



California Mental Health Services Authority
Statewide Prevention & Early Intervention (PEI) Project

FY 2016-2017 Reach and Impact in Lake County

Lake County contribution to the Statewide PEI Project in FY 2016-2017: \$0.00

The Statewide PEI Project: Achieving More Together

In Fiscal Year 2016-2017, 41 counties collectively pooled local Prevention and Early Intervention (PEI) funds through the California Mental Health Services Authority (CalMHSA) to support the ongoing implementation of the Statewide PEI Project. The Statewide PEI Project is publicly known as *Each Mind Matters: California's Mental Health Movement*, which represents an umbrella name and vision to amplify individual efforts from the county and other organizations that are taking place across California under a united movement to reduce stigma and discrimination and prevent suicides.

Strategies of the Statewide PEI Project in Fiscal Year 2016-2017

In Fiscal Year 2016-2017, funding to the Statewide PEI Project supported programs such as maintaining and expanding public awareness and education campaigns, creating new outreach materials for diverse audiences, providing technical assistance and outreach to county agencies, schools and community based organizations, providing mental health/stigma reduction trainings to diverse audiences, engaging youth through the Directing Change program, and building the capacities of schools to address mental health, stigma reduction and suicide prevention.

Outcomes to Date

Since counties began pooling funds through CalMHSA to implement the Statewide PEI Project in 2011, the following short-term outcomes have been achieved. Given the outcomes so far, independent evaluators of the Statewide PEI Project, the RAND Corporation, have identified the following outcomes from the Statewide PEI Project:

- 15.4% more Californians exposed to Each Mind Matters turn to help for mental health challenges.
- Over 50% of Californians were exposed to Know the Signs.
- Individuals exposed to the Know the Signs campaign report higher levels of confidence to intervene with someone at risk for suicide.¹
- The Know the Signs campaign was rated by experts to be aligned with best practices and be one of the best media campaigns on the subject.²

¹ https://www.rand.org/pubs/research_reports/RR1134.html

² https://www.rand.org/pubs/research_reports/RR818.html

- Students exposed to the Walk In Our Shoes website demonstrate significantly higher knowledge of mental health.³
- 63% of teachers and administrators who saw the Walk In Our Shoes performance started a conversation about mental health in the classroom.⁴
- 87% of students have a better understanding of mental illness and suicide after participating in Directing Change.⁵
- 97% of students who participated in Directing Change pledged to support a friend with a mental health challenge.⁶
- 87% of those who completed the Kognito training report that they are better prepared to identify, approach and refer students exhibiting signs of psychological distress.⁷
- 66% of California Community College faculty who completed Kognito training report an increase in the number of conversations they had with other faculty and staff about students that they were concerned about.⁸

Statewide achievements in FY 2016-2017

The effects of the Statewide PEI Project go beyond county lines. Influencing all Californians in the message of Each Mind Matters is critical for creating a culture of mental health and wellness regardless of where individuals live, work or play. Key statewide achievements of the Statewide PEI Project in FY 2016-2017 include:

- Reaching the milestone of disseminating over 1 million lime green ribbons
- Over 1 million hardcopy materials were disseminated in counties, schools, and CBOs
- Over 450 people attended the inaugural Each Mind Matters webinar series
- Over \$250,000 in mini-grant funds were provided to CBOs, NAMI affiliates, Active Minds Chapters and Community Colleges to host community outreach events utilizing Each Mind Matters resources and messaging
- The Directing Change Program received over 480 videos submissions from over 100 schools across California, engaging over 1,300 students
- Over 25 new Each Mind Matters culturally adapted resources were developed
- Over 70 news broadcasts, news articles and radio reports discussed programs implemented by the Statewide PEI Project
- Nearly 700 county agencies, schools, local and statewide organizations across California were touched by programs implemented by the Statewide PEI Project

³ <http://walkinourshoes.org/content/NORCReportonWIOSWebsite.pdf>

⁴ <http://walkinourshoes.org/content/NORCReportonWIOSWebsite.pdf>

⁵ <http://www.directingchange.org/wp-content/uploads/CalMHSA%20DC%20Eval%20Report.pdf>

⁶ <http://www.directingchange.org/wp-content/uploads/CalMHSA%20DC%20Eval%20Report.pdf>

⁷ https://www.rand.org/pubs/research_reports/RR954.html

⁸ https://www.rand.org/pubs/research_reports/RR954.html

Projected Outcomes of the Statewide PEI Project

Changing the current culture around mental health and suicide prevention requires a long-term commitment. Ongoing investment in the unprecedented statewide investment in strategies implemented by the Statewide PEI Project PEI will result in larger social impact (e.g., changing attitudes, increasing knowledge, and modifying behaviors) by implementing programs that can benefit counties regionally and statewide, procuring resources at lower cost (e.g., cost efficiencies), and ultimately making a significant impact on preventing mental illnesses from becoming severe.

Projected 10 year outcomes:

- Increased intervention and provision of support by a community helper
- Increased proactive inclusion of individuals with mental health challenges
- Increased community encouragement and acceptance of seeking services early
- Increased knowledge and skills for recognizing and facilitating help seeking

Projected 20 year outcomes:

- Reduced discrimination against persons with mental illnesses
- Reduced social isolation and self-stigma
- Improved functioning at school, work, home and in the community
- Reduced suicidal behavior
- Reduced societal costs related to untreated mental illness

The information below provides a comprehensive summary of activities that were implemented by CalMHSA Statewide PEI Project contractors and their subcontractors in 2016-2017:

- RSE
- The Directing Change Program and Film Contest
- Each Mind Matters Outreach & Engagement
- NAMI California
- Active Minds
- California Community Colleges Student Mental Health Program
- RAND Corporation

Organizations Reached

In FY 2016-2017, **1** local county agency received outreach materials, a training, technical assistance or a presentation about stigma reduction, suicide prevention and/or student mental health through the collective efforts of all programs implemented under the Statewide PEI Project. These include:

County agencies

- Lake County Behavioral Health

Training, Presentations and Outreach

Trainings, presentations and other forms of in-person outreach provide additional skills and knowledge to communities about stigma reduction and suicide prevention. Multitudes of individuals were reached through trainings, presentations and various outreach efforts with stigma reduction, suicide prevention and student mental health messages, resources, tools and materials through the collective efforts of all programs implemented under the Statewide PEI Project. These include:

E-Newsletters: Online communications for various audience to engage them in Each Mind Matters, stigma reduction and suicide prevention.

- **Each Mind Matters Insiders Newsletter:** A monthly electronic newsletter created specifically for service providers that provides information about relevant resources, upcoming events and opportunities for providers to get involved in California's Mental Health Movement.
 - Total number of Each Mind Matters Insider Newsletter Subscribers: 3
 - Organizations subscribed: Lake County Behavioral Health

Dissemination of Hardcopy Materials

Between July 1, 2016 and June 30, 2017, a total of **1,783** physical, hardcopy materials across Each Mind Matters programs and initiatives were disseminated throughout Lake County. In addition, county contacts received numerous emails to access and share resources electronically via the Each Mind Matters Resource Center (www.emmresourcecenter.org).

- **Each Mind Matters Promotional Items:** 18
- **Each Mind Matters Educational Materials:** 189
- **SanaMente Materials:** 111
- **Know the Signs/El Suicidio Es Prevenible Educational Materials:** 1,460
- **Directing Change Materials:** 5
- **Walk In Our Shoes/Ponte En Mis Zapatos Materials:** xx
- **California Community College Student Mental Health Program Materials:** 1,060