

CalMHSA Express Week of June 23, 2014



EACH MIND MATTERS

California's Mental Health Movement



The CalMHSA Express provides mental health partners, policy makers, and stakeholders with timely updates from the Prevention and Early Intervention programs implemented on behalf of counties by the California Mental Health Services Authority (CalMHSA). It also helps community members become involved in Each Mind Matters: California's Mental Health Movement.

Week In Review:

- *National Action Alliance for Suicide Prevention Launches Framework for Successful Messaging*
- *The Entertainment Industries Council (EIC) Produces New Public Service Announcement (PSA) for Spanish Language Outreach*
- *San Bernardino County Celebrates "Mind Your Health"*
- *Seeking Native American Youth with Lived Experience for Walk In Our Shoes Narrative*
- *Richmond Supports African-American Community to Overcome Stigma*
- *UC Riverside (UCR) Holds Power of the Peers Recognition Ceremony*

Hot News (Funded by County Members of CalMHSA and Prop 63.)

National Action Alliance for Suicide Prevention Launches Framework for Successful Messaging: The National Action Alliance for Suicide's highly anticipated [Framework for Successful Messaging](#) is a guide to reframe messages suggesting that suicide is hopeless and unsolvable by recommending that communications emphasize hope, resiliency, recovery, and prevention successes. Created to change the public conversation about suicide and suicide prevention, the Framework outlines how individuals and organizations working in suicide prevention and behavioral health promotion can promote hope, help, and resilience, and ultimately help save lives. [Click here](#) to learn about how to message strategically about suicide prevention to your community. Contact: Anara Guard at aquad@edc.org.

The Entertainment Industries Council (EIC) Produces New Public Service Announcement (PSA) for Spanish Language Outreach: EIC, in conjunction with its partner the Hispanic Communications Network, has created a [Spanish radio PSA](#) aimed at reducing stigma and discrimination and encouraging seeking help from mental health professionals or local promotores. The ads will be running the week of June 23rd, 2014 on 58 Spanish language radio stations throughout California, with an anticipated 3.5 million impressions. The PSA is available for program partners to use in their outreach as well. If you are working to reach the Spanish-speaking community, please consider using this PSA as part of your efforts. Contact: Adel Nur at anur@eiconline.org.

San Bernardino County Celebrates “Mind Your Health”: The County of San Bernardino Department of Behavioral Health (DBH) held several events recognizing May as Mental Health Awareness Month to raise awareness about mental illness and the importance of mental wellness for all. The “Mind your Health” activities included the DBH Art Exhibit, DBH Expo, Community Partner Meet and Greet, “A New State of Mind” Documentary Screening, and ended with an Evening with the Stars. Over 900 people participated in these events, part of the county’s ongoing efforts to encourage staff, contract partners, as well as all county residents to learn, promote and apply the concept that mental wellness is central to overall health and well-being. Contact: Karen Cervantes at kcervantes@dbh.sbcounty.gov or (909) 382-3118.

Seeking Native American Youth with Lived Experience for Walk In Our Shoes Narratives: Stigma Discrimination and Reduction contractor, Runyon Saltzman & Einhorn, is looking for adolescents aged 15 – 25 who are willing to share about their experience with a mental health challenge and be featured on the [website](#). Walk in Our Shoes targets 9-13 year olds and uses positive, authentic stories as an educational tool for youth. To represent California’s diversity, narratives from the Native American communities are encouraged. Contact: Kate Calderazzo at kcalderazzo@rs-e.com.

Richmond Supports African-American Community to Overcome Stigma: A Community Dialogue and Wellness Fair to Support the African-American Community was held in Richmond recently to talk about how to overcome stigma and get help for African Americans who are experiencing mental health challenges, with a particular focus on African-American youth. More than 60 people attended the event, including the Richmond mayor and vice-mayor, county behavioral health representatives, youth and family members with lived experience, spiritual leaders, law enforcement representatives, community mental health professionals and educators. The [Contra Costa Times](#) recently highlighted how the event was used to talk about how to overcome stigma and connect African-Americans experiencing mental health challenges to appropriate services. Contact: Minister Monique Tarver at moniquetarver@yahoo.com or (510) 552-5284.

UC Riverside (UCR) Holds Power of the Peers Recognition Ceremony: UCR had the recent honor of hosting the End of the Year Recognition Ceremony to acknowledge the active involvement of students involved in the Power of the Peers network. Through this network, students gain leadership experience, have the opportunity to mentor and educate fellow students on a variety of topics, and actively promote academic, social, physical, and psychological well-being on campus. Many of these students plan to continue their involvement next academic year, along with many new recruits who participated in UCR’s Power of the Peers Recruitment Fair. Contact: Natalie Rios at natalie.rios@ucr.edu.

Down the Pipeline

Upcoming Community Events for the Hmong, Lao and Cambodian Communities: Solsken PR and Runyon Saltzman & Einhorn are hosting four mental health community forums this month:

- June 24th, 2014 from 12-2PM at the Fresno Interdenominational Refugee Ministries. Speaker Tout Tou Bounthapanya will lead a discussion on PTSD and its impact in the Lao community, followed by a viewing of "Our Story: Recovery and Mental Wellness."

- *June 24th, 2014 from 3-5PM at the Fresno Center for New Americans. Speaker Dr. Ghia Xiong will lead a discussion on PTSD and its impact in the Hmong community.*
- *June 27th, 2014 there will be two forums for the Cambodian community:*
 - *The Cambodian Family in Santa Ana will host a forum from 10:30am-12PM where speaker Phalen Lim will lead a discussion on PTSD and its impact in the Cambodian community.*
 - *The United Cambodian Community in Long Beach will host a discussion from 1-3PM. Dr. Sam Keo will lead a discussion on PTSD and its impact in the Cambodian community, followed by a viewing of "Our Story: Recovery and Mental Wellness."*

Contact: Cindy Cha at ccha@solskenpr.com or <http://www.eachmindmatters.org/events/>.

The next issue of the News to Use Bulletin highlighting Suicide Prevention strategies will be published next Monday, June 30th, 2014, in place of the CalMHSA Express. In honor of Independence Day, the CalMHSA Express will not be published on Monday, July 7th. Look for a new CalMHSA Express on July 14th, 2014!

Do you have news to share? Send submissions to Jenna Thompson at Jenna@paschalroth.com.

CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded by counties through the voter-approved Mental Health Services Act (Prop. 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California's diverse communities.