
STATEWIDE

The PEI Project: Achieving More Together

In Fiscal Year 19/20, 47 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 PEI Project. The 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 PEI Project in Fiscal Year 19/20

Funding to the 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 2019-2020

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 2019-2020 include:

- Over 250,000 Lime Green Ribbons disseminated throughout the state
- Almost 1 million hardcopy materials were disseminated in counties, schools, and CBOs
- Over \$80,000 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 almost 200 schools across California, engaging over 3,400 students
- 5 new Each Mind Matters culturally adapted resources were developed
- 29 news broadcasts, news articles and radio reports discussed programs implemented by the Statewide PEI Project
- Over 500 county agencies, schools, local and statewide organizations across California were touched by programs implemented by the Statewide PEI Project

The following information provides a comprehensive summary of activities that were implemented by CalMHSA Statewide PEI Project contractors and their subcontractors in 2019-2020:

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

Organizations Reached

In FY 2019-2020, more than **500** 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 and virtual 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: 10
 - Total number of people attending the webinars: 393
 - Recording viewings: 155
- **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: 12,602
- **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: 20
- **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: 13,042 (27 active rescues conducted by local law enforcement)
 - Primary issues students are texting in for: Anxiety/Stress (44.7%), Relationships (38.6%), Depression/Sadness (31.1%) and Isolation/Loneliness (16.9%)
- **NAMI Youth Symposium:** “Youth Leaders: Creating Lifelong Advocates” was held in Sacramento, CA on April 30, 2019.
 - Number of attendees from across the state: 179
 - Counties represented: 29
- **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: 303 judges

- **Active Minds Send Silence Packing Exhibits:** There were several campuses across California that were going to receive a discounted rate for the Send Silence Packing exhibit, which publicly displays backpacks on campus grounds representing youth suicide deaths to begin a conversation about suicide prevention. Due to the events of COVID-19, all the exhibits were canceled except for the exhibits at the following 2 campuses: San Diego City College and Skyline College
- **Active Minds Speakers Program**
 - Number of Participating campuses: 9
 - Speakers: Pablo Campos, Colleen Coffey, Diana Chao, Kai Roberts, Abraham Sculley, Greg Vogt, Robyn Suchy, Becky Fein, Alison Malmon
- **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: 23
 - Modules included: Strategic Planning Framework; Using Data; Selecting Interventions; Means Safety; Population-Level Strategies, Reaching High Risk Populations, Postvention, Building and Maintaining a Coalition, Logic Models and Evaluation, and Messaging.

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.

Technical Assistance to Counties

- Total number of TA consultations: 498

EMM Webinars throughout FY 19/20 *(all recordings can be found on the EMM Resource Center):*

- Suicide Prevention and First Responders
- Building Resiliency: Self-Care
- New Practices for Serving LGBTQ+ Communities
- Building Resiliency: In Communities
- May Activation Kit
- Responses to COVID-19 for CBOs
- Addressing Mental Health Disparities and Social Determinants of Health During and Following COVID-19
- Self-Care During Physical Distancing
- Suicide Prevention Activation Kit
- For Educators: Mental Health Strategies to Support Students

Dissemination and Website Visits

Between July 1, 2019 and June 30, 2020, a total of **878,224** 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).

Materials Disseminated:

- Each Mind Matters Promotional Items: 269,090
- Each Mind Matters Educational Materials: 53,567
- Materials Provided in Spanish: 196,036
- Know the Signs/El Suicidio Es Prevenible Educational Materials: 143,780
- Directing Change Materials: 189,759
- The Foundation for California Community Colleges Student Mental Health Program Materials: 25,067
- Walk In Our Shoes: 925



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 2019-2020:

- **EachMindMatters.org**
 - Total visits to the website: 108,302
 - Total unique visitors to the website: 85,906
- **EMMResourceCenter.org**
 - Total visits to the website: 249,627
 - Total unique visitors to the website: 46,371
- **SanaMente.org**
 - Total visits to the website: 92,917
 - Total unique visitors to the website: 82,705
- **SuicidelsPreventable.org**
 - Total visits to the website: 59,350
 - Total unique visitors to the website: 48,688
- **ElSuicidioEsPrevenible.org**
 - Total visits to the website: 8,244
 - Total unique visitors to the website: 7,315
- **DirectingChange.org**
 - Total visits to the website: 50,691
 - Total unique visitors to the website: 24,657
- **WalkInOurShoes.org**
 - Total visits to the website: 200,410
 - Total unique visitors to the website: 131,249
- **PonteEnMisZapatos.org**
 - Total visits to the website: 3,688
 - Total unique visitors to the website: 3,212
- **CCCStudentMentalHealth.org**
 - Total visits to the website: 106,602
 - Total unique visitors to the website: 58,445

