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# STATEWIDE

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## *The Statewide PEI Project: Achieving More Together*

In Fiscal Year 2018-2019, 38 counties collectively pooled local Prevention and Early Intervention (PEI) funds through the California Mental Health Services Authority (CalMHSA) to support the ongoing implementation of the Statewide PEI Project. The Statewide PEI Project is publicly known as *Each Mind Matters: California's Mental Health Movement*, which represents an umbrella name and vision to amplify individual efforts from the county and other organizations that are taking place across California under a united movement to reduce stigma and discrimination and prevent suicides.

## *Strategies of the Statewide PEI Project in Fiscal Year 2018-2019*

Funding to the Statewide PEI Project supported programs such as:

- Expanding public awareness and education campaigns
- Creating new outreach materials for diverse audiences
- Providing technical assistance and outreach to county agencies, schools and community-based organizations
- Providing mental health/stigma reduction trainings to diverse audiences
- Engaging youth through the Directing Change program
- Building the capacities of schools to address mental health, stigma reduction and suicide prevention

## *Statewide achievements in FY 2018-2019*

The effects of the Statewide PEI Project go beyond county lines. Influencing all Californians in the message of Each Mind Matters is critical for creating a culture of mental wellness and wellbeing regardless of where individuals live, work or play. Key statewide achievements of the Statewide PEI Project in FY 2018-2019 include:

- Over 400,000 Lime Green Ribbons disseminated throughout the state
- Over 1 million hardcopy materials were disseminated in counties, schools, and CBOs
- Over \$94,000 in mini-grant funds were provided to CBOs, NAMI affiliates, Active Minds Chapters and Community Colleges to host community outreach events utilizing Each Mind Matters resources and messaging
- The Directing Change Program received over 1,000 videos submissions from over 150 schools across California, engaging over 3,600 students
- Nearly 10 new Each Mind Matters culturally adapted resources were developed
- 27 news broadcasts, news articles and radio reports discussed programs implemented by the Statewide PEI Project
- Over 600 county agencies, schools, local and statewide organizations across California were touched by programs implemented by the Statewide PEI Project

*Accolades from community members*

Programs implemented under the Statewide PEI Project received numerous accolades from community members who benefit from these programs. A few examples include:

*"I wanted to touch base with you and let you know that I played Loteria with 4 different high school health classes and had a lot of success. I went into the class with a mental health 101 presentation and started off by playing the game with a quick introduction to suicide prevention. When it came time to talk about warning signs of suicide in the presentation, I played two more rounds, and then finished the game with a round as well. Students seemed very receptive and their teacher followed up with me saying that they liked the game."* Suicide Prevention Coordinator, **County of San Luis Obispo Health Agency**

*"When I landed this responsibility, I was greatly limited until I realized the resources at our disposal. Many of those trace right back to EMM/SM. Now, it's a matter of building forward with activities around certain dates and relationships. If we can add two schools a year, we'll have them all in 5 years. Collective mutual support for community mental health is really our only option in each neighborhood, city, area. That's why it sells so easily once we get good messaging out in the world."* Center for Clinical Training, **Imperial County**

*"As you may see in the article that we mention that we lost a coworker to suicide. We worked in the same building. Your workplace suicide prevention information is useful as we support this postvention work and I now see suicide prevention work in a different light given such a loss so close to home."*, **San Mateo County Behavioral Health, Office of Diversity and Equity**

*"Thank you for all the resources. This was definitely a great seminar in order to start on the path of not only documenting but making sure our interventions work."* **Los Angeles County**

*"Plans have been progressing nicely in Imperial. In addition to several high schools, our community college, our two Behavioral Health Wellness Centers (so far), we have added 10 regional senior citizen centers across the county for May is Mental Health Awareness celebration events. We continue to put the word out and encourage and are hopeful to engage other schools and the religious community as well. The kits will provide the visibility and marketing support that make these events noteworthy for our community and they are much appreciated. We look forward to continuing to expand May is Mental Health Awareness in our county and your support at EMM/SM plays a huge role."* **Imperial County**

*"I have really loved being part of the Student Wellness Ambassador program, it has given me many opportunities to connect with my fellow students along with people in my community. Most importantly, it brought me closer to different cultures found on my campus that have benefited from the Each Mind Matters resources and welcomed me as family."* Ambassador, **San Bernardino County**

*"Being a Student Wellness Ambassador at Moreno Valley College has opened up many opportunities that I didn't think were possible. Before this program, not many students were well informed or equipped with resources on things like knowing the signs or how to cope with stress, and I am very proud to have changed that in the little time I had. One of our most recent and very successful events had over 150 students when we had the privilege of having Kevin Briggs come and do a TED Talk about*

*suicide prevention. That just showed me how many students we were able to educate on the topic about suicide, a topic not many are willing to talk about.”* Ambassador **Riverside County**

*“It actually felt like I was talking to my friend. It let me choose what I can say and then check other options in conversations too. In addition I loved the scenario that this took place in. It’s very grounded and real- this happens very often and friends, especially guys, tend to hide that they need help.”*

**Student Kognito User**

*“Active Minds impacted my campus experience by educating me on the importance of mental health. Because of Active Minds, I’ve learned ways on how to help and talk to someone who may be going through a hard time. For example, what to say, what not to say, and don’t automatically say advice if the person isn’t asking for any yet. It’s important to listen first. I’ve also learned from Active Minds resources to rely on and who to contact when feeling down. The way Active Minds promotes these resources is amazing as schools don’t usually do that. I joined Active Minds as a club when I went to Clovis Community College.”* **Fresno County**

*“I no longer feel powerless when someone comes to talk to me about what’s going on in their life because I now have these skills to be able to feel like I’m not going to say something that’s going to hurt what they’re going through.”* Student on V-A-R Program, **Monterey County**

#### *Projected Outcomes of the Statewide PEI Project*

Changing the current culture around mental health and suicide prevention requires a long-term commitment. Ongoing investment in the unprecedented statewide investment in strategies implemented by the Statewide PEI Project PEI will result in larger social impact (e.g., changing attitudes, increasing knowledge, and modifying behaviors) by implementing programs that can benefit counties regionally and statewide, procuring resources at lower cost (e.g., cost efficiencies), and ultimately making a significant impact on preventing mental illnesses from becoming severe.

