Mental Health Services Act
Prevention & Early Intervention (PEI)
Statewide Impacts

The California Mental Health Services Authority (CalMHSA)
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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
Outline

- Chapter 1: About mental illness, suicide, and the impact of stigma
- Chapter 2: How PEI programs fosters mental health promotion & mental illness prevention
- Chapter 3: Statewide PEI strategies working together to achieve goals
Chapter 1: About mental illness, suicide, and the impact of stigma
Risk factors that can influence the onset of mental illness or suicidality

<table>
<thead>
<tr>
<th>Risk factors for mental illness</th>
<th>Risk factors for suicide</th>
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<tbody>
<tr>
<td>Stigma</td>
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<td>Hopelessness</td>
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<td>Past experience of trauma</td>
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<td>Lack of social supports</td>
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<td>Substance use &amp; abuse</td>
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<td>Access to lethal means</td>
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<td>Past suicide attempts</td>
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<td>Mood disorders</td>
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What is “stigma” around mental illness?

“Stigma” is a mark of disgrace that sets a person apart. When a person is labelled by their illness, they are seen as part of a stereotyped group.

Negative attitudes towards those with mental illness create prejudice which can result in discrimination.
How is stigma perpetuated by the community?

- Institutional stigma (organization’s policies or cultures of negative attitudes & beliefs)
  - Inappropriate terminology
  - Workplaces that don’t support those experiencing mental health challenges
  - Policies that perpetuate inequality
- Public stigma (attitudes & beliefs of the general public)
  - Avoiding individuals who have a mental illness
Who experiences mental illness stigma & discrimination?

1 in 5 people experience a mental health challenge each year.

90% of Californians living with psychological distress report some measure of discrimination.

69% of Californians would definitely or probably hide a mental health problem from coworkers or classmates.

“Those experiencing psychological distress may find it more difficult to secure a job, rent a home or form close relationships.”

Who is discriminating against individuals with mental illness?

Discrimination

- Family
- Dating/Intimate Relationships
- Marriage/Partner/Divorce
- Making/Keeping Friends
- School/On the Job Training
- Employer
- Social Activities
- Potential Employer
- Police
- Mental health providers/staff
- Physical health care providers/staff
- People in Neighborhood
- Finding/Keeping Housing
Cascading consequences of untreated mental illness

- Self-stigma
- School drop out
- Isolation; perpetuating lack of support
- People don’t seek treatment - leading to more severe consequences of untreated mental illness
  - RAND survey found 1 in 5 indicate that they might delay treatment out of fear of letting others know about their mental health problem.
- Unemployment
- Incarceration
- Homelessness
- Suicidal ideation potential
Evaluation directs stigma & discrimination reduction activities

“Our findings indicate the clear need for stigma and discrimination reduction efforts in the state of California.” – RAND Corporation
Chapter 2: How California’s Prevention & Early Intervention (PEI) programs foster mental health promotion & mental illness prevention
Goals of PEI Programs

Goal #1: MENTAL ILLNESS PREVENTION
Eliminate or reduce the severity of risk factors associated with the onset of mental illness and suicide

Goal #2: MENTAL HEALTH PROMOTION
Reduce the severity and intensity of stigma for those already experiencing mental health challenges

How?
By implementing Prevention & Early Intervention Strategies
What do PEI Programs do?

**Targeting policy**

**PEI Strategy**
Policies, legislation, best practices

**Outcome**
Creates a supportive environment in which equity for those with mental illness is legally assured and provides a foundation for other stigma reduction programs to thrive

**Targeting communities**

**PEI Strategy**
Education campaigns & programs

**Outcome**
Educates communities about common misconceptions about mental illness and offers new perceptions of those with mental illness

**Targeting relationships**

**PEI Strategy**
Training programs

**Outcome**
Provides necessary skills to directly support an individual in crisis and also empowers communities to take action

**Targeting individuals**

**PEI Strategy**
Supportive services

**Outcome**
Increases access to care, improves prognosis, and results in better quality of life

Fostering a culture of well-being within communities and mental health among individuals
# Short Term & Long Term Outcomes of Implementing PEI Strategies