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 2019-2020 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.
 - Total number of Awarded Schools: 9
 - Mini-Grant Amount: \$8,000 total.
- **Directing Change SOSL Mini-Grant:** In partnership with Survivors of Suicide Loss (SOSL), Directing Change hosted the 13th annual Walk in Remembrance with Hope in Balboa Park held on September 13, 2019. This Walk was the signature event for San Diego’s suicide prevention and survivor support community with one hundred percent (100%) of funds raised at the Walk used to advance the suicide support and prevention efforts of Survivors of Suicide Loss (SOSL) and the Directing Change program. Funds raised by the SOSL Walk allowed the Directing Change Program to offer \$2,500 mini grants to eligible San Diego County schools.
 - Participating Schools: Cal Coast Academy, Hawking STEAM Charter School 2, Torrey Pines High School
 - Mini-Grant Amount: \$7,500 total.
- **Foundation for California Community Colleges Student Wellness Ambassadors:**



Over the course of the Fall 2019 and Spring 2020 semesters, 20 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 **30,018 students** across **16 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. All Ambassadors traveled to Sacramento in August of 2019 to receive a comprehensive two-day training. In the fall of 2019, the Ambassadors developed action plans for the Spring semester. Due

to COVID-19 and campus closures, Student Wellness Ambassadors were unable to execute their action plan for the Spring semester. However, the Student Wellness Ambassador program was able to strategically pivot all outreach efforts to digital methods, which resulted in very successful outreach numbers due to intentional strategies to promote mental health resources while campuses remained remote.

- **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: 19
 - Sponsorship Amount: \$28,500 total (\$1,500)
- **Active Minds for Every Mind Mini-Grant:** Active Minds selected one to two student ambassadors from 5 campuses in California to lead the Active Minds for Every Mind project on their campuses during the 2019-20 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: 5
 - Mini-Grant Total: \$1,250
- **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: 12
 - Mini-Grant Total: \$3,000
- **Active Minds Program Mini-Grant:** 21 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: 11
 - Mini-Grant Total: \$33,000
- **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: 24

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: **1,080**
- Schools, organizations and colleges/universities that submitted videos: **190**
- Total number of youths participating: **3,475**

New Materials and Resources

During FY 2019-2020, 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:

Materials & Resources Created throughout FY 19/20:

- Tips for Self-Care During COVID-19 [Infographic](#): adapted into 13 different languages (Arabic, Chinese – Simplified and Traditional, Farsi, Hmong, Khmer, Korean, Lao, Punjabi, Russian, Spanish, Tagalog, and Vietnamese)
- COVID-19 Response [Collection](#)
- May is Mental Health Month Activation [Kit](#)
- Suicide Prevention Activation [Kit](#)
- [Resources](#) for Suicide Prevention for First Responders

Media

Activities implemented under the Statewide PEI Project received significant media attention in FY 2019-2020. Across the state, the following news outlets reported on these activities:

Alameda County:

- Alameda Sun: *City Hall 'Shines Light' on Mental Health Issue, 5/14/2020*
<https://alamedasun.com/news/city-hall-%E2%80%98shines-light%E2%80%99-mental-health-issue>

Amador and Calaveras Counties:

- Ledger Dispatch: *Mental Health Month: A 'Peer Perspective' on Mental Health, 5/16/2020*
http://www.ledger.news/roots/mental-health-month-a-peer-perspective-on-mental-health/article_c55acea0-9625-11ea-a1af-8fb7c1f73cf4.html

Butte County:

- Action News Now: *Pleasant Valley high students win regional award in mental health film contest, 5/7/2020*
<https://www.actionnewsnow.com/content/news/Pleasant-Valley-High-students-win-regional-award-in-mental-health-film-contest-570292181.html>
- Chico Enterprise-Record: *Pleasant Valley High film students place in mental health awareness contest, 5/14/2020*
<https://www.chicoer.com/2020/05/14/pleasant-valley-high-film-students-place-in-mental-health-awareness-contest/>

