Benefitting all California Counties

- Invest now, save later. Research suggests that for each dollar invested in prevention today, dollars are saved by avoiding suffering, loss of income and lives.
- Achieve economies of scale by purchasing services across counties. Bulk media purchases stretch dollars 35-50% further. Regional county partnerships deliver value in crisis hotline services.
- Prepare counties for Affordable Care Act implementation through Integrated Behavioral Health Care training and technical assistance.
- Create lasting systems change. K-12 educator credential standards now include training to improve early identification of at-risk students.
- Associated Press standards now support accurate reporting on mental health, supporting help-seeking behavior.
- Reduce each county’s cost for critical investments, such as culturally adapted training, social marketing, and Stigma and Discrimination Reduction best practices.
- Promote mental health awareness, inclusion and equity for individuals with mental health challenges through a coordinated campaign, Each Mind Matters.

Sacramento County’s initial investment in statewide Prevention and Early Intervention is $1,265,210 per year over a four year period. This initial investment built and strengthened California’s crisis delivery, student mental health, and stigma reduction infrastructure. These capacities can now be sustained at much lower funding levels.

Statewide Impact:
January-December 2013

Approximate reach across all CalMHSA programs:

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Program/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>124,774</td>
<td>Trained and/or educated on prevention strategies</td>
</tr>
<tr>
<td>819,881</td>
<td>Reached through crisis and early intervention services, etc.</td>
</tr>
<tr>
<td>1,475,713</td>
<td>Reached through informational resources</td>
</tr>
<tr>
<td>265,764,543</td>
<td>Views of social marketing campaign materials</td>
</tr>
</tbody>
</table>

Stigma and Discrimination Reduction (SDR) Social Marketing Campaign: Statewide Reach

This campaign includes: Each Mind Matters: California’s Mental Health Movement; lifespan-specific campaigns including Walk In Our Shoes (9-13 year olds), ReachOutHere (14-24 year olds), the “A New State of Mind” documentary and Community Dialogues (adults 25+); and targeted campaigns for Latino, African American, Native American, Asian Pacific Islander and LGBTQ communities.
Key Examples of Local Reach in Sacramento County

Prevention and Early Intervention (PEI) Statewide Projects are designed to complement local efforts while building statewide capacity to improve mental health.

Enhanced Local Crisis Response

Suicide Prevention Crisis Centers respond 24/7 to individuals in a mental health crisis. The local crisis centers are The Institute on Aging Friendship Line for older adults (800-971-0016) and WellSpace Health (800-273-8255). CalMHSA partners with both providers to enhance local crisis response with: additional Spanish language capacity, outreach and marketing, text and chat services.

<table>
<thead>
<tr>
<th>Call Volume</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendship Line</td>
<td>659</td>
<td>2,414</td>
</tr>
<tr>
<td>WellSpace Health</td>
<td>8,225</td>
<td>11,270</td>
</tr>
</tbody>
</table>

Based on partial year data, call volume is increasing, in part due to additional outreach and marketing enhancements.

Why Statewide? In 2008, state strategic plans were developed for suicide prevention, stigma and discrimination reduction and student mental health. CalMHSA, a Joint Powers Authority, was created by counties in 2009 to implement the PEI Statewide projects efficiently and effectively. These are just a few program highlights; for more information please visit: www.calmhsa.org

Training and Education Investments to Improve Local Response

Student Mental Health Partners offered local training in the following areas:

- Pre-K-12 (January-December 2013): The Sacramento County Office of Education serves as lead coordinator on the statewide projects. Conducted 21 trainings and reached 395 regional participants on topics such as bullying prevention.
- Sacramento State University (April-December 2013): Conducted ASIST suicide intervention trainings and Mental Health First Aid Trainings for 123 faculty and staff participants.

Prevention and early intervention save lives and dollars by delivering help before a crisis when it’s most effective and less costly.

Identify Warning Signs and Access Help before a Crisis

The Know the Signs Suicide Prevention campaign informs Californians of warning signs, how to talk to someone they are worried about and identify helpful resources.

Pain Isn’t Always Obvious Sacramento County residents received this information through: billboards (17.1 million impressions or views), TV (e.g. cable, Univision; 737,000 views), online (e.g. Hulu, Facebook; 19.1 million views), magazines (339,000 views), resulting in nearly 37.3 million total views of the campaign materials. During the first 4 months, nearly 12,000 Sacramento County residents visited the campaign websites to seek information.

Sacramento County distributed outreach brochures and promoted the Directing Change award event with local schools.

Suicide Prevention Training: CalMHSA funded trainers provided 18 ASIST suicide intervention skills workshops, reaching 264 participants to date.

Stigma and Discrimination Reduction Partners offered local training in the following areas:

- Provided training on promising practices in stigma reduction (MHASF).
- Speakers Bureau Grants: Reached 285 individuals in the LGBTQ and Asian (API) communities. (RSE)
- Reached 2,813 elementary and junior high school students through school-based performances. (RSE)
- NAMI trained 125 individuals as In Our Own Voice presenters reaching 1,751 participants, 29 Parents and Teachers as Allies, including training for trainers, reaching 115 participants. (NAMI)
- “A New State of Mind” documentary includes Sacramento residents’ perspective on stigma and discrimination (RSE).
- Provided stigma reduction training for 56 participants on topics such as Accessing Educationally Related Mental Health Services. (DRC)