiaries but meet the criteria established in Welfare and Institutions Code 5600.3 who would not otherwise engage in care. Sonoma County Behavioral Health Division Community Mental Health Centers has permanent community based (outpatient services) located in Petaluma at 5350 Old Redwood Highway, Suite 600. Services to children, youth, their families, and adult consumers are provided on site, in the home, or in the community. Individuals must contact the Access Team to determine eligibility for specialty mental health services as well as linkage, information, referral, mental health services if an individual does not qualify. *Sonoma County Behavioral Health* provides specialty mental health treatment to children ages three to 18 and adults to Medi-Cal beneficiaries as defined in *CCR Title 9, Chapter 11, Article 2.1830.205 (Title 9) Medical Necessity Criteria* and to non-Medi-Cal beneficiaries but meet the criteria established in *Welfare and Institutions Code 5600.3*.