#### Projected 10 year outcomes:

- Increased intervention and provision of support by a community helper
- Increased proactive inclusion of individuals with mental health challenges
- Increased community encouragement and acceptance of seeking services early
- Increased knowledge and skills for recognizing and facilitating help seeking

#### Projected 20 year outcomes:

- Reduced discrimination against persons with mental illnesses
- Reduced social isolation and self-stigma
- Improved functioning at school, work, home and in the community
- Reduced suicidal behavior
- Reduced societal costs related to untreated mental illness

The following information provides a comprehensive summary of activities that were implemented by CalMHSA Statewide PEI Project contractors and their subcontractors in 2018-2019:

<b>CONTRACTOR NAME:</b>	<b>CONTRACTOR STRATEGY:</b>
RSE	<ul style="list-style-type: none"> <li>• Disseminate existing EMM materials</li> <li>• Create EMM materials, including May is Mental Health Month toolkit</li> <li>• Maintain EMM family of websites</li> <li>• Propose strategic statewide media buys to reach diverse populations</li> </ul>
The Directing Change Program and Film Contest	<ul style="list-style-type: none"> <li>• Inspire youth to create a 60-second Public Service Announcement video to prevent suicide or help change minds about mental health</li> <li>• Disseminate materials</li> <li>• Train judges</li> <li>• Implement awards ceremony</li> <li>• Provide mini-grants</li> </ul>
Your Social Marketer (YSM)	<ul style="list-style-type: none"> <li>• Provide technical assistance and resource navigation to contributing counties</li> <li>• Provide training</li> <li>• Disseminate materials</li> </ul>
NAMI California	<ul style="list-style-type: none"> <li>• Provide sponsorships and mini-grants</li> <li>• Disseminate materials</li> </ul> <p>Coordinate and expand NAMI on Campus High School Clubs</p>
Active Minds	<ul style="list-style-type: none"> <li>• Technical assistance and support to Active Minds chapters</li> <li>• Provide training &amp; presentations</li> <li>• Provide mini-grants</li> <li>• Provide outreach &amp; engagement</li> </ul>
Foundation for California Community Colleges (FCCC)	<ul style="list-style-type: none"> <li>• Engage students</li> <li>• Provide mini-grants and sponsorships</li> <li>• Disseminate materials</li> <li>• Maintain CCC Health &amp; Wellness project website</li> <li>• Provide training and technical assistance</li> </ul>
RAND Corporation	<ul style="list-style-type: none"> <li>• Provide expertise and strategic to CalMHSA</li> <li>• Provide evaluation</li> </ul>
Each Mind Matters (EMM) Outreach & Engagement	<ul style="list-style-type: none"> <li>• Provide outreach and engagement</li> <li>• Disseminate materials</li> <li>• Create strategic opportunities</li> </ul>
The Social Changery	<ul style="list-style-type: none"> <li>• Provide technical assistance and resource navigation to community-based organizations</li> <li>• Provide outreach and engagement</li> <li>• Disseminate materials</li> <li>• Provide mini-grants and sponsorships</li> </ul>

## Organizations Reached

In FY 2018-2019, more than **600** local county agencies, schools and organizations received outreach materials, a training, technical assistance or a presentation about stigma reduction, suicide prevention and/or student mental health through the collective efforts of all programs implemented under the Statewide PEI Project. See Appendix A for a comprehensive list of organizations reached by the Statewide PEI Project.

## Training, Presentations and Outreach

Trainings, presentations and other forms of in-person outreach provide additional skills and knowledge to communities about stigma reduction and suicide prevention. Multitudes of individuals were reached through trainings, presentations and various outreach efforts with stigma reduction, suicide prevention and student mental health messages, resources, tools and materials through the collective efforts of all programs implemented under the Statewide PEI Project. These include:

- **Each Mind Matters webinars:** Online trainings available to all Californians that included more.
  - Total number of webinars implemented: 8
  - Total number of people attending the webinars: 812
  - Recording viewings: 307
- **Kognito Suicide Prevention and Mental Health trainings:** Online avatar-based suicide prevention and mental health trainings for college students, faculty and staff. All California Community Colleges staff and students were provided with the opportunity to utilize the Kognito training.
  - Total number of students, faculty and staff trained: 15,000
- **Student Wellness Ambassador Training:** Foundation for California College provide a 2 day in person training for their Student Wellness Ambassadors.
  - Total number of students trained: 17
- **Foundation for California Community Colleges Crisis Text Line:** Since the service launch in 2017, the Crisis Text Line partnership offers a no-cost 24/7 support service for students.
  - Total number of completed conversations: 8,813 (15 active rescues conducted by local law enforcement)
  - Primary issues students are texting in for: Anxiety/Stress (43.1%), Relationships (38.4%), Depression/Sadness (29.8%) and Isolation/Loneliness (15.2%)
- **Welcome Home: Veterans on Campus training:** FCCC provided this on campus training that featured Dr. David Joseph and Marshall Thomas.
  - Participating campuses: Moreno Valley College (Riverside) and Rio Hondo College (Los Angeles)
  - Total number of recipients of training: 68
- **Safe Zone Training:** FCCC provided this Out Alliance Safe Zone LGBTQ Ally Training which featured Kayden Miller and Noah.
  - Participating campuses: College of the Canyons, East LA College (Los Angeles)
  - Total number of recipients of training: 42
- **NAMI Expert Pilot Project:** NAMI CA has been working with 10 NCHS Affiliate Experts and has held monthly webinar calls to receive updates and provide a space to share successes and challenges.

- New NCHS Clubs in place: 14 approved, 6 in approval process and 8 completing application
- **NAMI Youth Symposium:** “Youth Leaders: Creating Life Long Advocates” was held in Sacramento, CA on April 30, 2019.
  - Number of attendees from across the state: 141
  - School Districts represented: 25
- **Directing Change Judges Training:** Online trainings that provided an overview of best practices in suicide prevention and mental health messaging, as a platform for judging submitted Directing Change videos.
  - Total number of people trained: 310 (255 regional judges and 55 statewide judges)
- **Active Minds Send Silence Packing Exhibits:** Campuses across California received a discounted rate to receive the Send Silence Packing exhibit, which publicly displays backpacks on campus grounds representing youth suicide deaths to begin a conversation about suicide prevention.
  - Number of Participating campuses: 12
- **Active Minds Speakers Program**
  - Number of Participating campuses: 9
  - Speakers: Pablo Campos, Becky Fein, Alison Malmon, Kevin Briggs, David Romano, Frank Warren
- **Active Minds California Student Summit:** The California Student Summit was held on April 20, 2019 at Santa Monica College in Los Angeles and had more than 60 student attendees from nine CA counties. Speakers from Each Mind Matters, Directing Change and The Mighty discussed mental health policy and student advocacy, diversifying mental health messaging to enter new spaces for conversation, innovative approaches to mental health, as well as chapter sustainability.
- **Active Minds at American Public Health Association (APHA) conference:** Active Minds was accepted to present at the prestigious APHA conference in November in San Diego.
  - Attendees Reached: 60
  - Title of Presentation: Peer-Powered Approaches to Increasing Help-Seeking Behaviors and Reducing Stigma: A Longitudinal Study
- **Directing Change Networking Event for Transition Age Youth:** The EMM team hosted a networking event for Transition Age Youth prior to the Directing Change statewide awards ceremony, which included facilitation and two filmmakers (Paul M. Wood and Debbie Brubaker) as well as Will Haynes, a YouTube personality and social justice advocate.
- **EMM Learning Collaboratives:** A major focus on this year’s technical assistance efforts was the implementation of two learning collaboratives. The Learning Collaborative model consisted of a combination of group learning (webinars) and individual TA. As part of the group learning each participant was required to take an active role in presenting content for a portion of one of the webinars.
  - Number of counties involved: 24
  - Topics: Strategic Planning; Messaging

