Best Practices and Initial Outcomes of California’s Historic Effort to:

* Reduce the Stigma of Mental Illness
* Prevent Suicides, and
* Improve Student Mental Health

American Public Health Association

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Presenter Disclosures

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(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No Relationships to Disclose
Presentation Goals

• Background & Program/Evaluation Design for California’s Statewide Initiative
• Report Initial Progress and Findings in Stigma Reduction, Suicide Prevention, and Student Mental Health
• Preliminary Evaluation Findings
• Next Steps and Q and A
What is the Initiative

Leveraging opportunities between Initiatives

Stigma & Discrimination Reduction

Suicide Prevention

Student Mental Health

Synergy across initiatives

How Did We Get There

The Mental Health Services Act (MHSA)/Proposition 63 (Prop. 63): Prevention and Early Intervention (PEI) Statewide Initiative

- **1999**
  - U.S. Surgeon General Report on Mental Health
  - MHSAOAC approves $160 million investment in PEI Statewide Initiative

- **2003**
  - President's New Freedom Commission Report
  - Stigma and Discrimination Reduction (SDR) Strategic Plan developed with evidence based approaches and stakeholder input

- **2004**
  - Passage of the MHSA/Prop. 63
  - Request for Proposals (RFPs) released; providers selected; contracts negotiated

- **2005**
  - Stakeholder Planning Process Begins
  - Complete assessments for program design and implementation
  - Evaluate key outcomes identified in Prop. 63

- **2008**
  - PEI Statewide Guidelines Released
  - MHSAOAC develops Initiative Guidelines; required use of strategies from the State Strategic Plan

- **2009**
  - State Strategic Plan Adopted

- **2010**
  - Joint Powers Authority (JPA) Formed
  - Workplan developed with stakeholders; approved by MHSAOAC

- **2011**
  - Providers Selected by RFP Process
  - Dedicated 7.5% of resources to evaluation; selected RAND as evaluator

- **2012-14**
  - Implement PEI Statewide Initiative
  - Programs conclude in 2014; evaluate short term outcomes

- **2015**
  - Evaluate Outcomes

Counties decided to band together and form a Joint Powers Authority (JPA), The California Mental Health Services Authority (CalMHSA) a government entity, to pool local Prop 63/MHSA resources for a statewide effort.

An implementation plan was developed based on existing research and best practices and with input with a broad group of stakeholders.
What are We Trying to Accomplish? Evaluation Framework

**STRUCTURE**

What PEI capacities & resources are Program Partners developing and implementing?

- Networks
- Needs assessment
- Service expansion
- Outreach
- Training & technical assistance
- Screening
- Educational resources
- Marketing campaigns
- Cross-system collaboration
- Policies & protocols

**PROCESS**

What intervention activities are delivered, and to whom?

- Participation in training & education
- Exposure to outreach
- Exposure to media
- Access to and use of services
- Quality and cultural appropriateness of services

**SHORT TERM OUTCOMES**

What are immediate targets of change?

- Knowledge
- Attitudes
- Normative behavior
- Mental & emotional well-being
- Help-seeking

**KEY OUTCOMES**

What negative outcomes are reduced?

- Suicide
- Discrimination
- Social Isolation
- Student failure/disengagement

Stigma and Discrimination Reduction (SDR) Programs

"Mental illness is nothing to be ashamed of, but stigma and bias shame us all."

— Former US President Bill Clinton

Goals of the SDR Initiative

1. Reduction in negative consequences associated with having a mental health challenge

2. Encourage seeking help for a mental health challenge
   - Self-stigma
   - Public stigma
   - Systemic stigma

3. Eradicate discrimination against individuals and families living with mental health challenges
All SDR Programs Use TLC$^3$

The TLC$^3$ Approach

**TARGET:** key groups of people

**LOCAL:** in the communities

**CONTINUOUS:** on-going efforts

**CREDIBLE:** relatable people

**CONTACT:** delivered by people with first-person experiences
Entertainment Industries Council (EIC)

- Over 300 journalists trained on accurate reporting without perpetuating stigma regarding mental health.
- Reporting guidelines on mental illness were added to the 2013 AP Style Guide.
- TEAM Up tip sheets created and distributed to every publisher and editor in California via the California Newspaper Publishers Association.