## Short Term Outcomes

**What are immediate targets of change?**

- Knowledge
- Attitudes
- Normative behavior
- Mental & emotional well-being
- Help-seeking
- Early identification and intervention
- Peer-based support/education

## Long Term Outcomes

**What negative outcomes are reduced?**

- Suicide
- Discrimination
- Social Isolation
- Student failure/
- Disengagement
- Improved functioning
- Reduced trauma impact
Chapter 3: Local and statewide PEI strategies working together to achieve outcomes
Tulare PEI Activities - Highlights

Targeting policy
- PEI Strategy
  Policies, legislation, best practices
- Activities
  (none implemented)

Targeting communities
- PEI Strategy
  Education campaigns & programs
- Activities
  • Festival of Hope
  • Slick Rock Film Festival

Targeting relationships
- PEI Strategy
  Training programs
- Activities
  • CIT training
  • Mental Health First Aid training

Targeting individuals
- PEI Strategy
  Supportive services
- Activities
  • Children of Promise Program
  • Senior Counseling Program
  • Older Adult screening
  • Warm Lines

County PEI activities emphasis
CalMHSA’s Statewide PEI Activities - Highlights

Targeting policy

PEI Strategy
Policies, legislation, best practices

Activities
- Statewide Student Mental Health Policy Workgroup
- Media advocacy
- Integrating mental health & substance use services

Targeting communities

PEI Strategy
Education campaigns & programs

Activities
- Know the Signs
- Directing Change
- Community Dialogue
- Walk In Our Shoes
- Ending the Silence
- Disability Rights
- Wellness Works

Targeting relationships

PEI Strategy
Training programs

Activities
- ASIST training
- Kognito training

Targeting individuals

PEI Strategy
Supportive services

Activities
- Suicide Prevention Crisis Hotlines

CalMHSA Statewide PEI activities emphasis
To create a mental health-supportive environment

**Integrated Behavioral Health Project**

- **What it did:** Conducted trainings to address mental illness stigma and discrimination among physical and mental health care providers to encourage integration of health systems
- **Who it reached:**
  - **Statewide,** nearly 3,000 healthcare providers were trained
- **What is the impact:** RAND evaluations found that 20% of those trained reported making policy/practice changes towards integrating services

...Collaboration with primary care health system has opened up opportunities to increase access to care, broadened our understanding of wellness, embraced the term of “medical home” as a basic right for mental health patients. - Alfredo Aguirre, Mental Health Director
To change community perceptions about mental illness & suicide

Know the Signs Campaign

- **What it did:** Engaged Californians through media outreach & local engagement to learn how to recognize the warning signs of suicide, to talk to someone at risk, and to find local resources for help

- **Who it reached:**
  - **Statewide,** over half of Californian adults were exposed to the Know the Signs Campaign;

- **What is the impact:** RAND studies have shown that those who were exposed to the Campaign had higher levels of confidence to intervene with a person at risk for suicide
To change community perceptions about mental illness & suicide

**Directing Change**

**What it did:** Youth learned about suicide prevention and mental health through film making. Schools received prevention programs and educational resources, and films were used to raise awareness across the states.

**Who it reached:**

- **Statewide**, 3,000 students representing 262 schools created 1,200 films. These films have been viewed over 42,000 times online.

**What is the impact:** 87% of students had increased understanding of the importance of standing up for those with mental illness; 89% had increased understanding of what to do if they were concerned for a friend.
To change community perceptions about mental illness & suicide

Each Mind Matters Community Dialogues

**What it did:** Raised awareness and started conversations about stigma through a screening and community dialogue around the Each Mind Matters (EMM) Campaign document “A New State of Mind”

**Who it reached:**

- **Statewide**, 4.1 million households reached through the documentary broadcast, nearly 17,000 documentary views online, 500 DVDs distributed, and 66 community dialogue events.

**What is the impact:** RAND studies found that documentary screenings reduced social distance for those with mental health challenges and increased knowledge of supportive provision.
To change community perceptions about mental illness & suicide

**Walk In Our Shoes**

*What it did:* Educated youth aged 9-13 about mental health in a campaign featuring the WIOS website, broadcast and digital media, and an interactive school play performed in elementary and middle schools across the state.