- **Conferences Supported through EMM Team:** Vision y Compromiso “Building Bridges for a United and Resilient Community,” CIBHS Cultural Competence Summit “Honoring California’s Diversity: A Call To Action,” API Mental Health Conference, 3rd Annual California Student Mental Wellness Conference, 3rd Annual Brotherhood Conference, Cal HOSA State Leadership Conference, Out of Darkness Walk at CSU Sacramento, CIBHS Annual Evidence Based Practice Symposium, 22nd Annual Latino Mental Health Conference, Directing Change Award Ceremony, Mental Health Matters Day, NAMI California Annual Conference

*E-Newsletters:*

- **Each Mind Matters Insiders Newsletter:** A monthly electronic newsletter created specifically for service providers that provides information about relevant resources, upcoming events and opportunities for providers to get involved in California’s Mental Health Movement.
- **Each Mind Matters Community Newsletter:** A monthly electronic newsletter created for community members to engage all Californians in the mental health movement.
- **The California Community Colleges Student Mental Health Program Newsletter:** A monthly electronic newsletter that engages individuals from the California Community Colleges about mental health and includes information about Each Mind Matters resources.

## Technical Assistance

Technical assistance (TA) is provided by all Statewide PEI Project contractors, each targeting a different audience. Technical assistance includes providing crisis support, capacity building, guidance, and resource navigation on stigma reduction, suicide prevention and student mental health. It also includes building and maintaining a statewide network of providers and organizations who collaborate and learn from each other to implement more effective efforts and reach broader audiences. In addition, an Each Mind Matters Resource Navigation Team provides regular communication in the form of in person meetings and TA emails covering a range of topics with practical tools and information. During the FY 2018-2019, twenty-seven TA emails covered topics such as the Suicide Prevention, Promoting Healthy Work places, SanaMente, May is Mental Health Month and more. During FY 2018-2019, specific TA consultations included:

- **TA to counties**
  - Total number of TA consultations: 243
- **TA to CBOs**
  - Total number of TA consultations: 108
- **TA to Active Minds Chapters**
  - Total number of TA consultations: 1,300

## Dissemination and Website Visits

Between July 1, 2018 and June 30, 2019, a total of **1,248,681** physical, hardcopy materials across Each Mind Matters programs and initiatives were disseminated throughout California. In addition, individuals the state received numerous emails to access and share resources electronically via the Each Mind Matters Resource Center ([www.emmresourcecenter.org](http://www.emmresourcecenter.org)).

- **Each Mind Matters Promotional Items:** 413,678
- **Each Mind Matters Educational Materials:** 445,039
- **Materials Provided in Spanish:** 284,273
- **Know the Signs/El Suicidio Es Prevenible Educational Materials:** 244,579
- **Directing Change Materials:** 18,474
- **The Foundation for California Community Colleges Student Mental Health Program Materials:** 2,005
- **Walk In Our Shoes:** 3,840

The Statewide PEI Project supports the following campaign and program websites. All resources encourage recipients to visit these websites to learn more about mental illness stigma, mental health and suicide prevention. These websites allow for all Californians to engage and learn about Each Mind Matters and join in the Mental Health Movement. In FY 2018-2019:


- **EachMindMatters.org**
  - Total visits to the website: 101,225
  - Total unique visitors to the website: 80,018
- **EMMResourceCenter.org**
  - Total visits to the website: 196,290
  - Total unique visitors to the website: 31,532
- **SanaMente.org**
  - Total visits to the website: 307,605
  - Total unique visitors to the website: 282,932
- **SuicidelsPreventable.org**
  - Total visits to the website: 45,327
  - Total unique visitors to the website: 37,388
- **ReconozcaLasSenales.org**
  - Total visits to the website: 5,327
  - Total unique visitors to the website: 4,400
- **DirectingChange.org**
  - Total visits to the website: 43,829
  - Total unique visitors to the website: 24,657
- **WalkInOurShoes.org**
  - Total visits to the website: 162,773
  - Total unique visitors to the website: 106,206
- **PonteEnMisZapatos.org**
  - Total visits to the website: 5,087
  - Total unique visitors to the website: 4,447



- **CCCStudentMentalHealth.org**
  - Total visits to the website: 118,287
  - Total unique visitors to the website: 69,764
- **RAND's CalMHSR Reports page** (The Statewide PEI Project does not fund the hosting or maintenance of this page)
  - Total visits to the website: 17,584
  - Total unique visitors to the website: 12,087

## Mini-Grants and Sponsorships

As a part of the Statewide PEI Project, mini-grants and sponsorships are awarded to local community-based organizations, schools, and clubs/chapters/affiliates to grow the Each Mind Matters movement across the state through increasing reach and dissemination and implementing community events and activities. Mini-grants and sponsorships awarded in FY 2018-2019 include:

- **Directing Change Mini-Grant:** Directing Change offered a mini-grant opportunity on the condition that the school facilitated patriation in at least one classroom in the Directing Change program during the school year and submit at least five Directing Change film submissions.
  - Participating Schools: Fresno County – Sierra High School, Clovis East High School, Rio Vista Middle School. (\$1,000 each); San Diego County – San Pasqual Union School, Mountain Empire High School (\$1,500 each).
  - Mini-Grant Amount: \$6,000 total.
- **Foundation for California Community Colleges Student Wellness Ambassadors:** Over the course of seven months, 17 Student Wellness Ambassadors received in depth training to serve their respective campuses by promoting health and wellness resources through peer to peer outreach. Collectively, the Student Wellness Ambassadors reached a total of **21,179 students** across **14 California Community College campuses**. Student Wellness Ambassadors support the California Community Colleges Health and Wellness Program, promoting the Each Mind Matters Campaign, Crisis Text Line, and Kognito Suicide Prevention Online Training. The inaugural cohort traveled to Sacramento in November of 2018 to receive a comprehensive two-day training.
 
