Each Mind Matters: California’s Mental Health Movement

Today’s Objectives:

1) Understand CalMHSAs’s process for developing materials for diverse communities.
2) Identify Each Mind Matters resources for your work with diverse communities.
3) Discuss community-defined practices for mental health education and/or suicide prevention.
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 CalMHA 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 Programs

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

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

How?
By implementing Prevention & Early Intervention Strategies.

Statewide PEI Strategies

Possible through these strategies:
- Create acceptance for mental health challenges
- Connect individuals to services when challenges first appear
- Invest in better outcomes for mental health challenges
- Build healthy lives for children, families, and communities
- Use tax dollars wisely

- Social Marketing
- Training and Education
- Policies, Protocols and Procedures
- Networks and Collaborations
- Research and Evaluation
### Statewide PEI Outcomes

**SHORT TERM OUTCOMES**
- Knowledge
- Attitudes
- Normative behavior
- Mental & emotional well-being
- Help-seeking
- Early identification and intervention
- Peer-based support/education

**LONG TERM OUTCOMES**
- Suicide
- Discrimination
- Social isolation
- Student failure
- Disengagement
- Improved functioning
- Reduced trauma impact

### Each Mind Matters - Wellness Areas

- Diverse Communities
- Wellness
- Workforce
- Education
Understand CalMHSA’s process for developing materials for diverse communities.

Community Participatory Process

- Seeks feedback on priority needs for California's diverse populations
- Convenes workgroups of stakeholders across the state, with an emphasis on:
  - Cultural understanding
  - Mental health expertise
  - Geographic diversity
The Cultural Adaptation Model in Action: LGBTQ+ Workgroup

Plan

- Met with community members and stakeholders from LGBTQ+ community.
- Created a geographically diverse LGBTQ+ workgroup to guide creation of materials.
- Reviewed existing materials to find gaps and determine which areas had the highest need.
Implement

- Contracted with CBOs/community experts to take the lead on resource development.
- Collaborated with community experts to develop selected LGBTQ+ materials.
- Reviewed draft materials with LGBTQ+ workgroup and solicited feedback.

Monitor

- Incorporated LGBTQ+ workgroup feedback into materials.
- Conducted focus groups and worked with relevant stakeholders for review of materials.
- Reviewed draft materials with CalMHSA.
- Developed distribution plan with input by stakeholders, LGBTQ+ workgroup, etc.
• Finalized materials and shared final copy with stakeholders for sign-off
• Followed distribution plan of LGBTQ+ materials for use in the community.
• Compiled community feedback for future versions of materials.
• Noted additional community needs for future resource creation.

Adjust

Outcomes: LGBTQ+ Workgroup

• Available May 2017:
  – Revised Be True, Be You Booklet for LGBTQ+ Youth
  – Provider Fact Sheet: Working with Latinx LGBTQ+ Youth
  – Mental Health for LGBT Older Adults

Disseminate
Cultural Adaptation Model Best Practices

- Always providing stipends or other compensation to community partners, reviewers, etc.
- Printing small quantities of materials at first to allow for additional feedback once material is “in the field”
- Moving towards materials that are office-printer friendly for CBO partners who may need to print small batches in-house
- Planning to spend time working collaboratively with new partners on definitions, parameters, and layers of implication – each culture and community is complex and unique, it’s important to spend time and effort learning with and understanding each other together
- Practicing clear communication (verbal and visual) and active listening
Each Mind Matters Materials

- Toolkits and guides for event planning, social media and more
- Print ads (English, Spanish)
- TV and radio spots (English, Hmong, Spanish)
- Outdoor ads (English)
- Online ads (English, Spanish)
- Videos (Chinese, English, Khmer, Korean, Lao, Spanish and captioned for hearing impaired)
- Fact sheets and training materials (Arabic, Armenian, Cambodian, Chinese, English, Hmong, Iu Mien, Khmer, Korean, Lao, Russian, Spanish, Vietnamese)
- Outreach materials: posters, take-ones, fliers, brochures and resource cards (English and Spanish)
- Wearable outreach materials: t-shirts, ribbons,
- Evaluation and campaign reports

Suicide Prevention

Statewide 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.

suicideispreventable.org
elsuicidioesprevenible.org
Suicide Prevention Resources

Campaign materials are available in several languages and for a variety of communities:
- African American
- API youth 
- Cambodian 
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle-aged men
- Native American
- Spanish-speaking
- Vietnamese

