



## Suicide Prevention Week is September 8th-14th, 2019

During this week individuals and organizations around the country join their voices to broadcast the message that suicide can be prevented, and to reach as many people as possible with the tools and resources to support themselves and those around them. The theme of **Suicide Prevention Week** is **Finding Purpose: Caring for Ourselves and Others**. It truly takes whole communities joining together to make a difference – from individuals and families to workplaces, government agencies, and community organizations.

For a listing of the various suicide prevention activities and events scheduled for Suicide Prevention Week in Sonoma County, see the Suicide Prevention Week Calendar 2019:

<http://sonomacounty.ca.gov/WorkArea/DownloadAsset.aspx?id=2147577924>

In support of Suicide Prevention Week and **World Suicide Prevention Day** (September 10), Each Mind Matters: California's Mental Health Movement has created the 2019 Suicide Prevention Activation Kit ([www.eachmindmatters.org/spw2019/](http://www.eachmindmatters.org/spw2019/)), which includes information on:

- Suicide prevention tools for the general public
- Messaging and working with the media
- A coaster and coffee sleeve activity
- Loteria activity
- First responders
- Self care resources
- Older adults
- Activities and resources for schools



For more information on 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, visit Know the Signs at [www.suicideispreventable.org/](http://www.suicideispreventable.org/).

## Suicide & the Elderly: Risks & Prevention



**Wednesday, 9/18/19, 5:30-7:00 p.m.**

**Person Senior Wing, The Finley Center  
2060 College Avenue, Santa Rosa**

*Presentation & panel discussion will follow an open meeting of the Sonoma County Mental Health Advisory (MH) Board at 5:00-5:30 p.m.*

A community forum organized by the MH Board for community members, family members and caregivers, providing practical information on risk factors, early recognition and prevention

Featured Speaker: Patrick Arbore, EdD  
Founding Director, Center for Elderly Suicide Prevention, Institute on Aging, San Francisco

## Sonoma County MHSA Innovation 2020

Each year, 5% of the County's Mental Health Services Act dollars are set aside to fund Innovative Projects that the County designs and implements for a defined time period and evaluates to develop new best practices in mental health services and supports.

Sonoma County is currently in the Community Planning Process with stakeholders and the community to identify new Innovation Projects. The Department of Health Services Behavioral Health Division (DHS-BHD) is currently accepting applications for project pro-

*(continued on page 2)*

## MHSA Three-Year Planning Process for Fiscal Year 2020-2023

In July of 2019, the County of Sonoma Department of Health Services Behavioral Health Division (DHS-BHD) started building the basis for the MHSA Three-Year Plan for FY 20-23 by embarking on a comprehensive capacity assessment of Sonoma County's MHSA-funded system of care. DHS-BHD will partner with stakeholders throughout the three-year planning and capacity assessment process and will elicit meaningful stakeholder involvement on mental health program planning, implementation, monitoring, quality improvement, evaluation, and budget allocations.



The MHSA Steering Committee has established a Capacity Assessment Subcommittee that is collaborating

with Resource Development Associates (RDA) to engage in a needs analysis of the system of care. This process will initially gather data to build a foundation of knowledge and materials from which to guide the assessment process. The assessment will be designed to develop a shared understanding of the primary issues facing DHS-BHD and explore stakeholder perspectives about critical gaps and needs as well as areas of strength. The capacity assessment will include the following activities:

- Data and Documentation Review
- Key Informant Interviews
- System of Care Discussions
- System Mapping
- Focus Groups
- Community Survey
- Data Analysis
- Final MHSA Assessment

This targeted analytic process will provide DHS-BHD with a deeper understanding of the underlying dynamics necessary to develop actionable and feasible strategies and approaches to strengthen the MHSA-funded system of care and design the Three-Year Plan for FY 20-23.

## 7th Annual Santa Rosa Out of the Darkness Community Walk

When you walk in the Out of the Darkness Walks, you join the effort with hundreds of thousands of people to raise awareness & funds that allow the American Foundation for Suicide Prevention (AFSP) to invest in new research, create educational programs, advocate for public policy, & support survivors of suicide loss. This year's Santa Rosa Community Walk will take place on October 12, 2019 at Howarth Park! Registration/check-in begins at 8am & the walk begins at 9am. For more information, to register, or to donate, go to: [www.afsp.org/santarosa](http://www.afsp.org/santarosa)

*(continued from page 1)*

-posals. The application, scoring criteria and Frequently Asked Questions (FAQs) are all available on the MHSA website under the "Innovation 2020" heading at [www.sonoma-county.org/MHSA](http://www.sonoma-county.org/MHSA).

DHS-BHD is also holding five public Community Outreach and Education sessions in different geographical locations throughout the county. Meetings will include a brief MHSA overview, definition of innovation projects, available funding, timeframe, and review of application materials. A schedule of sessions can be found at the link above.

## Melissa Ladrech is the new MHSA Coordinator



Melissa Ladrech is a Licensed Marriage and Family Therapist and serves as the MHSA Coordinator for DHS-BHD. Melissa is responsible for preparing the MHSA Three-Year Plans and Annual Updates, as well as facilitating the MHSA Steering Committee, Innovation 2020, the Capacity Assessment, and the ongoing Community Planning Process. Melissa also serves as the Ethnic Services Manager and the Behavioral Health Coordinator for the Crisis Intervention Training for Law Enforcement.

She joined the County of Sonoma in 2015 and has been the Workforce, Education and Training (WET) and Quality Improvement (QI) Manager. Prior to joining the County, Melissa was the project coordinator for North Bay Suicide Prevention (NBSP) Project, where she worked closely with six North Bay counties to improve suicide prevention practices & implement a wide range of trainings & community awareness events.

For more information about MHSA programs and services, or to submit updates, events, success stories, or other content for this newsletter, please email [MHSA@sonoma-county.org](mailto:MHSA@sonoma-county.org). To sign up for this newsletter, go to: [www.sonoma-county.org/mhsa](http://www.sonoma-county.org/mhsa).