Los Angeles:

- Los Angeles Time – High School: *Hilda Solis juniors complete mental health PSAs, 5/11/2020*
<https://highschool.latimes.com/hilda-l-solis-learning-academy/hilda-solis-juniors-complete-mental-health-psas/>

Orange County:

- San Clemente Times: *Bartlett Bulletin: Mental Health Awareness Month, 5/28/2020*
<https://www.sanclementetimes.com/bartlett-bulletin-mental-health-awareness-month/>
- Patch – Mission Viejo Local News: *Mission Viejo: Make A Promise To Talk During Mental Health Month, 5/10/2020*
<https://patch.com/california/missionviejo/mission-viejo-make-promise-talk-during-mental-health-month>
- Orange County Register: *End the stigmatization of mental health challenges, 5/31/2020*
<https://www.ocregister.com/2020/05/30/end-the-stigmatization-of-mental-health-challenges/>

Riverside County:

- Record Gazette: *Riverside County buildings illuminated in lime green, 5/8/2020*
https://www.recordgazette.net/news/riverside-county-buildings-illuminated-in-lime-green/article_fde7bc20-9165-11ea-aaf8-5352fd4e1cc4.html
- Press-Enterprise: *Inland Empire students win state awards in Directing Change mental health film contest, 6/11/2020*
<https://www.pe.com/2020/06/11/inland-empire-students-win-state-awards-in-directing-change-mental-health-film-contest/>

Sacramento County:

- FOX 40: *The novel coronavirus and its impact on your mental health, 3/17/2020*
<https://fox40.com/morning/the-novel-coronavirus-and-its-impact-on-your-mental-health/>
- Good Day Sacramento: *Maintaining Mental Health, 4/14/2020*
<https://gooddaysacramento.cbslocal.com/video/4513537-maintaining-mental-health/>
- Good Day Sacramento: *Shootings Mental Health, 8/11/2020*
<https://gooddaysacramento.cbslocal.com/video/4142960-shootings-mental-health/>

San Bernardino County:

- Sac County News: *Mental Health Services Available Amid COVID-19, 4/20/2020*
<https://www.sacounty.net/news/latest-news/Pages/Mental-Health-Services-Available-Amid-COVID-19.aspx>
- CA School News Report: *Fontana Unified TV Production student wins state film contest for mental health PSA, 5/26/2020*
<https://caschoolnews.net/articles/fontana-unified-tv-production-student-wins-state-film-contest-for-mental-health-psa/>
- Fontana Herald News: *Summit student takes first place in statewide film contest, 5/26/2020*
https://www.fontanaheraldnews.com/news/summit-student-takes-first-place-in-statewide-film-contest/article_98fd20bc-9f83-11ea-81cf-175bee0933ee.html
- Inland Empire Community News: *Fontana Unified TV Production student wins state film contest for mental health PSA, 5/28/2020*
<http://iecn.com/fontana-unified-tv-production-student-wins-state-film-contest-for-mental-health-psa/>
- San Bernardino Sun: *Inland Empire students win state awards in Directing Change mental health film contest, 6/11/2020*
<https://www.sbsun.com/2020/06/11/inland-empire-students-win-state-awards-in-directing-change-mental-health-film-contest/>

San Diego County:

- The Cougar Chronicles: *Students learn about local health services and risks of substance abuse*, 9/25/2019
<https://csusmchronicle.com/19075/news/students-learn-about-local-health-services-and-risks-of-substance-abuse/>
- San Diego City Times: *Exhibit raises mental health awareness at City College*, 3/8/2020
<https://sdcitytimes.com/news/2020/03/08/exhibit-raises-mental-health-awareness-at-city-college/>
- Dateline Carolina – Reporter and News: *California’s Directing Change Program and Film Contest Announces ‘All American’ as Recipient of 2020 Award for Film or TV Show With Outstanding Messaging Around Mental Health*, 5/18/2020
<http://www.datelinecarolina.org/story/42143198/californias-directing-change-program-and-film-contest-announces-all-american-as-recipient-of-2020-award-for-film-or-tv-show-with-outstanding>

San Mateo County:

- The Skyline News: *“Send Silence Packing”: An Exhibit Highlighting Awareness For Mental Health and Suicide Prevention*, 3/11/2020
<https://sdcitytimes.com/news/2020/03/08/exhibit-raises-mental-health-awareness-at-city-college/>

