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.
- Support accurate reporting on mental health through newly adopted Associated Press standards.
- 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.

The initial investment in statewide Prevention and Early Intervention programs by counties is $39 million per year over a four year period. This initial investment built and strengthened California’s crisis delivery, student mental health, and stigma reduction infrastructure. Capacity can now be sustained at much lower funding levels.

Statewide Impact:
January- December 2013

<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>
<tr>
<td>$9,042,355</td>
<td>Value of discounted, free services and media provided by the social marketing campaigns</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 into Counties

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. Calls are confidential and answered by skilled, trained counselors. Calls to the National Suicide Prevention Lifeline (800-273-TALK) are answered by local crisis centers.

CalMHSA partners with crisis centers to enhance local crisis response. Examples of enhancements include: additional language capacity, outreach and marketing, training, crisis chat and text.

The Common Metrics project tracks information from ten hotlines around the state to inform suicide prevention efforts. Together, these centers responded to an average of 22,840 calls per month, resulting in nearly 160,000 calls answered from June-December 2013.

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.

Enhanced Local Crisis Response

Pain Isn’t Always Obvious

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

Stigma and Discrimination Reduction Partners (SDR) offered local resources in the following areas:

- Train primary care and provide technical assistance on integrated behavioral health implementation: ibhp.org
- Trained over 900 trainers & presenters, who reached audiences with Ending the Silence (12,775 youth), In Our Own Voice (16,532 general public), Parents & Teachers as Allies (1,791), and Provider Education (200). Programs inform participants of the impact of stigma and how to identify mental health concerns early.
- Each Mind Matters: Nearly 100,000 lime green ribbons shared with stakeholders. More than 52,000 website views and 10,000 online documentary views. Nearly 20,000 community members were reached through speakers bureau and community dialogue presentations.
- Conducted 121 presentations, reached 1,212 managers with evidence-based workplace mental health training.
- Trained over 700 journalists and reached 135 journalism schools to encourage more accurate depictions of people living with mental illness.
- Eliminate discriminatory policies through policy change and training of public defenders and law enforcement; ensure civil rights protections. Web-based resources and fact sheets accessed over 180,000 times.

Student Mental Health and Stigma and Discrimination Reduction Activities and Resources

- Pre-K-12: Educators are trained in mental health topics such as suicide and bullying prevention. School demonstration projects have been implemented, bringing promising and/or evidence based practices such as Positive Behavioral Interventions & Supports (PBIS) to local schools. In 2013, nearly 400,000 students and educators were reached through training, technical assistance and school demonstration projects.
- Higher education: Offerings vary from educator training, student screening for suicide and depression, implementation of mental health best practices and development of peer to peer programs. Numbers reached to date: Community Colleges (over 79,000), California State Universities (nearly 169,000) and University of California (nearly 172,000).

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