Diverse Audiences: California Reducing Disparities Project
- African American
- Asian & Pacific Islander
- Latino
- LGBTQ
- Native American

yourvoicecounts.org
Diverse Audiences: LGBTQ+

Mental health/suicide prevention education and awareness materials available in:

- Afghan (in English)
- Arabic
- Dari
- Farsi
- Iranian (in English)
- Iraqi (in English)
- Pashto
- Russian
Through the Lens of Culture: Directing Change

• Student Film Contest open to ages 16 to 25 in partnership with a college, organization, club, program or other agency to create 60 second films about suicide prevention and mental health.
• Through the Lens of Culture category encourages young film makers to explore the topics of suicide prevention and mental health through the lens of a particular culture.
• View all films at www.directingchange.org

“隠された思い (My Hidden Feelings)” - 2016 Through the Lens of Culture
1st Place: Suicide Prevention
Discuss community-defined practices for mental health education and/or suicide prevention.

**Russian Workgroup Findings**

- **Content Development**
  - Adaptation of the EMM Mental Support Guide identified as useful, although tailored more directly to the older Russian adult community.
  - Faith should play a role within the material but should not be the entire content.
  - Additional need for suicide prevention material. Help-seeking was identified as an issue that could be addressed in a collateral piece.

- **Visuals**
  - Diverse representation of Slavic people, particularly older males who may face the strongest stigma against help-seeking.
  - Should show people in supportive environments, including what could be faith gatherings (without calling out specific religion).

- **Outreach**
  - Need for community-personalized outreach. They emphasized that outreach needs to be conducted where the community exists and feels safe. Radio, TV, and newspapers were mentioned as outreach channels to explore.
### African American Workgroup Findings

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<thead>
<tr>
<th>Content Development</th>
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<tbody>
<tr>
<td>Materials developed specifically for the African American population</td>
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<tr>
<td>Broad messaging, so as to best serve the maximum number of people in the community</td>
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<tr>
<td>Culturally competent content that's relevant to the African American community</td>
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<tr>
<td>Use language that is culturally specific to the community</td>
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<tr>
<td>Link to available resources at the county or state level</td>
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<table>
<thead>
<tr>
<th>Visuals</th>
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<tbody>
<tr>
<td>Culturally-relevant visuals to tie in with culturally-specific language</td>
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<tr>
<td>More than just featuring an African American person on the cover</td>
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<th>Outreach</th>
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<tr>
<td>Continue and expand existing outreach efforts to African American faith communities</td>
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<tr>
<td>Conduct outreach at cultural events, colleges (including fraternities and sororities), and in newspapers, TV, and radio</td>
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### LGBTQ+ Workgroup Findings

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<tr>
<td>Materials developed specifically for the LGBTQ+ community</td>
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<tr>
<td>Culturally competent messaging that includes all parts of the community</td>
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<tr>
<td>Don't shy away from LGBTQ-specific issues, and include LGBTQ-specific statistics and resources</td>
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<tr>
<td>Link to available resources at the local, county, or state level</td>
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<th>Visuals</th>
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<tr>
<td>Culturally-relevant visuals: bold colors, rainbow flag, transgender flag, etc.</td>
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<tr>
<td>Conduct outreach in local safe spaces (LGBT centers, GSA/QSA clubs, etc.) in addition to typical outreach methods</td>
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<tr>
<td>Allow options for anonymity for those who may not be &quot;out&quot; with their sexual orientation and/or gender identity</td>
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Community Partnerships

- CalMHSA collaborates with a diverse network of community partners across California to support mental health awareness and stigma reduction efforts.
- More than 60 school and CBO mini-grantees reaching more than 20 distinct audiences receive funding and technical assistance to integrate and adapt EMM messaging, resources, and materials into activities designed specifically for their communities.
Activity: Group Discussion

Join the Movement!
EMM Awareness Raising Toolkits

- Range of resources from event planning guides, posters, guides on engagement through social media, and suggestions for activities to get your community involved
- Available in print and electronically on the Each Mind Matters website.

Suicide Prevention Awareness Toolkit
First full week in September (National)

Mental Health Awareness Week
First full week in October (National)

If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience, or find an event near you!

www.eachmindmatters.org/events/
To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

Facebook.com/eachmindmatters
Twitter: @eachmindmatters
Instagram: eachmindmatters

Bookmark us!

EachMindMatters.org
SuicideIsPreventable.org
YourVoiceCounts.org
WalkingOurShoes.org
ReachOutHere.org

http://catalogue.eachmindmatters.org

SanaMente.org
ElSuicidioEsPrevenible.org
PonteEnMisZapatos.org
BuscaApoyo.org