- **CCC Health & Wellness Sponsorship:** The CCC Health & Wellness Sponsorships supports the opportunity for colleges to organize and coordinate events to raise awareness and decrease stigma around mental health challenges throughout the month of May.
  - Number of Participating Colleges: 32
  - Sponsorship Amount: \$32,000 total (ranging from \$500 - \$2,500)
- **NAMI California Youth Mental Health Symposium Scholarships:** NAMI CA awarded scholarships to eight NAMI on Campus High School Clubs to attend the symposium in Sacramento, CA.
  - Number of participating campuses: 8
  - Number of Students/Advisors: 80

- **NAMI on Campus Mini-Grant:** NAMI California provided schools with \$500 mini-grants to provide the high school an opportunity to outreach, engage and promote Each Mind Matters in their high school and/or community through a variety of activities and events helping to eliminate stigma and foster hope and recovery for all.
  - Number of participating campuses: 14
  - Number of People Reached: 10,820+
  - Mini-Grant Total: \$7,000
- **Active Minds for Every Mind Mini-Grant:** Active Minds selected one to two student ambassadors from 11 campuses in California to lead the Active Minds for Every Mind project on their campuses during the 2018-19 school year. Ambassadors were provided with technical assistance, a \$250 mini-grant and resources from Active Minds and Each Mind Matters to put on a mental health event.
  - Number of Participating Campuses: 11
  - Mini-Grant Total: \$2,750
- **V.A.R. Mini-Grant Program:** Following the release of Active Minds' new V-A-R (Validate, Appreciate, Refer) resources, California students were provided with a \$250 mini-grant opportunity to pilot a V-A-R program of their own design on their campuses.
  - Number of Participating Campuses: 11
  - Mini-Grant Total: \$2,750
- **Active Minds Chapter Launch Grant:** With the launch of a new Active Minds club, campuses received technical assistance around their launch event, an outreach kit and a \$250 mini-grant.
  - Number of Participating Campuses: 6
  - Mini-Grant Total: \$1,500
- **Active Minds Program Mini-Grant:** Merced College received a scholarship to host a QPR Suicide Prevention Workgroup with Active Minds Speaker, Becky Fein. Approximately 65 faculty and staff were present.
- **Active Minds Program Mini-Grant:** 20 CA students were granted support for their attendance to the Active Minds National Conference in Washington, DC, where they received valuable training and networking opportunities.
- **Active Minds Student Advisory Committee:** The Student Advisory Committee is a diverse group of 15-20 students from across the United States. California-based students have historically struggled to attend Student Advisory Committee events due to the expense of traveling to DC. Now, they receive financial support through the CalMHSA – Active Minds contract, which ensures that the California student voice is represented on the national level.
- **Each Mind Matters SanaMente Mini-Grant:** SanaMente Mini-Grants of \$3,000 each were awarded to a community-based organization to promote mental health awareness, suicide prevention and reduce the stigma and discrimination associated with mental health challenges specific to Latino/x communities.
  - Number of Participating Community-Based Organizations: 10
  - Mini-Grant Total: \$30,000



- **Each Mind Matters Lime Green School Mini-Grant:** The selected school are able to select from two campus-based activities to implement in May that are designed as “event-in-a-box” models. Each school received \$250 in addition to the new customized activity toolkits.
  - Number of Participating schools: 50
  - Mini-Grant Total: \$12,500
- **Each Mind Matters *The S Word* Sponsorship:** The S Word Sponsorships included a DVD of the film and a public film screening license as well as Each Mind Matters resources.
  - Number of Participating Organizations: 10

## Directing Change

The Directing Change program offers young people the exciting opportunity to participate in the movement by creating 60-second films about suicide prevention and mental health that are used to support awareness, education and advocacy efforts on these topics. NORC at the University of Chicago conducted a comprehensive cross-sectional control study in 2017. Findings from the study found Directing Change to be highly effective in increasing knowledge, behavior and attitudinal outcomes related to suicide prevention and mental health and demonstrated changes in school climate. In addition to providing technical assistance and social media engagement:

- Total number of films submitted: **1,063** (43% increase from FY 17-18)
- Schools, organizations and colleges/universities that submitted videos: **170**
- Total number of youths participating: **3,346** (38% increase from FY 17-18)
- Total number of views of Directing Change videos on YouTube: **446,727**

## New Materials and Resources

During FY 2018-2019, the Statewide PEI Project prioritized working with stakeholders to determine resource gaps in mental health awareness and suicide prevention materials and developed new materials and resources to address these gaps. The new materials were developed by stakeholders with input from subject matter experts as needed, reviewed by multiple stakeholder groups across the state for feedback, and tested with target audience focus groups for additional input. The materials developed included:

- **Directing Change New Submission Category:** This year the program added a new category specifically for middle school students: Walk in Our Shoes, which was further divided into two submission categories: The Superhero in Each of Us and What is Mental Health/Words Matter.
- **California Community Colleges Health & Wellness New Website:** The CCC Health & Wellness website is still home to a wealth of student mental health tools, but in a streamlined package with a modern look and feel, that also incorporates basic needs, health and wellness. The CCC team identified two primary audiences – students and colleges – which are easily identifiable on the website.
- **Active Minds “Get Help Postcards” Resource:** Active Minds collaborated with CalMHSA program partners to update the popular “Get Help Postcards” resource, which include messages such as “You can weather this storm.” “Help is out there.” Sometimes getting outside can get you out of a funk.” “If they’re feeling down, you can help lift them up.”
- **LGBTQ Latinx Immigrant Youth Provider Fact Sheet**
- **EMM Native American Mental Health Brochure:** Through the Sacramento Native American Health Center (SNAHC), a new Each Mind Matters mental health support guide for parents of Native youth was developed.
- **Major League Baseball (MLB) Jumbotron video:** A PSA style video that is targeting men’s mental health and was played at the MLB games EMM was present at.
- **Step Up Campaign:** For Mental Health Matters Month, Each Mind Matters created a new ad campaign, “Step Up to the Plate”, to raise awareness and encourage men to notice if a friend, family or coworker may need support. Assets included web banners and radio spots that ran during May.
- **Each Mind Matters Instagram Story Templates:** Each Mind Matters introduced a series of social media story templates that can be personalized with text and emojis, then shared on Facebook or Instagram Stories.

- **Each Mind Matter Fence Art Installation:** In May, Each Mind Matters debuted a new fence art activity. Templates and instructions were provided so participants can create their own mental health art installation using lime green duct tape and a chain link fence.

## Media

Activities implemented under the Statewide PEI Project received significant media attention in FY 2018-2019. Across the state, the following news outlets reported on these activities:

### Amador County:

- NPR CapRadio Healthcare: *Rural Suicide: One California County's Fight To Save Lives*, 9/11/18  
<http://www.capradio.org/news/project/2018/rural-suicide-one-california-countys-fight-to-save-lives/>

### Fresno, Tulare, Madera Counties:

- Valley Public Radio: *Valley Edition*, 9/25/18 <http://www.kvpr.org/post/community-based-suicide-prevention-spreading-across-valley>

### Imperial County:

- Calexico Chronicle: *IVC Hosts World Mental Health Day Summit*  
<https://www.tribwekchron.com/single-post/2018/10/19/IVC-Hosts-World-Mental-Health-Day-Summit>

### Los Angeles County:

- The Poly Post: *Send Silence Packing sends loud message about suicide awareness*  
<https://thepolypost.com/news/2019/04/23/send-silence-packing-sends-loud-message-about-suicide-awareness/>
- KPFK-FM: *Nuestra Voz*, 9/6/18
- KFI-AM: *Bill Handel Morning Show*, 5/30/19
- KFI-AM: *Gary and Shannon*, 5/30/19