*Who it reached:*

- Statewide, The WIOS website attracted over 104,400 visitors in the first two years since its inception in 2013, and the tour reached 44,245 student at 139 schools.

*What is the impact:* RAND evaluations demonstrated significantly higher knowledge of mental health after exposure to the WIOS website. NORC evaluations found that 63% of teachers & administrators who saw the performance started a conversation about mental health in the classroom.
To change community perceptions about mental illness & suicide

**Ending the Silence program**

- **What it did:** ETS gives high school students an opportunity to learn about mental illness through presentations, short videos and personal testimony with another young person with a mental health condition.

- **Who it reached:**
  - **Statewide,** 747 presentations reached more than 24,000 students and youth across 21 counties

- **What is the impact:** RAND evaluations found that significant positive shifts in social distance after the presentation - students expressed greater willingness to interact and befriend others with a mental health problem
To change community perceptions about mental illness & suicide

Disability Rights California trainings

- **What it did:** DRC trainings aimed to reduce stigma and discrimination by increasing awareness of laws, policies and practices that address discrimination

- **Who it reached:**
  - **Statewide,** nearly 200 organizations were trained reaching over 6,300 individuals

- **What is the impact:** RAND evaluations found that the DRC trainings reduced the desire for social distance from those with mental health challenges
To change community perceptions about mental illness & suicide

Wellness Works program

- **What it did:** WW builds capacity for organizations to effectively address workplace mental health issue, reducing stigmatizing attitudes and improving manager’s ability to respond to employees who are struggling.

- **Who it reached:**
  
  - **Statewide,** over 1,400 organizations were provided with WW information, with nearly 40 organizations receiving the WW training.

- **What is the impact:** RAND evaluations found that the Wellness Works trainings reduced the desire for social distance from those with mental health challenges, and increased positive beliefs in recovery and ability to provide support to people with mental illness.

PEI Strategy
Education campaigns & programs

**Activities**
- Know the Signs
- Directing Change
- Community Dialogues
- Walk In Our Shoes
- Ending the Silence
- Disability Rights
- Wellness Works
To improve skills to support someone in need

**Applied Suicide Intervention Skills Training-of-Trainers**

- **What it did:** ASIST trainers were created across the state to improve capacity to conduct ASIST suicide prevention gatekeeper trainings across the state and improve the ability to respond to someone at risk for suicide.

- **Who it reached:**
  - **Statewide,** 383 new ASIST trainers were created.

- **What is the impact:** California now leads the nation in the number of ASIST trainers and trainees in the country.
To improve skills to support someone in need

**Kognito Training**

- **What it did:** Online, interactive courses that prepare users to recognize the signs of psychological distress
- **Who it reached:**
  - Statewide, 36,000 Community College staff & students were trained
- **What is the impact:** Those who completed the Kognito training reported increased number of peers who they referred to mental health services
To increase access to services

**Crisis hotline capacity expansion**

✔️ **What it did:** The reach & capacity of California’s crisis hotline network was expanded to ensure diverse communities could access a local 24/7 hotline, warmline, crisis chat and/or in-language crisis line whenever they needed support.

✔️ **Who it reached:**

- Statewide, 15 services were newly created or enhanced, answering well over 120,000 calls in 2014.

✔️ **What is the impact:** Caller satisfaction surveys have demonstrated that callers have decreased suicidal intent after talking to a crisis counselor on the hotline.
Each Mind Matters/SanaMente

* a soundboard for thought, discussion, and action *
California Mental Health Services Authority (CalMHSA)

EFFECTS ARE WORKING

More Inclusion
Nearly 1.5 million more Californians (a 5% increase year-over-year) are willing to socialize with, live next door to or work with people who have mental health challenges.

3.8 MILLION
3.8 million Californians (or 13% of Californians surveyed) saw someone wearing a lime green ribbon, and almost half of those had a conversation about mental health because of the green ribbon.

More Support
Approximately 600,000 additional Californians (a 2% increase year-over-year) provided emotional support to someone with a mental health challenge.

Over 3 IN 10 of those surveyed had been touched by CalMHSA efforts
CalMHSA is on target to reach 9 IN 10 Californians most at risk for mental health concerns.
Thank you

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Find out more:
http://www.eachmindmatters.org/
http://calmhsa.org/