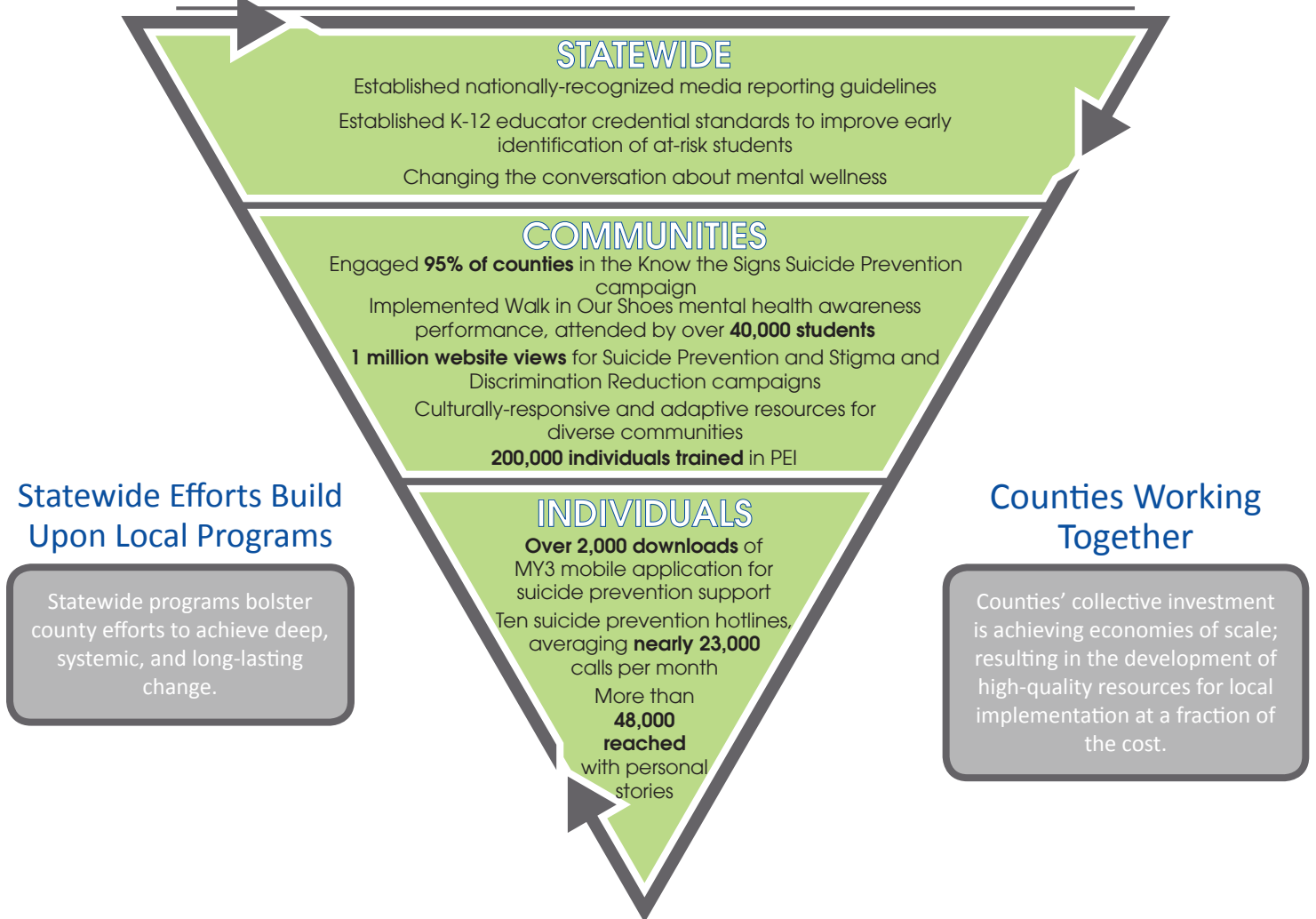


Sonoma County & The California Mental Health Services Authority: Supporting Mental Health Through Statewide Prevention and Early Intervention Programs

Affirming that Each Mind Matters in California

Through the *California Mental Health Services Authority (CalMHSA)*, counties are leveraging their *Proposition 63 (Mental Health Services Act)* resources to support Prevention and Early Intervention (PEI) statewide programs that are preventing suicide, improving student mental health, and reducing stigma and discrimination.

