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?

STATEWIDE
Established nationally-recognized media reporting guidelines
Established K-12 educator credential standards to improve early identification of at-risk students
Changing the conversation about mental wellness

COMMUNITIES
Engaged 95% of counties in the Know the Signs Suicide Prevention campaign
Implemented Walk in Our Shoes mental health awareness performance, attended by over 40,000 students
1 million website views for Suicide Prevention and Stigma and Discrimination Reduction campaigns
Culturally-responsive and adaptive resources for diverse communities
200,000 individuals trained in PEI

INDIVIDUALS
Over 2,000 downloads of MY3 mobile application for suicide prevention support
Ten suicide prevention hotlines, averaging nearly 23,000 calls per month
More than 48,000 reached with personal stories

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.

Counties Working Together
Counties’ collective investment is achieving economies of scale; resulting in the development of high-quality resources for local implementation at a fraction of the cost.

Statewide Efforts Build Upon Local Programs
Statewide programs bolster county efforts to achieve deep, systemic, and long-lasting change.

Funded by counties through the voter-approved Mental Health Services Act (Prop 63).
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.

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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