Disability Rights California

- 31 fact sheets have been developed on a myriad of topics. 21 of these fact sheets have been translated into 14 languages.
- 47 trainings, which reached 1,430 people, have been completed statewide.
- Analysis of existing law, to identify legislation that contributes to stigma and discrimination, then sent forward with recommendations on next steps.

SDR: Networking and Collaboration

• Partnering with 19 counties, with 8 more in the future.
• Collaboration with community partners and academic partners.
• 17 tools and training resources developed and disseminated in collaboration with Stigma and Discrimination Reduction Partners.

- Community Roundtables
  - Develop implementation strategies for stigma reduction
  - Coordinate a statewide public awareness campaign
  - Engage 12 CalMHSA member counties to enhance existing efforts, share best practices and successes
- Mental Health First Aid Training
- Behavioral Health Education Events
Community Clinics Initiative – Integrated Behavioral Health Project

- Integrated Care Tool Kit
- California Innovations Summit
  - Action and strategy development for system redesign

Mental Health America of California

- www.mhac.org

SRD: Informational Resource Activities

SDR: Training and Education

1. Develop a statewide assessment to help identify gaps and county need.
2. Coordination of efforts through the Regional Workforce Education and Training (WET) Coordinators
3. Conduct Regional Trainings: Superior, Bay Area, Central, Los Angeles, Southern
4. Create and maintain a database
5. Develop a final summary report
Targeted campaign directed at groups across the lifespan

**SDR: Social Marketing and Media Campaigns**

- **Parent & Caregivers (Age 0-8)**
  - Educate parents and caregivers to provide stigma-free environment
  - Outreach to local parent bloggers with customized SDR messaging in English and Spanish
  - Latino family forums to encourage open dialogue
  - Blog posts at EachMindMatters.org
  - Customizable content for bloggers
  - Take-home materials for Latino families in Spanish and English

- **Tweens (Age 9-13)**
  - Early intervention with adolescents to prevent formation of stigma
  - Fill key gaps in knowledge and debunk myths through website, school-based performances, take-home materials and advertising/education campaigns
  - Interactive website at WalkInOurShoes.org
  - School-based performances
  - Statewide advertising in English and Spanish
  - Materials for students, parents and teachers

- **Transition-Age Youth (Age 14-24)**
  - Mobilize age group to seek and provide online support within their peer group
  - ReachOutHere.com (English-language) and BuscaApooyo.org (Spanish-language) to access online forums for peer support and to engage as peer-supporters
  - ReachOutHere.com and BuscaApooyo.com
  - Social media (Facebook, Tumblr, Twitter)
  - Statewide advertising in English and Spanish
  - Customized materials

- **Decision Makers (Age 25+)**
  - Targeted messaging to adults with influence over people with mental health challenges
  - Provide credible, local, targeted and continuous contact with people with mental health challenges
  - Reinforce hope, recovery and resilience
  - A New State of Mind Documentary
  - Community dialogue events
  - Speaker’s Bureau materials at SpeakOurMinds.org
  - Speaker’s Bureau mini-grants

**Compassion. Action. Change.**
Targeted campaign directed at groups across cultures and ethnicities:

- **African American**
  - Faith-based initiative that creates Mental Health-Friendly Congregations and identifies the local resources to sustain them
  - Community kickoff events and trainings
  - Mental Wellness Ministries
  - Clergy roundtables
  - Local resource guides
  - Culturally focused media campaign

- **Asian & Pacific Islander**
  - Grassroots PR outreach activities to reach Hmong, Cambodian, Laotian, and Mien adults, educating and breaking the cycle of myths about mental illness
  - Local community events
  - Mental Wellness Outreach Toolkit
  - In-language PSAs delivered through local radio and print outlets
  - Mental health storytelling campaign

- **Latino**
  - Bring together key influencers to network, raise awareness and collaborate as change agents on the issue of SDR
  - Latino family forums
  - Media partnership with Univision
  - Local media coverage of forums
  - Latino family wellness resource materials will be available