### Riverside County:

- Press-Enterprise: *Students at Riverside's Encore High School win a first-place award in state film contest* <https://www.pe.com/2019/06/05/students-at-riversides-encore-high-school-win-a-first-place-award-in-state-film-contest/>

### San Bernardino County:

- Precinct Reporter: *SBVC students recognized for suicide prevention short film*  
<http://www.precinctreporter.com/2018/10/02/sbvc-students-recognized-for-suicide-prevention-short-film/>

### San Diego County:

- East County Magazine: *La Mesa Health Care Library to host free meeting on suicide prevention on September 26<sup>th</sup>* <https://www.eastcountymagazine.org/la-mesa-health-care-library-host-free-meeting-suicide-prevention-training-september-26th>

#### Stanislaus County:

- Turlock Journal: *Suicide awareness exhibit to stop at MJC*  
<https://www.turlockjournal.com/news/education/suicide-awareness-exhibit-stop-mjc/>
- Modesto Bee: *Suicide prevention exhibit coming to Stanislaus State, Modesto Junior College*  
<https://www.modbee.com/news/local/education/article228776269.html>

#### Sacramento County:

- abc10.com: *Suicide prevention display at Stanislaus State inspires hope, conversation*  
<https://www.abc10.com/article/news/local/turlock/suicide-prevention-display-at-stanislaus-state-inspires-hope-conversation/103-ded7f4bd-f508-4d01-81cb-ff9d21ccd72f>
- FOX40.com: *Traveling Exhibit Aims to Prevent Student Suicide*  
<https://fox40.com/2019/04/03/traveling-exhibit-aims-to-prevent-student-suicide/>
- SacBee.com: *Sac State campus display represents 1,100 college student show kill themselves each year*  
<https://www.sacbee.com/news/local/education/article229022479.html>
- abc10.com: *Sacramento State holds events to raise awareness about mental health and suicide*  
<https://www.abc10.com/article/news/sacramento-state-holds-events-to-raise-awareness-about-mental-health-and-suicide/103-b1262088-a5b0-4840-99d9-ed774d9cbd8f>
- KFBK-AM: *The KFBK Afternoon News, 5/29/19*
- Capital Public Radio: *Lady Gaga Foundation Wants More Mental Health Resources For California Teens*  
<http://www.cpradio.org/articles/2019/05/31/lady-gaga-foundation-wants-more-mental-health-resources-for-california-teens/>
- FOX 40: *International Men's Health Week*  
<https://www.youtube.com/watch?v=BFfp6ldAC7E&feature=youtu.be>
- Good Day Sacramento: *Men's Mental Health*  
<https://gooddaysacramento.cbslocal.com/video/4105613-mens-mental-health/>

#### California:

- The Jewish News of Northern California: *Honors, happenings, comings & goings — Nov. 2018*  
<https://www.jweekly.com/2018/11/20/honors-happenings-comings-goings-nov-2018/>

#### National coverage:

- ABC News: *New generation of Asian-American women are fighting to normalize mental health treatment*  
<https://abcnews.go.com/GMA/Wellness/generation-asian-american-women-fighting-normalize-mental-health/story?id=57651825>
- ParentsCAN: *Working Together to Prevent Suicide*  
<https://parentscaan.org/news-info/overview.html/article/2018/09/10/working-together-to-prevent-suicide-/6876778>
- EdSource: *California colleges expand mental health services to meet rising needs*  
<https://edsources.org/2019/california-colleges-expand-mental-health-services-to-meet-rising-needs/610151>
- Business Wire: *Actress Justina Machado and California Youth Filmmakers Honored for Directing Change*  
<https://www.businesswire.com/news/home/20190523005846/en/>
- MedPage Today: *Calif.'s Mental Health Campaign Seems to Have Worked*  
<https://www.medpagetoday.com/psychiatry/generalpsychiatry/80717>
- Medical Xpress: *Mental health stigma reduction campaign increased use of services, study finds*  
<https://medicalxpress.com/news/2019-06-mental-health-stigma-reduction-campaign.html>

**Appendix A: Comprehensive List of Counties, Organizations and Schools reached through the Statewide PEI Project**

**County agencies**

- Alameda County Behavioral Health
- City of Berkeley Mental Health
- Alpine County Behavioral Health Services
- Amador County Behavioral Health Services
- Butte County Behavioral Health
- Calaveras County Health and Human Services
- Colusa County Behavioral Health
- Contra Costa Behavioral Health Services
- Contra Costa County Suicide Prevention Committee
- County of El Dorado/Health and Human Services Agency Behavioral Health Division
- El Dorado Health and Human Services
- Fresno County Department of Behavioral Health
- Glenn County Mental Health Department
- Humboldt County Department of Health & Human Services
- Humboldt County DHHS/Hope Center MHB
- Imperial County Behavioral Health Services
- Imperial County Behavioral Health Services Center for Clinical Training
- Kern County Mental Health Department
- Kern County Behavioral Health & Recovery Services
- Kings County Behavioral Health
- Lake County Behavioral Health
- Lassen County Behavioral Health
- Los Angeles County Department of Mental Health
- Madera County Behavioral Health Services
- Marin County Mental Health and Substance Abuse Services
- Mental Health Division, Behavioral Health and Recovery Services Branch, Mendocino County
- Merced County Behavioral Health & Recovery
- Modoc County Behavioral Health
- Monterey County Department of Behavioral Health
- Napa County Health & Human Services Agency, Mental Health Division
- Nevada County Public Health
- Orange County Health Care Agency
- Placer County Children's System of Care
- Plumas County Mental Health
- Riverside University Health System - Behavioral Health
- Sacramento County
- Sacramento Dept of HHS, Division of BH Services
- San Benito County Behavioral Health
- Department of Aging and Adult Services
- San Bernardino County Children's Network
- San Bernardino County, Department of Behavioral Health, Office of Prevention and Early Intervention
- County of San Diego, HHS

- San Francisco County Mental Health Department
- San Francisco Department of Public Health
- County of San Luis Obispo Behavioral Health Department
- San Mateo County Behavioral Health and Recovery Services
- Santa Clara County Behavioral Health Services Department
- Shasta County Health and Human Services
- Siskiyou County Behavioral Health
- Solano County Health and Human Services, Mental Health Division
- Department of Health Care Services, Sonoma County Behavioral Health Division
- Sutter Yuba Mental Health Services
- Tehama County Health Services Agency
- Tri-City Mental Health Services
- Trinity County Behavioral Health Services
- Tulare County HHS, Mental Health Branch
- Tuolumne County Behavioral Health
- Ventura County Behavioral Health Department
- Yolo ADMH/MHSA Administration