Shasta County:

- **KRCR TV ABC-7:** *Coronavirus pandemic affecting mental health as many stay home and self-isolate*, 4/2/2020
<https://krcrtv.com/news/coronavirus/coronavirus-pandemic-affecting-mental-health-as-many-stay-home-and-self-isolate>

California:

- FOX 40: *Managing your mental health during the pandemic*, 5/6/2020
<https://fox40.com/morning/managing-your-mental-health-during-the-pandemic/>

National coverage:

- NAPS – North American Precis Syndicate: *Making the most of Yourself – Self Care Tips for the New Year and Beyond*, 1/8/2020
- Blog – Amused: *WE DON’T TALK ABOUT THIS*, 1/30/2020
<https://www.amusedblog.com/2020/01/we-dont-talk-about-this-mental-health-essay.html>
- Citizens Journal: *2020 Sana Mente Mini-Grant Recipients Announced!*, 2/6/2020
<https://www.citizensjournal.us/2020-sanamente-mini-grant-recipients-announced/>



- The Center for Faith and Community Health Transformation: Honoring Black History Month and Raising Awareness about African American Mental Health, 2/10/2020
<https://www.faithhealthtransformation.org/uncategorized/honoring-black-history-month-and-raising-awareness-about-african-american-mental-health/>
- EdSource: *Students speak out: 'Distance learning has challenged me incredibly'*, 5/22/2020
<https://edsource.org/2020/students-speak-out-distance-learning-has-challenged-me-incredibly/632248>
http://www.napsreport.com/region_levy/86974.html

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

K-12 Schools and School Systems

Alameda:

- California Crosspoint High School
- Irvington High School
- Mission San Jose High School
- Skyline High School

Butte:

- Inspire School of Arts & Sciences
- Pleasant Valley High School
- Chico Unified School District

Colusa:

- Pierce High School
- Williams Jr Sr High School

Contra Costa:

- Freedom High School
- Las Lomas High School
- Pittsburg Senior High School
- Salesian College Preparatory
- Antioch Unified School District

El Dorado:

- Oak Ridge High School

Fresno:

- Tehipite Middle School
- Buchanan High School
- Clovis East High School
- Coalinga High School
- Kings River High School
- Sanger High School
- Selma High School
- Sierra High School
- Washington Union High School
- Parlier Unified School District
- Sanger Unified School District

Imperial:

- Calexico High School
- Central Union High School
- Southwest High School

Kern:

- Norris Middle School
- Tropico Middle School
- Bakersfield High School
- Centennial High School
- Cesar E. Chavez High School
- Delano High School
- Golden Valley High School
- Highland High School
- Independence High School
- North High School
- Robert F Kennedy High School
- Shafter High School
- Stockdale High School
- Tierra Del Sol High School
- Bakersfield City School District
- Regional Occupational Center – Kern High School District

Kings:

- Lemoore Union High School District

Los Angeles:

- Monte Vista Elementary
- Mountain View Elementary School
- Belvedere Middle School
- Bethune Middle School
- Bret Harte Preparatory Middle School
- Charles T. Kranz Intermediate
- Cole Middle School