- **LGBTQI**
  - Partner with Gay-Straight Alliance (GSA) Network to introduce and extend SDR messages to LGBTQI youth and allies
  - SDR education and training curriculum will be available online
  - GSA Alumni Association
  - GSA Network/LGBTQI alignment with ReachOut.com

- **Native American**
  - Develop a culturally relevant outreach campaign guided by input from Native American Advisory Committee and community leaders
  - Outreach tactics will be based on strategy developed with Advisory Committee, community leaders, and from recommendations from the Native American California Reducing Disparities Report
SDR Social Marketing Campaign: Innoculation (9-13 year olds)

Hello! Are you curious about what it’s like to be in someone else’s shoes? Do you want to learn about other people’s lives? Curiosity and learning are great, so lace up, strap on, or slip on your sneakers and let’s learn about mental health. Learning about other people can help you understand that they’re still a lot like you — they’re just on a journey in different shoes.

I identify with Ethan because I have ADHD, and it doesn’t matter what mental health challenge you have because everyone is unique in their own way and it just adds to who you are. – Student in Modesto

I relate to having fear and anxiety and it can get to me sometimes. – Student in San Francisco

If I had to rate this play on a scale of 1-10, it would be a 10! And trust me, I’m very critical since I have been the principal here for 12 years. This performance was able to walk the fine line and be age-appropriate. Thank you for coming to our school. – School Principal, Gridley, CA

www.walkinourshoes.org
English Speaking

www.PonteEnMisZapatos.org
Spanish Speaking

SDR Social Marketing Campaign: Youth (14-24 year olds)

As of September 2013:

- **220,660** website visits
- **32,292** English-Language Forum Posts
- **11,474** Forum Members

www.ReachOutHere.com
(English speakers)

www.BuscaApoyo.org
(Spanish speakers)
SDR Social Marketing Campaign: Influencers (25+ year olds)

The Each Mind Matters Style Guide:

Since the campaign launch in May 2013:

- **32,067** website visits
- **65,394** page views
- **73%** of visitors were from California

**SDR Social Marketing Campaign: Decision Makers (25+ year olds)**

**EACH MIND MATTERS**

California’s Mental Health Movement

Since the campaign launch in May 2013:

- **32,067** website visits
- **65,394** page views
- **73%** of visitors were from California

“**I pledge to recognize each individual as worthy of humane contact, and be free to share my own family’s story in my community without shame.”** – **Terry O.**

“**I make a pledge that when anyone with living mental health experiences reaches out their hand for help, I will be there as a peer. With patience, understanding, kindness & love.**” – **Linda M.**

**www.EachMindMatters.org**

**Sana Mente**

Movimiento de Salud Mental de California

“**AYUDARME A MI MISMO. PARA ASI PODER ENTENDER A LOS DEMAS Y AYUDARLOS...”**

[To help myself in order to be able to understand and then help others.]

– **Gabriela P.**

**Documentary “A New State of Mind: Ending the Stigma of Mental Illness”**

- **6,900** Total Plays since June 3, 2013
- **832** Plays of Documentary in September
- **41** Documentary Downloads in September
- **1,149** Plays of All Videos in September

**Compassion. Action. Change.**
SDR Social Marketing Campaign: Communication Tools

**Speakers Bureau Grants**
- Over $440,000 in grants
- 35 grants awarded
- 25 counties will host events

**Community Dialogue Grants**
- Over $250,000 in grants
- 14 grants awarded
- 19 counties will host events

➢ [www.speakourminds.org](http://www.speakourminds.org) is home to a variety of resources for speaking events:

**To Say:**
- Myths and Facts (English)
- Myths and Facts (Spanish)
- Spanish Family Forums
- Stigma Reduction Messages - Youth
- Stigma Reduction Messages - 25 and older
- Discussion Starters

**To Share:**
- Customizable Presentation Flyer

## Overview of Tools – Stigma and Discrimination Reduction

### Stigma and Discrimination Reduction Social Marketing Campaign
Visit the flagship campaign website for tools, videos and materials:
www.eachmindmatters.org

