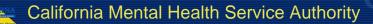


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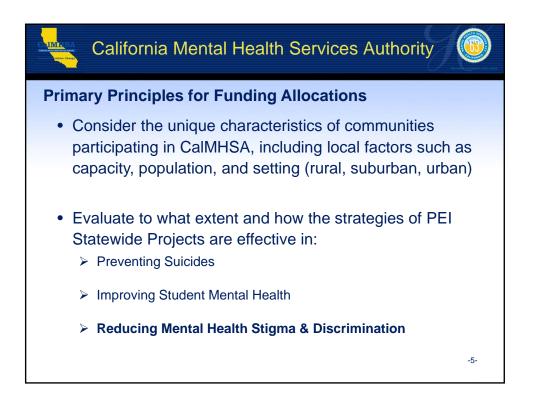
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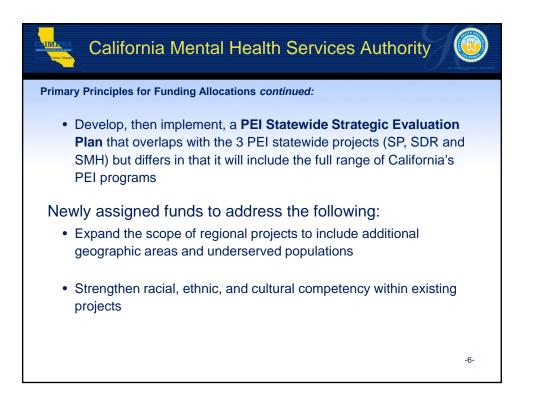
CalMHSA serves California Counties and Cities in the dynamic delivery of mental health and supportive services. CalMHSA assists the service community through its commitment to statewide and regional programs that enable the voice of many to be heard.

WHAT ARE WE TRYING TO DO?

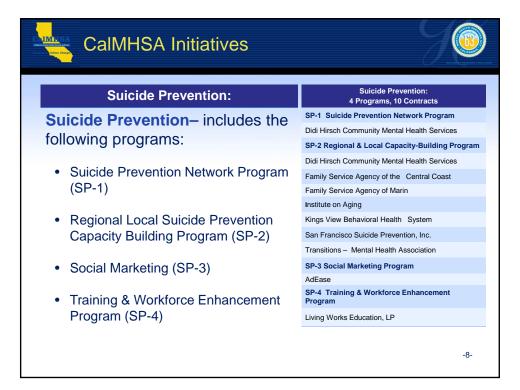
CaIMHSA has created a broad campaign that includes social media, policy initiatives, education, training, new collaborations, linked networks, and involves education institutions at both higher education and K-12, suicide prevention hot lines, training and educating key gatekeepers and stakeholders such as first responders, primary care providers, script writers of TV and film, among many others; and all this evaluated through a contract with the RAND Corporation.

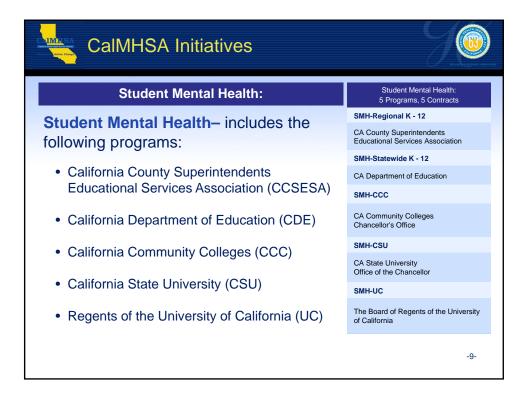
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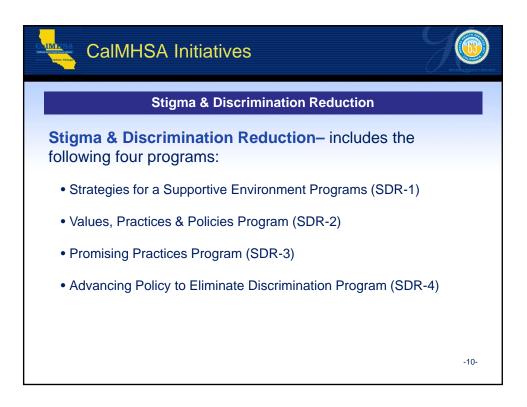












Stigma & Discrimination Reduction: 4 Programs, 10 Contracts	
SDR-1 Strategies for a Supportive Environment	SDR-2 Values, Practices and Policies
Stigma & Discrimination Reduction Consortium Adele James Consulting (Interim)	Partnering w/ Media & Entertainment Industry Entertainment Industries Council
Social Marketing Runyon, Saltzman & Einhorn, Inc.	Promoting Integrated Health Community Clinics Initiative
Capacity Building United Advocates for Children and Families	Promoting Mental Health in the Workplace Mental Health America of CA
	Stigma & Discrimination Reduction Mental Health Association of SF
	Reducing SDR in Mental Health & System Partners National Institute on Mental Illness
SDR-3 Promising Practices Program	SDR-4 Advancing Policy to Eliminate Discrimination
Mental Health Association of SF	Disability Rights of California



Initiative Background: Categorized Activities Evaluated by RAND		
What kinds of RAND categorized activities are being conducted across the 3 Initiatives (SP, SDR, SMH)?		
Policies, Protocols, Best Practices	Policies, protocols, and procedures focus on organizational, institutional-level change. Examples: developing policy papers advocating for policy change where existing laws and policies contribute to stigma and discrimination; developing student mental health emergency protocols; and developing curriculum modules that can be customized for specific higher education campus populations.	
Networking & Collaboration	Almost all program partners are engaging in networking and collaboration to share information, link with community resources, and/or facilitate the dissemination of program activities to targeted populations.	
Informational Resources targeting community and student audiences	Many program partners are developing on-line or print informational resources that are intended to inform broad community audiences or service delivery organizations. In some cases, on-line resources are also intended to feedback information from those audiences.	
Trainings & Education	Many program partners are training various types of gatekeepers (such as educators or health providers), training speakers who make presentations to community audiences, and/or directly delivering educational presentations to community audiences.	
Media campaigns & interventions to influence media production	Several programs are launching social marketing campaigns or interventions, and this is an extensive and major activity for three programs. For example, AdEase is launching a statewide suicide prevention social marketing campaign, and is engaging in media advocacy training with reporters, and with suicide survivors13-	