- Griffith STEAM Magnet Middle School
- John Adams Middle School

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- Marshall Middle School
 - Madrid Middle School
 - Palms Middle School
 - Placerita Junior High School
 - Richard L. Graves Middle School
 - Roy Romer Middle School
 - Agoura High School
 - Alverno Heights Academy
 - Artesia High School
 - Assurance Learning Academy
 - Baldwin Park High School
 - Birmingham Community Charter High School
 - Canoga Park High School
 - Central High School
 - Cerritos High School
 - Chatsworth Charter High School
 - Clark Magnet High School
 - Cleveland Charter High School
 - Covina High School
 - Da Vinci Design High School
 - Dominguez High School
 - East Los Angeles Performing Arts Magnet
 - Edgewood High School
 - Glendora High School
 - Grover Cleveland Charter High School
 - Green Design STEAM Academy
 - Hawthorne High School
 - Herbert Hoover High School
 - Highland High School
 - Hilda Solis Learning Academy
 - Hughes Elizabeth Lakes School
 - iLead Lancaster Charter School
 - Intellectual Virtues Academy
 - International Studies Learning Center High School
 - Ivy Academia
 - James Monroe High School
 - John A. Rowland High School
 - John F. Kennedy High School
 - John Marshall High School
 - John R. Wooden High School
 - LA County High School for the Arts
 - La Quinta High School
 - Lancaster High School
 - Legacy High School
 - Lennox Academy
 - Leuzinger High School
 - Monrovia High School
 - Mt. SAC Academy (Covina)
 - Mt. SAC Early College Academy
 - Mountain View High School
 - New West Charter High School
 - Nogales High School
 - North Park High School
 - North View High School
 - Ontario High School
 - PUC Inspire Charter Academy
 - Ramon C. Cortines School of Visual and Performing Arts
 - Rancho Alamitos High School
 - San Marino High School
 - Santa Fe Fundamental
 - Santa Monica High School
 - Saugus High School
 - Sierra Vista High School
 - South Beauregard High School
 - South Gate High School
 - University Prep Value High School
 - Valor Academy High School
 - Warren High School
 - West Covina High School
 - Western Christian High School
 - Wildwood High School
 - William J. Pete Knight High School

- Alhambra Unified School District
- Alliance Charter Schools
- Baldwin Park Unified School District
- Garvey School District
- Glendora Unified School District
- Hacienda La Puente School District
- Hart Unified School District
- Magnolia Unified School District
- Pomona Unified School District
- Redondo Beach Unified School District
- South Whittier Unified School District

Madera:

- Madera South High School

Marin:

- Davidson Middle School

Merced:

- Turlock Unified School District

Monterey:

- Seaside Middle School
- Notre Dame High School
- Salinas High School

Napa:

- Pathways Charter School

Nevada:

- Earle Jamieson Educational Options

Orange:

- James A Whitaker Elementary School
- Buena Park Junior High School
- Aliso Niguel High School
- Applied Technology Center
- Arnold O Beckman High School
- Buena Park High School
- Canyon High School
- Cypress High School
- El Dorado High School
- Fairmont High School
- Garden Grove High School
- Innovation High School

- Irvine High School
- Katella High School
- La Quinta High School
- Magnolia Science Academy
- Sage Hill High School
- Samueli Academy
- Santiago High School
- Savanna High School
- Trabuco Hills High School
- Valencia High School
- Valley View High School
- Villa Park High School
- Vista Del Lago High School
- Yorba Linda High School
- Garden Grove Unified School District
- Newport-Mesa Unified School District

Placer:

- Whitney High School

Riverside:

- David A Brown Middle School
- Martin Luther King Jr. High School
- Mountain View Middle School
- Painted Hills Middle School
- Palm Middle School
- Arlington High School
- California School for the Deaf – Riverside
- Chaparral High School
- Coachella Valley High School
- Desert Mirage High School
- Elanor Roosevelt High School
- Encore High School for the Arts
- Great Oak High School
- King High School
- March Mountain High School
- Martin Luther King High School
- Murrieta Valley High School
- Ramona High School
- Rancho Mirage High School

- Rancho Verde High School
- Tahquitz High School
- Valley View High School
- Vista Del Lago High School

Sacramento:

- Bates Elementary
- Albert Powell High School
- Creative Connection Arts Academy
- Elk Grove High School
- Florin High School
- Folsom High School
- Franklin High School
- George Washington Carver School of Arts and Sciences
- Monterey Trails High School
- Natomas Charter School
- Pleasant Grove High School
- Shelton High School
- Vista del Lago High School

San Bernardino:

- A. B. Miller High School
- Heritage Intermediate School
- Jehue Middle School
- Apple Valley High School
- Barstow High School
- Cajon High School
- Chino High School
- Citrus Valley High School
- Encore High School (Hesperia)
- Jurupsa Hills High School
- Los Osos High School
- Pacific High School
- Redlands East Valley High School
- Rim of the World High School
- Summit High School
- Upland High School
- Yucaipa High School
- Etiwanda School District

San Diego:

- Meadowbrook Middle School
- Rancho Minerva Middle School
- Twin Peaks Middle School
- Wilson Middle School
- All Tribes Charter School
- America's Finest Charter School – San Diego
- Bayfront Charter High School
- Bonita Vista High School
- Brawley Union High School
- Cal Coast Academy
- Canyon Crest Academy
- Chula Vista High School
- Coronado High School
- Del Norte High School
- El Camino High School
- Fallbrook High School
- Great Oak High School
- Grossmont High School
- Hawking STEAM Charter School
- Hawking STEAM Charter School 2
- Helix Charter High School
- Hilltop High School
- Imperial High School
- Junipero Serra High School
- La Jolla High School
- Mater Dei Catholic High School
- Morse High School
- Mt. Carmel High School
- Mt. Everest Academy
- Murrieta Mesa High School
- Olympian High School
- Otay Ranch High School
- Rancho Bernardo High School
- San Dieguito High School Academy
- San Marcos High School
- Serra High School
- Sierra Vista High School

- The Preuss School UCSD
- Torrey Pines High School
- Westview High School
- Jamul Dulzura Union School District
- Poway Unified School District
- San Diego Unified School District

San Francisco City & County:

- Pinewood High School
- Ruth Asawa School of the Arts High School

San Joaquin:

- Burton Middle School
- John C. Kimball High School
- Lathrop High School
- Middle College High School
- Mountain House High School
- Sierra High School
- University Preparatory

San Luis Obispo:

- Morro Bay High School

San Mateo:

- Burlington High School
- Hillsdale High School

Santa Barbara:

- Pioneer Valley High School

Santa Clara:

- Downtown College Prep Alum Rock Middle School
- Cupertino High School
- Pinewood High School
- Los Altos High School (Mountain View)
- Palo Alto Unified School District

Shasta:

- Central City High School
- Red Bluff High School

Siskiyou:

- Golden Eagle Charter School

Solano:

- White Elementary School
- Vanden High School

- Vacaville Unified School District

Sonoma:

- Cloverdale High School
- El Molino High School
- Sonoma Valley High School

Stanislaus:

- Central Valley High School
- Ceres High School
- Gregori High School
- Hughson High School
- Modesto High School
- Oakdale High School
- Patterson High School
- Pitman High School
- Turlock High School
- Valley Charter High School

Sutter Yuba:

- Yuba County Career Prep Charter School

Tehama:

- Salisbury High School

Tri-City:

- Mountain View Elementary School
- Marshall Middle School
- Claremont High School
- The School of Arts and Enterprise

Trinity:

- Trinity County Community School

Tulare:

- Crowley Elementary School
- Washington Elementary School
- Bravo Lake High School
- Monache High School
- Oroquieta High School
- Woodlake High School
- Burton Unified School District
- Farmersville Unified School District
- Parlier Unified School District

Yolo:

- Da Vinci Charter Academy

Colleges and Universities

Alameda:

- Berkeley City College
- Chabot College
- Laney College
- Las Positas College
- Merritt College
- Ohlone College
- Samuel Merritt University

Butte:

- Butte College
- California State University, Chico

Contra Costa:

- Contra Costa College
- Diablo Valley College
- Los Medanos College

El Dorado:

- Lake Tahoe Community College

Fresno:

- California State University, Fresno
- Clovis Community College
- Fresno City College
- Reedley College
- West Hills College - Coalinga

Humboldt:

- College of the Redwoods

Imperial:

- Imperial Valley College

Kern:

- Bakersfield College
- Cerro Coso Community College
- Taft College

Kings:

- West Hills College - Lemoore

Lassen:

- Lassen Community College

Los Angeles:

- Antelope Valley College
- California State University, Long Beach
- Cerritos College
- Citrus College
- College of the Canyons
- Compton College
- East Los Angeles College
- El Camino College
- Ghetto Film School
- Glendale Community College
- Long Beach City College
- Los Angeles City College
- Los Angeles Harbor College
- Los Angeles Mission College
- Los Angeles Pierce College
- Los Angeles Southwest College
- Los Angeles Trade Tech College
- Mount San Antonio College
- Occidental College
- Pasadena City College
- Rio Hondo College
- Santa Monica College
- University of California, Los Angeles
- West Los Angeles College

Marin:

- College of Marin

Merced:

- Merced Community College
- University of California, Merced

Monterey:

- Hartnell College
- Monterey Peninsula College
- California State University, Monterey Bay

Napa:

- Napa Valley College

Orange:

- California State University, Fullerton
- Chapman University
- Coastline Community College
- College of the Desert
- Cypress College
- Fullerton College
- Golden West College
- Irvine Valley College
- Orange Coast College
- Saddleback College
- Santa Ana College
- Santiago Canyon College
- University of California, Irvine