<table>
<thead>
<tr>
<th>For Parents</th>
<th>For Tweens 9-13</th>
<th>For Youth 14-24</th>
<th>For Decision Makers</th>
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<tbody>
<tr>
<td></td>
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<td><a href="http://www.buscaapoyo.com">www.buscaapoyo.com</a></td>
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</tbody>
</table>

### Speakers and Programs Encouraging Seeking Help and Support
www.speakourminds.org
www.Namicalifornia.org

### Eradicating Stigma Through Collaboration
www.uacf4hope.org
www.mentalhealthsf.org
www.Eachmindmatters.org

### Eradicating Stigma Through Training
www.ibhp.org
http://www.mhac.org/programs/wellness-works.cfm
www.eiconline.org
www.disabilityrightsca.org

Suicide Prevention Programs

Suicide Prevention Key Activities

1. Create regional networks focused on collaboration and development of best practices.
2. Train Californians to respond to suicidal crises
3. Develop a social marketing campaign: inform Californians to identify suicide risk, refer for help
4. Partner with crisis centers to develop “capacity”:
   • Enhance language offerings, outreach
   • Employ new technology (e.g. chat, text)
   • Improve policies, systems & data collection
SP: Networking and Collaboration

SP: Networking and Collaboration

- Common Metrics Project:
  - Develop standardized data collection across 11 crisis centers in California.
  - Identify trends and gaps in crisis center utilization

- Metrics:
  - Call Volume
  - Demographics
  - Risk
  - Call Volume
  - Reason for Call
  - Follow-Up
  - Caller Satisfaction

To date, trainings for trainers have resulted in:
- 111 ASIST Workshops = 2,131 trained
- 21 safeTALK Workshops = 322 trained

Additional ASIST and safeTALK T4Ts scheduled
esuicideTALK licenses available
A11 Upgrader Sessions available

To find a schedule of trainings, visit:
[www.livingworks.net](http://www.livingworks.net)
Suicide Prevention Social Marketing Campaign: Know The Signs

PAIN ISN’T ALWAYS OBVIOUS.
Learn the signs at suicideispreventable.org

On the surface, a friend experiencing emotional pain or suicidal thoughts may seem OK. The warning signs — isolation, depression or hopelessness — aren’t always obvious. Knowing the signs is the first step toward being there for a friend in need. Visit suicideispreventable.org to recognize the signs, find the words and reach out. You have the power to make a difference. The power to save a life.

Learn the signs at suicideispreventable.org

A mamá no es difícil saber lo que sienten nuestras hijas. Y es más difícil aún hablarles sobre un tema tan duro como el suicidio. Pero el saber reconocer las señales de sufrimiento y qué hacer cuando un ser querido está en riesgo podrían hacer la diferencia entre un final trágico y una vida extrañamente salvada. Para mayor información visite: www.elsuicidioespreventible.org

Aprenda a reconocer las señales.
Visite: www.elsuicidioespreventible.org

Suicide Prevention Social Marketing Campaign: Know The Signs

www.SuicideisPreventable.org

Engagement

• **471,925** website hits within California in the 4-month period
• **25% of all website traffic via mobile**
• **52,468,000** people reached via radio, TV, print, and outdoor ads.

Suicide Prevention Social Marketing Campaign: Your Voice Counts

www.yourvoicecounts.org

Engaging Youth in Suicide Prevention Efforts: Directing Change

Know the Signs – Directing Change Outcomes

**Student Outcomes**

98.2% of school advisors indicated that the contest stimulated discussion among students about mental health and suicide prevention.

89.9% agreed that it inspired them to get involved in suicide prevention, mental health or stigma busting activities.

85.4% of students pledged to not keep it a secret if a friend tells them he or she is thinking about suicide.

**Judging Outcomes**

After judging contest videos, 95% of judges either “strongly agreed” or “agreed” that the judging process increased their knowledge of safe messaging for suicide prevention.

All films can be viewed and downloaded at [www.DirectingChange.org](http://www.DirectingChange.org).

A total of 371 videos about suicide prevention or eliminating stigma about mental illness were submitted; representing 922 students and 142 schools from 35 counties throughout California...
Suicide Prevention Category
1st Place: Angel Lopez

Eliminating Stigma Category
1st Place: Spencer Wilson
MY3 Mobile App

MY SAFETY PLAN
Fill out MY SAFETY PLAN and reference it when you are feeling suicidal.

