Each Mind Matters: California’s Mental Health Movement

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Today’s Objectives:

1) Understand the scope and effectiveness of CalMHSA’s Statewide PEI Project
2) Identify Californians’ knowledge and attitudes around mental illness and stigma
Proposition 63 and the California Mental Health Services Authority

A 2004 California Voter-Approved Initiative (Prop 63) initiated an average of $1 billion in annual funds to support community-based mental health services.

Seeks transformation from a system driven by crisis to one that focuses on prevention, early intervention, wellness and recovery, and reducing disparities.

Counties through CalMHSA implement statewide prevention programs.

Nearly 15 years ago the US Surgeon General identified the stigma of mental illness as the formidable obstacle to progress in improving mental health.

Statewide PEI Project

Goal #1: MENTAL ILLNESS PREVENTION
Eliminate or reduce the severity of risk factors associated with the onset of mental illness and suicide.

How?
By implementing Prevention & Early Intervention Strategies

Goal #2: MENTAL HEALTH PROMOTION
Reduce the severity and intensity of stigma for those already experiencing mental health challenges.
Statewide PEI Strategies

Public health, population based strategies
Targeting suicide prevention and stigma reduction

Social Marketing  Training and Education  Policies, Protocols and Procedures  Networks and Collaborations  Research and Evaluation

Statewide PEI Strategies

Phase I
2011-2015
Broad range of activities addressing Suicide Prevention, Stigma and Discrimination Reduction and Student Mental Health ranging from policy change to crisis and peer support.

Phase II
2015-Present
Activities addressing Suicide Prevention and Stigma and Discrimination Reduction through social marketing, informational resources and dissemination.
Statewide PEI Evaluation

RAND Corporation was selected to carry out the evaluation of PEI programs across the state.

Major Aims:
- Evaluate individual program and activity outcomes
  - Reach
  - Short-term
- Establish and monitor population surveillance
  - Prevalence
  - Tracking
- Assess the return on investment of program implementation

Program and Activity Outcome Evaluation
Each Mind Matters: California’s Mental Health Movement is a social marketing campaign which includes:

- Online materials and advertising
- TV/radio advertising
- Educational resources like training materials, toolkits, guides and fact sheets
- Posters and flyers
- TV documentary film
- Grassroots outreach and engagement
- Lime green ribbon awareness campaign

Each Mind Matters Campaign

Each Mind Matters Evaluation

To date, EachMindMatters.org boasts 387,000+ PAGE VIEWS. 24,000+ PEOPLE VIEWED the Documentary online.

Over $1 Million given back to local communities in mini-grant programs.
Know the Signs Campaign

Know the Signs is a Suicide Prevention social marketing campaign with the overarching goal to increase Californians’ capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

- Online and TV/radio advertising
- Print and outdoor (buses, billboards, etc.) advertising
- Outreach brochures, posters and tent cards
- Toolkits and guides

Know the Signs Evaluation
**Know the Signs Evaluation**

Two statewide media buys including TV ads, print and online ads, outdoor media and theater ads, resulted in 1,086,720,488 impressions. Approximately 40-45% of all households in each county were reached on average 8-12 times.

**Know the Signs Spanish Language Outreach Program**

**El Rotafolio suicide prevention trainings**
- A targeted outreach project to address California’s low-literacy Spanish-speaking community
- Utilized a suicide prevention flipchart with leave behind materials to train Community Lay Workers, such as promotores
Know the Signs Spanish Language Outreach
Program Evaluation

El Rotafolio suicide prevention trainings: Findings
• Pre/post surveys find that the outreach presentation is effective in changing beliefs and attitudes about suicide

Walk In Our Shoes Program

The Walk In Our Shoes school-based performance utilizes real stories from teens and young adults to teach youth (targeting ages 9-13) about mental wellness and reduce stigma associated with mental illnesses by de-bunking myths and educating youth.
• School-base theatrical performance
• Classroom activities, facilitation guide and lesson plans
• Discussion guide for parents
Walk In Our Shoes Program

Walk In Our Shoes Evaluation

Survey Results:
- 60% saw a positive change in behavior among students
- 73% reported that their students had not been previously exposed to the topic of mental health at school
- 84% reported that the performance started a conversation about mental health
- 88% felt that the performance was successful in educating students about the stigma of mental illness
- 98% felt that the performance was relevant to California’s diverse student population
- 100% would recommend the performance to another school
The Directing Change Program and Film Contest encourages youth to learn about the topics of suicide prevention and mental health through the creation of videos addressing these topics.

1) **Students** are exposed to educational materials and messaging standards
2) **Community judges** are trained on messaging standards
3) **Participating Schools** are provided with stigma reduction and suicide prevention programming
Directing Change Evaluation: Participant Pre/Post Survey

“The Directing Change Program and Film Contest has given me the opportunity to research and discover what it’s like living with a mental illness. Doing the research has been an eye-opener to what some people go through. I hope that these films inspire people to get the help and support they need to live a longer and happier live.”
-Student Participant, Madera County

There were significant differences between cases and controls. Evidence indicated knowledge, attitudinal and behavioral outcomes prevent among youth who participated in the program even 6 months after participating in the program.
Aside from these evaluated programs, the Statewide PEI Project implemented a variety of other activities and expanded upon existing programs, such as:

- Technical assistance in suicide prevention and stigma reduction
- Trainings (Kognito, ASIST, safeTALK, QPR, MHFA, NAMI)
- Supporting policy and protocol development
- Expanding the reach and capacity of crisis centers
- Fostering statewide and regional networks and collaborations
Population Surveillance

Statewide Surveillance Baseline

“Our findings indicate the clear need for stigma and discrimination reduction efforts in the state of California.”

- RAND Corporation
Statewide Surveillance Follow-Up

% of public saying they were unwilling to interact with someone with serious mental illness

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<thead>
<tr>
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<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Unwilling to live next door</td>
<td>35</td>
<td>30*</td>
</tr>
<tr>
<td>Unwilling to spend an evening socializing</td>
<td>23</td>
<td>19*</td>
</tr>
<tr>
<td>Unwilling to work closely at a job</td>
<td>30</td>
<td>28*</td>
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</tbody>
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*Difference is statistically significant

Statewide Surveillance Follow-Up

California Mental Health Services Authority (CalMHSA)

Efforts are Working

“It is clear that the methods in use by the SCR (Stigma and Discrimination Reduction) Initiative have the potential to touch the lives of every Californian.”

3/29/2017
Higher Education Surveillance Baseline

Percentage of students reporting impairment to academic performance

- Alcohol use
- Eating disorder
- Traumatic grief
- Depression
- Anxiety

Higher Education Surveillance Follow-Up

Percentage of students receiving treatment for mental health issues

- 2013: 19.6%
- 2014: 22.1%
Reduction in stigma is a strong investment.
Student Mental Health Programs Pays Off

Recapping Statewide PEI Projects
Accomplishments – So Far.
Where does CalMHSA go from here?

Statewide PEI Project – Phase III

During Phase III, the Statewide PEI Project will:

1) Implement the Each Mind Matters, Know the Signs, Directing Change, and Walk In Our shoes

2) Focus on disseminating, outreaching and creating new resource materials for Latino communities throughout California

3) Continue statewide surveillance efforts and program-specific evaluation
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