### K-12 Schools and School Systems

**Alameda:**

- Irvington High School

**Amador:**

- Amador County Unified School District

**Butte:**

- Pleasant Valley High School
- Table Mountain School
- Chico Country Day School

**Contra Costa:**

- Vicente High School

**Colusa:**

- S. William Abel Community School

**El Dorado:**

- South Tahoe High School
- Oak Ridge High School

**Fresno:**

- Washington Union High School
- Central Unified School District
- University High School
- Parlier Unified School District
- Parlier Junior High School
- Mendota Unified School District
- Fresno Unified School District
- Central High School West
- Sanger Unified School District Pupil Services
- Clovis East High School

**Glenn:**

- Orland Unified School District

**Humboldt:**

- Winship Middle School
- McKinleyville Middle School

**Kings:**

- Lemoore Elementary School



**Los Angeles:**

- Waite Middle School
- Baldwin Park Unified School District
- San Marino High School
- Mountain View Elementary
- Pueblo de Los Angeles High School
- Leuzinger High School
- Augustus Hawkins High School
- Los Angeles High School
- Legacy High School – Visual & Performing Arts
- Helen Bernstein High School
- San Gabriel Mission High School
- Monrovia High School
- Canoga Park High School
- Highland High School
- Palms Middle School
- Los Angeles Academy Middle School
- Hale Charter Academy
- Emerson Community Charter Middle School
- Woodrow Wilson High School
- John F. Kennedy High School Filmmaking
- San Pedro High School
- John R. Wooden High School
- Claremont High School
- Monrovia High School Video Production
- Alliance Judie Ivie Burton Technology Academy High School
- Will Rogers Middle School
- Mayfair School – Bellflower Unified
- Sequoia School
- Girls Athletic Leadership School Los Angeles
- New Opportunities Charter School
- Intellectual Virtues Academy
- Gifford C. Cole Middle School
- Grace Hoppers STEM Activity Charter School
- Dr. Ralph J. Bunche Middle

- Burbank Community Day School
- Palms Middle School
- Wilson High School
- Whittier Union High School
- San Marino USD
- LA USD
- Hart School District
- Venice High School
- Wright Middle School
- Inglewood School District
- O’Donovan Middle School
- Mountain View Elementary School
- LA County Office of Education
- Garey High School
- Clark Magnet High School
- Verbum Dei High School
- Pomona High School

**Madera:**

- Madera USD

**Monterey:**

- Main Street Middle School
- Soledad USD

**Nevada:**

- Truckee USD

**Orange:**

- Canyon High School
- Buena Park Junior High
- Irvine Unified School District

**Placer:**

- Roseville City School District
- Chilton Middle School
- Cirby Elementary School

**Riverside:**

- Murrieta Valley High School
- Encore High School for the Arts
- Coachella Valley High School
- River Height Intermediate School
- La Quinta High School
- California Military Institute
- Tahquitz High School
- Norco High School

**Sacramento:**

- Franklin High School
- Gold River Discovery Center
- Charles Peck Elementary
- Monterey Trail High School

**San Bernardino:**

- Chino High School
- Sierra High School
- Arrowview Middle School
- Mariana Academy
- Chino Valley Unified School Districts
- Ruben S. Ayala High School
- Inland Leaders Charter School

**San Diego:**

- El Camino High School
- San Pasqual Union School
- Mountain Empire High School
- San Pasqual Union
- Mission Middle School
- San Marcos Middle School
- The Preuss School
- Eastlake High School
- Francis Parker School

**San Francisco:**

- Downtown High School
- Abraham Lincoln High School

**San Joaquin:**

- Ripon Unified School District
- Porterville Academy of Health Sciences

**San Luis Obispo:**

- Flamson Middle School
- Atascadero High School
- Mesa Middle School

**San Mateo:**

- Hillsdale High School

**Santa Barbara:**

- Ceres High School
- Pioneer Valley H.S.

**Santa Clara:**

- Sylvandale Middle School
- Lairon College Preparatory College
- Leland High School

**Solano:**

- Country High School

**Sonoma:**

- Sonoma Valley High School

**Stanislaus:**

- Don Pedro High School

**Tehama:**

- Red Bluff High School

**Trinity:**

- Southern Trinity High
- Van Duzen Elementary

**Tulare:**

- Woodlake Valley Middle School
- Woodlake Valley School
- Tulare City School District
- Dinuba Unified School District

**Ventura:**

- Buena High School
- Ventura County Office of Education

## Colleges and Universities

### **Alameda:**

- Active Minds at Chabot College
- Active Minds at Samuel Merritt University
- Berkeley City College
- Chabot College
- Mission San Jose High School
- Irvington High School
- San Leandro Unified School District
- San Jose State University

### **Butte:**

- Butte College

### **City of Berkeley:**

- UC Berkeley

### **Contra Costa:**

- El Camino College

### **Fresno:**

- Fresno City College
- Clovis Community College
- Fresno Survivors of Suicide Loss
- Fresno Police Chaplaincy
- Exodus CSC
- Reedley College

### **Kern:**

- Porterville College
- Bakersfield College
- Taft College

### **Los Angeles:**

- The School of Arts and Enterprise
- UCLA
- CSU Los Angeles
- Santa Monica College
- Rio Honda College
- Pasadena City College
- Mt. San Antonio College
- Los Angeles Pierce College
- Long Beach City College
- Glendale Community College
- College of the Canyons
- Cerritos College
- East LA College
- LA Trade Technical College

### **Madera:**

- Madera Community College

### **Marin:**

- College of Marin

### **Merced:**

- Merced College

### **Orange:**

- Santa Ana College & Wellness Center
- Orange Coast College
- Coastline Community College
- Santa Ana College
- Santiago Canyon College
- Saddleback College
- Orange Coast College
- De Anza College
- Fullerton College
- University of California, Irvine
- Chapman University
- Irvine Valley College

**Placer:**

- Sierra College

**Plumas:**

- Feather River College

**Riverside:**

- Riverside City College
- College of the Desert
- Moreno Valley College
- California State University San Marcos

**Sacramento:**

- Folsom Lake College
- American River College
- Consumnes Colleges

**San Bernardino:**

- University of Redlands
- Victor Valley College
- Crafton Hills College
- Chaffey College
- San Bernardino Valley College
- Barstow Community College
- UoR Alliance Community Transformation
- El Sol Neighborhood Education Center
- West End Family Counseling Service

**San Diego:**

- National University
- Palomar College
- San Diego Miramar College
- San Diego City College
- Mira Costa College
- Grossmont College
- Cypress College
- San Diego Mesa College
- University of California San Diego
- San Diego State University

**San Francisco:**

- City College of San Francisco
- Felton Institute
- San Francisco State University

**San Joaquin:**

- College of the Sequoias
- Delta College
- University of the Pacific

**San Luis Obispo:**

- Cuesta College
- California State University SLO

**San Mateo:**

- College of San Mateo
- Skyline College
- College of Mateo
- Canada College

**Santa Barbara:**

- Allan Hancock College
- Santa Barbara City College
- Westmont College
- University of California Santa Barbara