1. MY WARNING SIGNS
2. MY COPING STRATEGIES
3. MY DISTRACTIONS
4. MY NETWORK
5. KEEPING MYSELF SAFE

ADD RESOURCES
Save a resource by selecting "Add" on the resource information page.

- FOR VETERANS
  - Veterans Hotline
    - veteranscrisisline.net
  - Real Warriors
    - realwarriors.net

- FOR LGBTQ YOUTH
- FOR LOCAL SUICIDE PREVENTION ACTIVITIES
- FOR WARNING SIGNS OF SUICIDE
- FOR MEN

CALL 911

• Partnerships with existing crisis centers to support their efforts to build capacity and prevent suicide
• A new crisis center was developed in the Central Valley in order to provide a local response to crisis callers. The crisis center is now open 24/7.
SP: Hotline and Warmline Operations

• Enhanced language capacity of services
  • New Hotline “Línea de Crisis” provides Spanish Language crisis support to the Bay Area through a partnership of 4 crisis centers that share coverage of the line
  • Expanded hours of coverage in Spanish, Vietnamese, Korean, other threshold languages
• Outreach to underserved communities & volunteer recruitment
SP: Hotline and Warmline Operations

• Investment in new technologies, e.g. chat (instant messaging), text (SMS) based services
  – Launched two new text programs within crisis centers
  – Launched three new chat programs and sustained several pilot programs of NSPL
SP: Hotline and Warmline Operations

- Support for best practices such as:
  - Quality improvement activities
  - Investment in software to track calls and analyze trends
  - Accreditation, and related policy and procedure development
  - Development of sustainability strategies
  - Volunteer recruitment, training strategies
- Continuum of care with warmlines
  - Developed 2 new warmlines
  - Expanded hours of coverage to support existing warmlines overnight
  - Creation of the Southern CA Warmline Network
Overview of Tools – Suicide Prevention

Suicide Prevention Social Marketing Tools: Know the Signs Campaign
To know the signs, find the words and reach out to state and local resources, visit: www.suicideispreventable.com or www.elsuicidioesprevenible.org
For tools, campaign materials, etc. visit the Resource Center at: www.yourvoicecounts.org

Suicide Prevention Social Marketing Tools: Directing Change Student Event
To view the winning entries, visit: www.directingchange.org

Suicide Prevention Hotline and Warmline Access:
   Central Valley: www.kingsview.org
   North Bay Area: www.fsamarin.org
Northern Central Coast: www.suicidepreventionservice.org
Southern California: www.didihirsch.org
Southern Central Coast: www.t-mha.org, http://www.co.kern.ca.us/kcmh/services/crisis.asp

Suicide Prevention Training and Education
www.livingworks.net

Student Mental Health Programs
Goals of the Student Mental Health Initiative

1. Improve student mental health
2. Increase access to appropriate mental health services
3. Decrease negative mental health related school outcomes, such as school dropout.
The SMHPW first recommendation supported the inclusion of mental health curriculum for all future educator credentialing programs. The California Teacher Credentialing Commission on September 26, 2013 approved future administrator credential programs must include content knowledge on: 

*Culturally responsive, research-based, student centered classroom management and school wide positive discipline intervention and prevention strategies that address the social and mental health needs of the child*
Red Folder Initiative (targets faculty/staff)

School Climate: Depression screenings to more than 48,000 students
Pre-K-12 – Reaching students, family, faculty, staff, clubs, and gatekeepers
- California County Superintendents Educational Services Association (CCSESA)
- California Department of Education (CDE)

Higher Education - Reaching students, family, faculty, staff, athletics department, clubs, and gatekeepers
- California Community Colleges (CCC)
- California State Universities (CSU)
- University of California System (UC)
**SMH - Trainings**

**Impact in the California State University System**

- All campuses have certified trainers who are providing suicide prevention and stigma reduction trainings to the campus community and community based partners.
- Campuses are providing training on threat assessment and school violence for campus police.
- **4,663** students, faculty, staff and community-based partners received training.

