



Mental Health Awareness Week First Week of October

Mental Health Awareness Week (MHAW) is an annual event where advocates across the nation come together to spread awareness about the importance of mental health and to speak out against the stigma around mental illness. Thanks to the efforts of the **National Alliance on Mental Illness (NAMI)** in 1990, the U.S. Congress established the first full week in October for the observance. This year, MHAW takes place from October 1-7. **Each Mind Matters (EMM)** has put together a list of some simple ways you can take part:

MENTAL HEALTH AWARENESS WEEK TOOLKIT



We Believe
 Each Mind Matters

Visit the **Each Mind Matters Resource Center** to find several mental health resources as well as tools to help you spread the word in your community. The toolkit has posters, brochures and activities that are ready to be downloaded and shared, as well as a series of videos that you can post on social media.

<http://emmresourcecenter.org/resources/mental-health-awareness-week-toolkit>

PIN ON A LIME GREEN RIBBON & SHOUT IT OUT ON SOCIAL

Lime green is the color of mental health awareness. Wear the lime green ribbon and hand some out to your friends and colleagues to show your support and start conversations about mental health wherever you go. Wear a ribbon, take a photo and share it on social media to encourage others!

If you need help with starting a conversation on social media, EMM has a social media guide especially for MHAW, with prewritten posts that you can copy, paste and share.

www.eachmindmatters.org/wp-content/uploads/2017/09/MHAW-2017-Social-Media-Guide.pdf

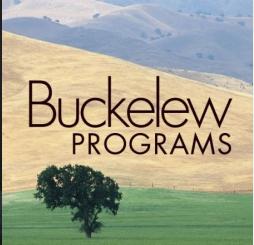
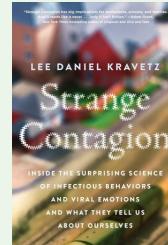
NATIONAL DAY WITHOUT STIGMA



After the close of Mental Health Awareness Week, join EMM partner **Active Minds** for **National Day Without Stigma** on October 9. This falls on the eve of World Mental Health Day and the purpose of the National Day Without Stigma is to eliminate the shame and discrimination surrounding mental health disorders by creating communities of understanding, support, and help-seeking. Head over to the Active Minds website to learn more and to download tools to participate.

www.activeminds.org/our-programming/awareness-campaigns/national-day-without-stigma

PROMOTING SUICIDE PREVENTION & AWARENESS AT COPPERFIELD'S BOOKS



Friday, October 20, 2017, 7-9pm

Copperfield's Books, 775 Village Court, Santa Rosa

Buckelew Programs is proud to support a community panel and discussion on suicide prevention and awareness. Sharing excerpts from his recent book, *Strange Contagion*, **Lee Daniel Kravetz** will also moderate a panel of professionals and experts in suicide prevention. The panel includes:

- *Laishacarol Prondzinski*: Counselor for Buckelew's Sonoma Transition Age Youth Program (TAY)
- *Katie Swan*: Family Service Coordinator for Buckelew Programs Sonoma
- *Nicole Wiecks*: Volunteer at the North Bay Suicide Prevention Hotline

Please join Buckelew for this informative and intimate evening and learn strategies to interrupt negative social contagions and replace them with positive contagions promoting balance and well being. For more information: <http://bit.ly/2k4S3Nv>

PREVENTING TOXIC STRESS IN EARLY CHILDHOOD FOR HEALTH, SOCIAL-EMOTIONAL WELLNESS & RESILIENCE

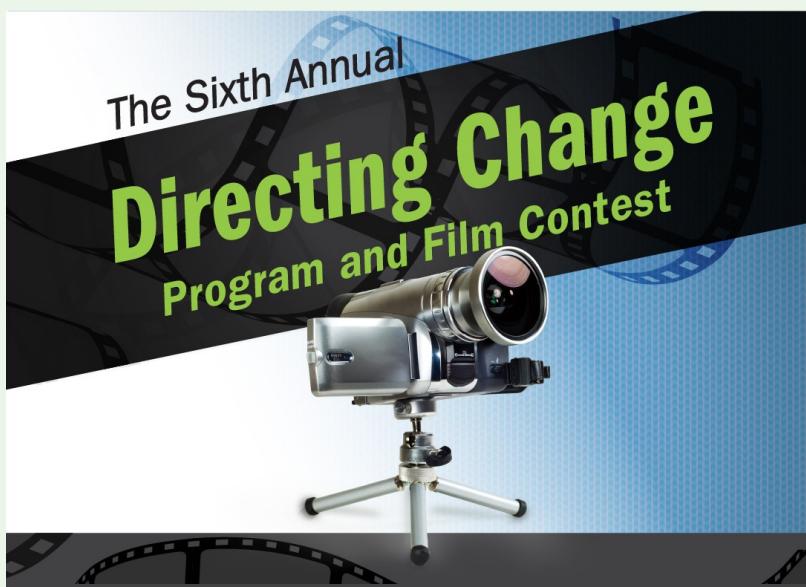


Sonoma County
**Right Start
 Town Hall**

Thursday, October 5, 2017, 6-8pm

Glaser Center, 547 Mendocino Avenue, Santa Rosa

Common Sense Kids Action and First 5 Sonoma County present a free public discussion on preventing toxic stress in young children. Parents, educators, healthcare professionals, and the general public are invited to attend. A panel of experts will present advances and findings in the prevention of toxic stress in young children, positive outcomes for brain development, and general health that can result from screenings and preventive measures. Community resource fair, refreshments, onsite free childcare (limited by appt.) available at the event. Register at: <http://bit.ly/SonomaRightStart>



CALLING ALL YOUNG FILMMAKERS AND CHANGE AGENTS!

