

MEMORANDUM

To: Potential Stigma and Discrimination Reduction (SDR) RFP Proposers

From: CaIMHSA

RE: Southern Region of Counties has prioritized its preferences of the deliverables of the SDR RFP.

The California Counties Southern Region, with Los Angeles, has considered Regional needs in regard to the deliverables of the Statewide PEI Stigma and Discrimination Reduction Initiative RFP.

The Southern Region and Los Angeles reviewed the deliverables in Work Plan and the SDR RFP and have indicated by yellow highlight those deliverable that best meet current and projected needs within the Southern Region and Los Angeles.

This information provided by Southern Region Counties and Los Angeles does not modify, reduce or change in any manner the requirements identified in the Work Plan and Stigma and Discrimination Reduction RFP. The Southern Counties chose this method to communicate with prospective proposers and interested parties about current needs in relation to the deliverables for SDR listed in the Work Plan and SDR RFP.

The counties which participated in this effort are San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, San Bernardino, Riverside, San Diego and Imperial.

STATEWIDE PEI INITIATIVE - STIGMA AND DISCRIMINATION (SAD) REDUCTION PROGRAMS
SOUTHERN REGION OF COUNTIES (including Los Angeles) PREFERRED DELIVERABLES

PROGRAM ONE - STRATEGIES FOR A SUPPORTIVE ENVIRONMENT

I. NETWORKING

Form a diverse regional coalition of representatives to form SAD Reduction Consortium
Assess, develop and disseminate info. on peer-run and peer-led programs /models
Promote development of Web resources
Work with local/statewide orgs to coordinate messaging
Work with racial/ethnic communities to ensure cultural relevance

II. SOCIAL MARKETING

Develop general public messaging/materials that are age relevant
Develop materials in at least 3 threshold languages other than English
Promote social inclusion across the lifespan
Work with MH consumers and family members
Use non-traditional community venues through which to disseminate SAD reduction
Use social, electronic and print media technologies
Address multiple stigmas

III. TRAINING AND CAPACITY BUILDING

Develop regional speaker bureaus, presentations and forums
Promote education and skill-based training for consumers/family members/caregivers
Use peer consumers to train MH staff
Develop and coordinate peer-to-peer support programs for Veterans
Apply newer info. technologies for dissemination and service referral
Use SAD reduction strategies among MH, AOD and primary health care providers

PROGRAM TWO - VALUES, PRACTICES AND POLICIES PROGRAM

I. RESOURCE DEVELOPMENT

Conduct regional assessment of SAD reduction training capacity and training needs
Disseminate "best practices" in collaboration with SAD Reduction Consortium
Ensure resources are age appropriate and culturally relevant

II. PARTNER WITH MEDIA AND THE ENTERTAINMENT INDUSTRY

Engage commercial, racial/ethnic media
Engage entertainment industry
Disseminate messaging thru commercial, racial/ethnic media

Disseminate messaging thru entertainment industry

III. PROMOTING INTEGRATED HEALTH

Assess current level of MH, AOD, prim. health care and social services integration capacity

Disseminate strategies for effective integration practices

Provide training on screening for health, AOD, MH needs

Promote the value of faith/spirituality, wellness and recovery in integration of

IV. PROMOTING MH IN THE WORKPLACE

Identify/disseminate best workplace practices on mental/emotional wellness

Engage employer orgs. to promote wellness and reduction of SAD

Provide training to employers on the benefits of mental/emotional wellness of employees

V. REDUCING SAD IN MH AND SYSTEM

Provide training to MH staff on effective strategies for SAD reduction

Provide training to other key human service partners on SAD reduction

Provide training to educ. personnel on SAD reduction

PROGRAM THREE - PROMISING PRACTICES PROGRAM

Establish partnerships between academic centers and communities

Develop appropriate evaluation strategies of local SAD reduction programs

Utilize multi-disciplinary approaches to guide SAD reduction strategies

Assist counties in the implementation of SAD reduction strategies/programs

PROGRAM FOUR - ADVANCING POLICY TO ELIMINATE DISCRIMINATION PROGRAM

Establish a CA Advancing Policy and Practices to Eliminate Discrimination Advisory Group

Review existing federal and state regulations that address discrimination relevant to MH

Identify existing federal and state regulations that inadvertently support discrimination

Identify MH discriminatory policies and practices in key human service systems

Develop strategies to eliminate discriminatory policies and practices

Develop messages/materials to raise public awareness of discriminatory practices