SMH - Trainings

California Community Colleges Chancellor’s Office (CCCCO)

- **2,901** staff completed KOGNITO Suicide Prevention Training
- **7,229** students completed KOGNITO Suicide Prevention Training
- Campus Based Grants

California County Superintendents Educational Services Association (CCSESA) and California Department of Education (CDE) – Pre-K through 12

• Build capacity to provide education and training district/school staffs, families/caregivers and community partners
• Implement school-based demonstration programs reached 40,846 students and 4,657 adults.
• **14,064** directly trained/educated individuals
  • EBP’s such as:
    o PBIS
    o EBL
    o TETRIS
    o OLWEUS
    o QPR
    o MHFA
• **CSU**: State university campuses are collaborating to produce a statewide student newsletter: Student Health 101, focusing on wellness.

• **UC**:
  - Videos
    - Suicide Prevention
    - Veterans
    [Veteran’s PSA:](http://www.youtube.com/watch?v=d4oXgG5iEng)
  - Eating Disorders
  - Relationship Breakups
  - Red Folder phone app
SMH – Online Resources

• Develop regional plans
• Facilitate protocol changes across systems for prevention and early identification
• Build capacity to provide education and training district/school staffs, families/caregivers and community partners
• Implement school-based demonstration programs
• Create online statewide clearinghouse of resources and best practices

www.regionalk12smhi.org

SMH – Online Resources

CCSESA: Clearinghouse

CSU: Student Health 101

UC Video Channel

Veteran’s PSA:
http://www.youtube.com/watch?v=d40XgG5iEng

## SMH – Network and Collaboration

<table>
<thead>
<tr>
<th>Program Partner</th>
<th>Collaboration Goals</th>
<th>Collaboration Activities</th>
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<tbody>
<tr>
<td>California County Superintendents Educational Services Association (CCESAA)</td>
<td>Support the update of county-level plans; Develop SMH policies and protocols supportive of county-level plans; Improve operational interactions; Decrease resource and structural barriers to prevention and early identification</td>
<td>Establish a SMH consortium per county (include representatives from agencies such as mental health, probation, school districts, foster care, youth agencies) and regional lead</td>
</tr>
<tr>
<td>California Department of Education (CDE)</td>
<td>Develop a framework for SMH; Identify current best practices; Maximize use of existing SMH resources; Make policy recommendations; Identify and reduce barriers to SMH programs</td>
<td>Establish Student Mental Health Policy Workgroup (SMHPW), including membership from organizations and entities such as DMH, CDE, CalMHSA, MH Directors Assoc., SELPA, CCESAA, CBOs, consumers, advocacy groups, and researchers</td>
</tr>
<tr>
<td>California Community Colleges (CCC)</td>
<td>Identify best practices; Develop/expand referral networks; Develop standard protocols and procedures</td>
<td>Establish regional strategizing forums to support SMH with invitees including CCC, CSU, and UC campuses, community-based organizations, and county mental health departments</td>
</tr>
<tr>
<td>Cal State University (CSU)</td>
<td>Increase referral resources; Establish collaborations across campuses/institutions, mental health, AOD services, veterans groups, and community groups</td>
<td>Establish CSU Student Mental Health Initiative (SMHI) Workgroup and manage CSU system-wide activities in compliance with Executive Order 105.3</td>
</tr>
<tr>
<td>University of California (UC)</td>
<td>Expand referral relationships within/outside campus; Leverage resources and increase student access to services</td>
<td>Continue collaboration through SMH Oversight Committee (including Vice Chancellors, student representatives, and campus practitioners)</td>
</tr>
</tbody>
</table>
Improving Student Mental Health and Increasing Access to Services

CCSESSA Pre-K-12: www.regionalk12smhi.org
California Community Colleges: www.cccstudentmentalhealth.org
California State University: www.calstate.edu
University of California: www.ucop.edu

Decreasing Negative School Outcomes
www.cde.ca.gov/ls/cg/mh/smhpworkgroup.asp
January - June 2013

CalMHSA Total SP, SDR, and SMH Count: 203,537,752
Of the total 203,537,752, subtotals are as follows:

• Directly Trained/Educated: 51,897
• Directly Reached: 342,849
• Reached through Media: 202,458,247
• Reached through Informational Resources: 684,759
Through Evaluation Contractor, RAND Corporation, conduct thorough program evaluations:

Goal, process, and outcomes-based evaluation and conducted at three levels:

1. Each of the 3 Initiatives (SP, SDR, and SMH)
2. Individual programs (within the 3 initiatives)
   *There are 25 Program Partners*
3. Overall CalMHSA effort, statewide

**Tasks:**

1. Establish baselines and community indicators
2. Promote continuous quality improvement efforts
3. Identify innovative programs for replication
4. Coordination and leveraging across PEI initiatives and programs
5. Work with Program Partners on their own evaluation & quality improvement activities

Statewide Evaluation Expert (SEE) Team

• The function of the members of the Statewide Evaluation Experts Team (“the SEE Team) is to provide research and evaluation guidance and consultation to CalMHSA programs and RAND.

• Principles:
  – Evaluation methods should be appropriate to the intervention model being used in respect to scope and data collection
  – Each evaluation should include measures of both process outcomes (implementation) and behavioral/health status outcomes (changes in participants) relevant to the goals of the intervention
  – Evaluation is seen as a vehicle for program improvement (internal use) and program accountability (external use) and should provide information for the purposes of potential replication of the project
  – Evaluation findings from CALMHSA-funded programs will contribute to the existing knowledge base on what works in the field of minority health
  – Evaluation practices will be aligned with identified best and promising practices that are promoted nationally and federally through SAMHSA, NIMH and/or CDC

• Structure:
  – 2 meetings annually, with more as needed.
  – Diverse membership to ensure cultural competence

RAND’s Evaluation

• Statewide Evaluation Design
• Literature Reviews
• Interim Evaluation Progress Report
Literature Reviews Complete

• What’s Available:
  • Literature Reviews for each initiative:
    • Stigma and Discrimination Reduction 01-02-13
    • Suicide Prevention 01-02-13
    • Student Mental Health 01-02-13
  • PEI Evaluation Strategic Plan
    • http://www.calmhsa.org/programs/evaluation/
Interim Evaluation Progress Report

• Baseline assessments of population risk factors and outcomes
  • Suicide rates in California
  • Statewide survey of general population
  • Higher education surveys (in progress)

• Early data on reach of activities
Baseline Assessment - California Suicide Rates

2008-2010, Age-Adjusted Suicide Rates by Region

Rate is number of suicide deaths per 100,000 people

Statewide Survey of General Population

• Goals:
  – Primary: Serve as a baseline measure of general population risk factors
  – Secondary: Early measure of exposure to CalMHSA PEI efforts.
• Where possible, survey items were based on other large, population-based surveys.
• Survey Respondents:
  – 2,001 California adults
  – Sample closely matches general population on sex, age, race, ethnicity, education, income, and employment
Statewide General Population Results

• **Awareness**
  - 73% agree that “people with mental illness experience high levels of prejudice and discrimination”

• **Social Distance**
  - 34% report being “unwilling to move next door” to someone with serious mental illness
  - 29% report being “unwilling to work closely on a job” with someone with a serious mental illness

• **Perceived Dangerousness**
  - 1 in 5 reported that violence towards others was somewhat or very likely for people with depression or PTSD, while nearly half thought so for people with schizophrenia

Statewide General Population Results

• Disclosure
  – 42% report probably or definitely concealing a mental health problem from coworkers or classmates

• Suicide Knowledge
  – While two-thirds of Californians generally think suicide is preventable, lack of knowledge seems greater in two groups
    * Californians between 50-64 years of age
    * Black/African Americans
  – 54% think “there are always warning signs before a suicide” is true
  – 34% think “women are more at risk of suicide than men” is false
### Early Exposure to Primary Campaign Activities