MAKE A DIFFERENCE AND WIN CASH PRIZES BY CREATING SHORT FILMS THAT WILL BE USED TO RAISE AWARENESS AND HELP YOUNG PEOPLE ACROSS CALIFORNIA.

SUBMISSION CATEGORIES:

SUICIDE PREVENTION • MENTAL HEALTH MATTERS • THROUGH THE LENS OF CULTURE • ANIMATED SHORT • SANA MENTE

SUBMISSIONS ARE DUE MARCH 1, 2018

Visit www.DirectingChangeCA.org for contest rules & educational resources.

THE HEALTH AND UNITY OF OUR COMMUNITY: THE 25TH ANNIVERSARY LATINO HEALTH FORUM ON OCTOBER 5TH



The **Latino Health Forum** is one of the most educational and informative Latino health care events in Northern California. The Forum strives to inform professionals about some of the most relevant issues facing the Latino population as well as to enhance the availability and quality of health services.

The Forum is proud to continue as an academic conference. For the past 24 years, BBS and BRN continuing education units have been offered to health professionals. The Forum provides registration scholarships to high school and college level students to expose them to the many career choices available in the health and social service fields.

Thursday, October 5, 2017, 7:30am-4:30pm

Sonoma State University, Student Center Grand Ballroom

1801 East Cotati Ave, Rohnert Park; Cost: \$110

CEUs for Nurses and MFTs/LCSWs (additional \$25 - no partial credit)

For more information and to register: www.latinohealthforum.org

EACH MIND MATTERS RESOURCE CENTER 101 WEBINAR - 10/10/17 1-2pm

This webinar will provide an overview of the new **Each Mind Matters Resource Center** & free resources for diverse communities. Join the webinar to:

- Learn how to use Initiatives, Collections, and Advanced Search options to discover a wide variety of mental health, stigma reduction, suicide prevention, and student mental health resources
- Understand how to use social media to promote mental health & suicide prevention
- Hear expert marketing presenters share specific tips and techniques to make powerful and effective social media messages and posts

Register here: register.gotowebinar.com/register/3023054828734266115

WELCOME TO JUSTINE ARENANDER, SC-BHD'S NEW PROJECT SUCCESS+ COORDINATOR



Justine Arenander, MSW is the new Health Information Specialist II who will be working on both the MHSA-funded Project SUCCESS+ program in the high schools as well as substance use prevention projects within the Sonoma County Behavioral Health Division (SC-BHD). She was formerly Project Director at University of California, San Francisco (UCSF), where she managed clinical research studies in the fields of Health Psychology and Addiction Medicine, exploring the psychological and physiological impact of chronic stress and opioid use disorder.

In addition to her research background, she also has experience providing social work services to older adults and veterans in both primary care and inpatient psychiatric settings. A Sonoma County native, Justine is excited at the opportunity of contributing to health promotion efforts within her community. Welcome to the SC-BHD team, Justine!

5TH ANNUAL SANTA ROSA OUT OF THE DARKNESS COMMUNITY WALK ON OCTOBER 7TH



When you walk in the **Out of the Darkness Walks**, you join the effort with hundreds of thousands of people to raise awareness and funds that allow the **American Foundation for Suicide Prevention (AFSP)** to invest in new research, create educational programs, advocate for public policy, and support survivors of suicide loss. Each year, nearly 200,000 people walk in 350 cities across the country.

This year's **Santa Rosa Community Walk** will take place on **October 7, 2017** at **Howarth Park**! Registration/check-in begins at 8:30am and the walk program will begin at 9:30am. For more information, to register, or to donate, go to: www.afsp.org/santarosa

NORTH BAY TRANSLIFE COMMUNITY CONFERENCE - 10/21/17



The 3rd annual, one-day **TRANSLIFE Community Conference** on **Saturday, October 21, 2017**, will continue its success bringing together Transgender and Gender Non-Conforming (TGNC) people from North Bay counties to increase connections, share information, and expand individual self-advocacy and knowledge. For more information, visit: www.translifeconference.org

For more information about MHSA programs and services, or to submit updates, events, success stories, or other content for this newsletter, please contact Amy Faulstich at amy.faulstich@sonoma-county.org. To sign up for this newsletter, go to: www.sonoma-county.org/mhsa.

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