**Santa Clara:**

- Gavilan College
- San Jose State University
- West Valley College
- Evergreen Valley College
- Diablo Valley College
- De Anza College
- University of California Santa Cruz

**Santa Cruz:**

- Cabrillo College

**Shasta:**

- Shasta College

**Sonoma:**

- Santa Rosa Junior College

**Stanislaus:**

- Modesto Junior College

**Ventura:**

- Moorpark College

**Yolo:**

- UC Davis Student Health and Wellness Center

**Local Community Based Organizations**

***Alameda:***

- California Youth Connection (CYC), Alameda Chapter
- NAMI Alameda County
- PEERS, Alameda County
- Pool of Consumer Champions (POCC), Alameda County
- RDA
- Alameda Free Library
- Alameda Family Services
- Bonita House
- Berkeley Place
- Bay Area Community Services
- Lincoln
- Fred Finch Youth Center
- East Bay Agency for Children
- Abode Services
- Mental Health America (MHA) of Alameda County
- College Track Oakland

***Alpine:***

- Suicide Prevention Network

***Amador:***

- NAMI Amador County
- NAMI Gold Country

***Butte:***

- Feather River Health Clinic
- NAMI Butte County
- Northern Valley Catholic Social Service (NVCSS)
- Victor Community Support Services

***Contra Costa:***

- NAMI San Fernando Valley
- NAMI Antelope Valley
- California Association of Social Rehabilitation Agencies (CASRA)
- RYSE
- Contra Costa Library
- Contra Costa Clubhouse
- Portia Bell Hume
- Anka Behavioral Health Incorporated

***El Dorado:***

- Minds Moving Forward
- NAMI El Dorado Western Slope
- Active Minds at Oak Ridge High School

***Fresno:***

- Centro La Familia
- NAMI Fresno
- Active Minds at CSU Fresno
- Active Minds at CSU Fresno
- Kingsview
- California Academy of Child Adolescents Psychiatry

***Humboldt:***

- HOPE Center
- Changing Tides Family Services
- Open Door Community Health Centers
- Redwoods Rural Health Center Inc.

***Kings:***

- Kings County Library

***Lassen:***

- Lassen Aurora Network

**Los Angeles:**

- Pacific Clinics
- NAMI Long Beach
- West San Gabriel Valley SELPA
- Westside Regional Center
- Turning Point Alcohol & Drug Ed Program
- The Wall Las Memorias
- Tarzana Treatment Centers
- Providence Little Company of Mary Foundation
- Olive Crest – Designated to Bellflower Family Resource Center
- Gustavo Loera
- NAMI San Fernando Valley
- Vision y Compromiso
- Mental Health America
- Stars Behavioral Health Group
- Vaughn Next Century Learning Center
- Southeast DREAMS Magnet
- Performing Arts Community School (Diego Rivera Learning Complex)
- Foshay Learning Center
- Sonia Sotomayor Center for Arts & Sciences
- Active Minds at UCLA
- Active Minds at Occidental College
- Active Minds at Covina High School
- Active Minds at Cleveland Charter High
- Active Minds at Clark Magnet High School
- Active Minds at Claremont Colleges
- Active Minds at CSU Long Beach
- Partnership for Awareness
- Office of Senator Anthony Portantino
- NAMI Pomona Valley
- Children’s Hospital, San Marino
- Suicide Prevention Network of Los Angeles
- South Pasadena Public Library
- Arcadia City Library

- Torrance Public Library
- Project Return Peer Support
- Pacific Clinics
- Baker Places Inc.
- Asian Pacific Counseling Center
- The Village Family Services
- The Guidance Center
- Tessie Cleveland Community Services Corporation
- Tarzana Treatment Centers
- Los Angeles Child Guidance Clinic
- Hillview Mental Health Center Inc.
- Heritage Clinic
- Hathaway-Sycamores Child & Family Services
- Foothill Family Services
- Children’s Institute
- Child & Family Guidance Center
- CA Association for Licensed Professional Clinical Counselors
- Mission City Community Network
- South Central Family Health Center
- Providence Little Company of Mary

**Madera:**

- Valley Children’s Hospital
- Turning Point CA – Hope House

**Marin:**

- Youth Leadership Institute
- Buckelew Programs
- NAMI Marin

**Mendocino:**

- Redwood Community Services Inc.

**Monterey:**

- Barbara Mitchell
- Community Human Services
- Interim Inc.
- The Epicenter
- Active Minds at CSU Monterey Bay

**Napa:**

- Napa Valley Community Housing
- Parents CAN
- Aldea Inc.
- NAMI Alameda South
- St. Helena Public Library

**Nevada:**

- The Reilly Group

**Orange:**

- NAMI California
- Active Minds at UC Irvine
- Active Minds at Chapman University
- Active Minds at CSU Fullerton
- Providence St. Joseph Health
- Samueli Academy
- LGBTQ+ Center
- Multi-Ethnic Collaborative Community Agencies
- Latino Health Access
- Abrazar Inc.
- Anaheim Public Library
- MECCA
- Korean Community Services
- Sanctuary Centers of Santa Barbara Inc.
- Providence St. Joseph Health
- MHA of Orange County
- Yorba Linda Public Library
- CA Association of Mental Health Patients' Rights Advocates

**Placer:**

- The Lighthouse Counseling & FRC
- Community Recovery Resources
- Redwoods Rural Health Center Inc.

**Riverside:**

- NAMI Mt. San Jacinto
- Active Minds at Moreno Valley College
- Active Minds at UC Riverside
- Riverside County Library
- Palm Springs Public Library

**Sacramento:**

- Schools Insurance Authority
- Health Education Council
- Harbage Consulting
- California Department of Corrections and Rehabilitation
- Sutter Health
- CA Primary Care Association
- Steinberg Institute
- Turning Point
- CA Hospital Association
- California Institute for Behavioral Health Solutions (CIBHS)
- California Behavioral Health Directors Association (CBHDA)
- Sacramento Native American Health Clinic (SNAHC)
- Edelman
- Mental Health Services Commission
- Department of Health Care Services
- Sutter Health
- California Department of Education (CDE) – Mental Health Services Program
- California Pan-Ethnic Health Network (CPEHN)
- Mil Mujeres Inc.
- Arthur B. Benjamin Health Professions
- Active Minds at Sacramento State
- Cal HOSA
- Improve Your Tomorrow
- Child Abuse Prevention Center
- Hope Cooperative (TLCS)
- Crossroads Diversified Services
- Consumers' Self Help
- Stanford Youth Solutions
- River Oak Center for Children
- Occupational Therapy Association of CA Inc.
- National Association of Social Workers CA Chapter

- Council on Criminal Justice & Behavioral Health
- California Psychological Association
- CA Alliance of Child & Family Services
- Disability Rights California
- Wellspace Health