<table>
<thead>
<tr>
<th>Survey Item</th>
<th>% of CalMHSA General Population Survey Respondents</th>
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<tr>
<td>Seen or heard an advertisement for ReachOut.com</td>
<td>8%</td>
</tr>
<tr>
<td>Seen or heard an advertisement that has the slogan &quot;Know the Signs&quot; or &quot;Pain Isn't Always Obvious&quot; or &quot;Suicide Is Preventable&quot;</td>
<td>39%</td>
</tr>
<tr>
<td>Seen or heard an advertisement for SuicideIsPreventable.org</td>
<td>9%</td>
</tr>
<tr>
<td>Seen or heard the slogan or catch phrase &quot;Each Mind Matters”</td>
<td>11%</td>
</tr>
</tbody>
</table>
Higher Education Surveys

• Goal:
  • Serve as a baseline measure of:
    • Student mental health
    • School/campus environment as it relates to mental health
    • Student behavior and attitudes on mental health
  • Respondents thus far are from 4 CCC and 4 UC campuses
    • University/college students (n = 6,309)
    • University/college faculty and staff (n = 3,025)
  • 5-10 minute online survey, sent to all students, faculty, and staff at participating campuses

Preliminary Results – Higher Ed Survey

• Students
  • 20% of students met threshold score for having a mental health problem.
  • 75% of students had *not* used student counseling services.

• Staff/Faculty
  • 46% had “never” talked with a student about mental health problems in the past 6 months
  • 13% had talked with a student “many times”
  • 58% agree they are able to help students in distress get connected to the services they need

Early Data on Reach of Activities
Visits to Informational Online Resources

- Interactive website that serves as a clearinghouse of resources and information for K-12 schools.
- 2,667 site visits between September 2012 and March 2013.
- 82% of visits were from other websites like:
  - Ventura County Special Education Local Plan Area (94 visits)
  - Placer County Office of Education (38)
  - CalMHSA.org (36)
### Participation in Training Programs

- **Example:** LivingWorks Suicide Prevention (ASIST and safeTalk)
- **Date:** October 1, 2012 – July 30, 2013

<table>
<thead>
<tr>
<th>Training Program</th>
<th>Number of trainings</th>
<th>Number of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Southern CA</td>
<td>Central CA</td>
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<tr>
<td>ASIST T4T</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>safeTALK T4T</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>ASIST Workshops</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>safeTALK Workshops</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

* More than one workshop is missing specific geographic participant numbers. Reported numbers are aggregated from reports on clusters of counties.
Exposure to Media/Social Marketing Campaigns

- Example: RS&E, www.eachmindmatters.org
- 11,000 site visits between May 6, 2013 and June 7, 2013.
- 55% of visits were from a search, most of which seem to be looking specifically for each mind matters.
- 35% of visits were from other websites, with ~1,700 visits from Facebook.
RSE Each Mind Matters


<table>
<thead>
<tr>
<th>Video title</th>
<th>Date posted</th>
<th>Number of plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>A New State of Mind Documentary (SD and HD versions)</td>
<td>May 31, 2013</td>
<td>6,900</td>
</tr>
<tr>
<td>A New State of Mind - Exclusive Trailer</td>
<td>April 29, 2013</td>
<td>3,534</td>
</tr>
</tbody>
</table>
Volume of New Hotline, Warmline, Chat Contacts

- Hotline Call Volume in January – March 2013
  - King’s View: 1017
- Warmline Call Volume in January – March 2013
  - Transitions: 169
- Chat Counseling Contacts in January – March 2013
  - San Francisco Suicide Prevention: 1015
  - WellSpace Health: Launched during this quarter
Evaluation Conclusions to Date

• Program Partners have been highly productive in developing building capacities.
• Early information on reach is promising.
• Short-term impacts cannot yet be determined.
• Population-based surveys and suicide statistics provide baseline information for longer-term tracking.
• Implementation of statewide, population-focused PEI strategy is challenging and ground-breaking.
Next Steps

- Very important studies of short-term outcomes (Summer 2014)
- Completion of baseline population studies
  - K-12 surveys
  - Mental health supplemental survey
- Ongoing evaluation of capacity development and reach
- Long-term outcomes assessed (Summer 2015)
- CalMHSA to co-host with the World Psychiatric Association “Together Against Stigma International Conference” February 2015 in San Francisco, CA

Visit www.CalMHSA.org for up-to-date information and resources.