What Have CalMHSA's Statewide PEI Programs Accomplished?



RESULTING IN WELLNESS & RECOVERY

Research demonstrates that PEI programs effectively reduce the risk of consequences related to untreated mental illness. PEI programs address multiple levels of prevention, focusing on improving the overall health and wellness of whole populations, changing knowledge, attitude and awareness of mental health conditions, and encouraging and facilitating help-seeking among those who are experiencing mental health challenges.

A California Legacy

A unique spotlight is on California as one of the most innovative states implementing programs to promote mental health at an unprecedented scale. The Phase Two Plan continues this legacy. California's collective commitment to mental wellness thrives outside of California, as other states and counties adopt and benefit from these locally-developed programs.



Prevention & Early Intervention Strategies working in Sonoma County

Sonoma County has benefited from statewide efforts: CalMHSA's multi-faceted PEI statewide projects are designed to complement local activities. Here are a few examples of the local impact of statewide PEI programs on Sonoma County residents.

Sonoma County's communities are becoming more aware and responsive to individuals with mental health challenges or thoughts of suicide

Relationships in Sonoma County are becoming more compassionate and supportive

Individuals in Sonoma County have improved access to crisis support services



The **Know the Signs** Suicide Prevention Campaign informs Californians of 3 things: The warning signs for suicide, how to talk to someone about suicide, and how to identify helpful resources. Sonoma County residents received Campaign information through TV, online and magazine ads, resulting in **6.2** million total estimated views within the county. In February 2013, Santa Rosa Junior College in Sonoma County included an insert branded with the Know the Signs look in the Santa Rosa Junior College "Student Health 101" Magazine.



Directing Change is a statewide contest that engages students in creating videos about suicide prevention and stigma and discrimination reduction. **Eleven** Directing Change submissions from Sonoma County were received in the 2013 and 2014 high school contest which placed second place and first place. Sonoma County used and shared those videos at a Board of Supervisor's meeting. Schools that had students participated in Directing Change received several donated suicide prevention and stigma reduction programs.



The **Walk In Our Shoes Campaign** educates 4th-6th graders through school plays and online engagement about individuals with mental health challenges, and helps develop compassion and acceptance. Walk In Our Shoes school plays were held at Sixth Grade Charter Academy – Petaluma Junior High Sonoma County elementary school in 2013. There have been more than **400** website visits from Sonoma County residents to *WalkInOurShoes.org* demonstrating the community's interest in obtaining information about suggestions and resources on how to talk to youth about mental health



Each Mind Matters, California's mental health movement is a community of individuals and organizations dedicated to a shared vision of mental wellness and equality. There have been **1,150** website visits from May 2013 to September 2014 from Sonoma County residents to *EachMindMatters.Org* demonstrating the county's strong interest in support for this mental health movement.



Regional K-12 Student Mental Health Initiative builds the capacity of schools and communities to implement prevention and early identification strategies that promote student mental health. In Sonoma County, more than **150** teachers, administrators, counselors, parents, and community members were trained in mental health topics, such as suicide prevention and bullying prevention.



Mental Health First Aid (MHFA) educates individuals on how to assist someone experiencing a mental health related crisis. In the MHFA course, participants learn risk factors and warning signs for mental health and addiction concerns, strategies for how to help someone in both crisis and non-crisis situations, and where to turn for help. There are **24** new Trainers in the Bay Area County Regions available to provide MHFA trainings to the community.



California Community Colleges focus on prevention and early intervention strategies addressing the mental health needs of college students and advancing the collaboration between community colleges and community-based agencies. At Santa Rosa Junior College, more than **6,400** individuals were trained in mental health topics.



National Alliance on Mental Illness (NAMI) programs provide information on the impact of stigma and how to identify mental health concerns early on. More than **165** presentations have been provided to Sonoma County from NAMI programs including *Ending the Silence*, *In Our Own Voice*, and *Parents and Teachers as Allies* reaching **2,250** individuals.



CalMHSA has expanded the reach of 24/7 crisis hotline services as well as the types of community support services they provide. Suicide Prevention & Community Counseling of **Family Service Agency of Marin** received **7,200** calls from Sonoma County residents.

Do you have questions or want more information? Visit www.calmhsa.org or email info@calmhsa.org

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