**San Benito:**

- NAMI Temecula Valley

**San Bernardino:**

- San Bernardino County Public Defender Office
- St. Joseph Health – St. Mary
- Hearts & Lives
- Healthy RC Youth Leaders
- Active Minds at University of Redlands

**San Diego:**

- North County Health Services
- Sharp Mesa Vista
- Southern Indian Health Council, Inc.
- Aurora Behavioral Health Care
- NAMI San Diego
- Las Colinas Detention & Reentry
- Public Good Projects
- Sydney Gray
- CCHA Legal Aid of San Diego
- Kathi Anderson
- Jewish Family Service
- Active Minds at UC San Diego
- Active Minds at San Diego University
- Active Minds at San Diego Mesa College
- Active Minds at San Diego City College
- Active Minds at La Jolla High School
- Active Minds at CSU San Marcos
- Social Justice Conference
- Cuyamaca College Health Services
- San Diego County Youth Services

- Survivors of Suicide Loss
- San Diego County Suicide Prevention Council
- Southern Indian Health Council, Inc.
- MHA of San Diego
- CA Association Marriage & Family Therapist
- Operation Samahan Inc.

**San Francisco:**

- San Francisco Suicide Prevention
- Alternative Family Services
- Progress Foundation
- Mental Health America San Francisco
- Active Minds at San Francisco State University
- Active Minds at City College of San Francisco
- College Track
- SFSU Health Promotion
- Progress Foundation
- Conard House
- Baker Places Inc.
- Health RIGHT 360
- Edgewood Center for Children & Families

**San Joaquin:**

- Catholic Charities
- Active Minds at University of the Pacific
- Active Minds at San Joaquin Delta College

**San Luis Obispo:**

- Center for Family Strengthening
- Transitions-Mental Health Association

**San Mateo:**

- Pacifica Resource Center
- Active Minds at College of San Mateo
- Active Minds at Canada Community College
- Caminar



**Santa Barbara:**

- Active Minds at UC Santa Barbara
- Active Minds at Westmont College
- Santa Maria Public Library
- Crensend Health
- Mental Wellness Center
- Family Service Agency of Santa Barbara
- Community Action Commission
- American Association of MFT CA

**Santa Clara:**

- Rosio Pedroso
- Active Minds at Santa Clara University
- Active Minds at San Jose State University
- Active Minds at Gavilan Community College
- Challenge Success program participants
- Sunnyvale Public Library
- Palo Alto City Library
- Momentum for Mental Health
- Community Solutions
- Uplift Family Services
- Hope Services Counseling Center
- Gardner Family Care Corporation
- Children’s Health Council
- Catholic Charities of Santa Clara County
- Bill Wilson Center
- Asian Americans for Community Involvement
- Alum Rock Counseling Center
- NAMI Chino Valley
- NAMI Asian Pacific L.A.
- NAMI Asian Families/San Gabriel
- Santa Clara County Library

**Santa Cruz:**

- Active Minds at UC Santa Cruz
- Encompass Second Story
- Active Minds at Cabrillo College

- Community Services
- Community Connection

**Shasta:**

- Shasta Community Health Centers

**Solano:**

- NAMI Solano
- Rio Vista CARE

**Sonoma:**

- Active Minds at Santa Rosa Junior College
- Integrative Medical Clinic Foundation
- NAMI Sonoma County
- Sonoma County Library
- LifeWorks of Sonoma County

**Stanislaus:**

- Center for Human Services
- Catholic Charities
- Aegis Treatment Center
- Manuel Jimenez

**Tehama:**

- Well Being Trust

**Trinity:**

- Southern Trinity Health Services

**Tulare:**

- Turning Point of Central California
- Tulare Youth Service Bureau Inc.

**Tuolumne:**

- Catholic Charities

**Ventura:**

- Active Minds at CSU Channel Islands
- Turning Point Foundation
- Casa Pacifica Center 4 Children & Families
- EP Foster Library

**Yolo:**

- Sandra Black
- Yolo County Library
- Health Education Council
- Yolo Community Care Continuum

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## Appendix B: Statewide Outcomes to Date

### *Outcomes to Date*

Since counties began pooling funds through CalMHSA to implement the Statewide PEI Project in 2011, the following short-term outcomes have been achieved. Given the outcomes so far, independent evaluators of the Statewide PEI Project, the RAND Corporation, have identified the following outcomes from the Statewide PEI Project:

- 15.4% more Californians exposed to Each Mind Matters turn to help for mental health challenges.
- Over 50% of Californians were exposed to Know the Signs.
- Individuals exposed to the Know the Signs campaign report higher levels of confidence to intervene with someone at risk for suicide.<sup>1</sup>
- The Know the Signs campaign was rated by experts to be aligned with best practices and be one of the best media campaigns on the subject.<sup>2</sup>
- Students exposed to the Walk In Our Shoes website demonstrate significantly higher knowledge of mental health.<sup>3</sup>
- 63% of teachers and administrators who saw the Walk In Our Shoes performance started a conversation about mental health in the classroom.<sup>4</sup>
- 87% of students have a better understanding of mental illness and suicide after participating in Directing Change.<sup>5</sup>
- 97% of students who participated in Directing Change pledged to support a friend with a mental health challenge.<sup>6</sup>
- 87% of those who completed the Kognito training report that they are better prepared to identify, approach and refer students exhibiting signs of psychological distress.<sup>7</sup>
- 66% of California Community College faculty who completed Kognito training report an increase in the number of conversations they had with other faculty and staff about students that they were concerned about.<sup>8</sup>
- “Evidence Supports Social Marketing of Mental Health Treatment: California’s Mental Illness Stigma Reduction Campaign” a paper by Dr. Rebecca Collins of RAND which evaluates Each Mind Matters, was accepted by the American Journal of Public Health (AJPH) and published in June 2019. Read here:  
<https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2019.305129>

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<sup>1</sup> [https://www.rand.org/pubs/research\\_reports/RR1134.html](https://www.rand.org/pubs/research_reports/RR1134.html)

<sup>2</sup> [https://www.rand.org/pubs/research\\_reports/RR818.html](https://www.rand.org/pubs/research_reports/RR818.html)

<sup>3</sup> <http://walkinourshoes.org/content/NORCReportonWIOSWebsite.pdf>

<sup>4</sup> <http://walkinourshoes.org/content/NORCReportonWIOSWebsite.pdf>

<sup>5</sup> <http://www.directingchange.org/wp-content/uploads/CalMHSA%20DC%20Eval%20Report.pdf>

<sup>6</sup> <http://www.directingchange.org/wp-content/uploads/CalMHSA%20DC%20Eval%20Report.pdf>

<sup>7</sup> [https://www.rand.org/pubs/research\\_reports/RR954.html](https://www.rand.org/pubs/research_reports/RR954.html)

<sup>8</sup> [https://www.rand.org/pubs/research\\_reports/RR954.html](https://www.rand.org/pubs/research_reports/RR954.html)