Placer:

- Sierra College

Plumas:

- Feather River College

Riverside:

- College of the Desert
- Grand Canyon University
- La Sierra University
- Moreno Valley College
- Mount San Jacinto College
- Norco Community College
- Palo Verde College
- Providence Medical Center
- Riverside City College
- University of California, Riverside
- University of California, Riverside - Sigma Beta Xi

Sacramento:

- American River College
- California State University, Sacramento
- Cosumnes River College
- Folsom Lake College
- Sacramento City College

San Bernardino:

- Barstow Community College
- Chaffey Community College
- Copper Mountain College
- Crafton Hills College
- San Bernardino Valley College
- University of Redlands

San Diego:

- California State University, San Marcos
- Cuyamaca College
- Grossmont College
- MiraCosta College
- Palomar Community College
- San Diego City College
- San Diego Mesa College
- San Diego Miramar College
- San Diego State University
- Southwestern College
- University of California, San Diego

San Francisco City & County:

- San Francisco State University
- City College of San Francisco

San Joaquin:

- San Joaquin Delta College
- University of the Pacific

San Luis Obispo:

- California Polytechnic State University, San Luis Obispo
- Cuesta Community College

San Mateo:

- Cañada Community College
- College of San Mateo
- Skyline College

Santa Barbara:

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

Santa Clara:

- De Anza College
- Evergreen Valley College
- Foothill College
- Gavilan Community College
- Mission College
- San Jose City College
- San Jose State University
- Santa Clara University
- West Valley College

Santa Cruz:

- Cabrillo College
- University of California, Santa Cruz

Shasta:

- Shasta College

Siskiyou:

- College of the Siskiyou

Solano:

- Solano Community College

Sonoma:

- Santa Rosa Junior College

Stanislaus:

- Modesto Junior College

Sutter Yuba:

- Yuba College

Tulare:

- College of the Sequoias
- Porterville College

Tuolumne:

- Columbia College

Ventura:

- California State University, Channel Islands
- Moorpark College
- Oxnard College
- Ventura College

Yolo:

- University of California, Davis
- Woodland Community College

Local Community-Based Organizations

Alameda:

- California Youth Connection
- Civicorps
- California Youth Connection (CYC)
- Pool of Consumer Champions (POCC)
- Resource Development Associates (RDA)
- StarVista

Amador:

- Nexus Youth & Family Services

Butte:

- Harmony House
- Northern Valley Catholic Social Services, Inc.

City of Berkeley:

- Lifelong Medical Care

Contra Costa:

- Aspiranet
- NAMI Contra Costa
- RYSE Center
- The Latina Center

Fresno:

- Centro La Familia
- Fresno Barrios Unidos
- Kings View Blue SKY Youth Empowerment Center
- NAMI Fresno

Imperial:

- Imperial County Special Education Local Plan Area

Lassen:

- Lassen Aurora Network

Los Angeles:

- California Pan Ethnic Health Network
- Child and Family Guidance Center
- Latino Equality Alliance

- Mindful Warrior Project
- Mis Hermanos Penequitos
- NAMI Glendale
- NAMI San Fernando Valley
- NAMI Westside LA
- Providence Little Company of Mary Foundation
- Pueblo de Los Angeles
- Stars Behavioral Health Group
- Strategy for Impact
- Tarzana Treatment Centers
- Vision y Compromiso
- Well Being Trust

Monterey:

- AIM for Mental Health
- Second Chance Youth Program
- The Epicenter

Napa:

- Napa Valley Community Housing
- Puertas Abiertas Community Resource Center

Orange:

- Hope Clinic
- Latino Health Access
- LGBT Center OC
- Multi-Ethnic Collaborative of Community Agencies (MECCA)

Placer:

- Lighthouse Counseling & FRC
- New Morning Youth and Family Services

Riverside:

- Family Health & Support Network
- NAMI Mt. San Jacinto
- SIATech Perris
- Women Achieving Success

Sacramento:

- Behavioral Health Planning Council
- California Department of Education
- California Behavioral Health Directors



Association

- California Highway Patrol Headquarters
- California Hospital Association
- California Institute for Behavioral Health Solutions
- California Pan-Ethnic Health Network
- Department of Healthcare Services
- Health Education Council Sacramento
- MHA NorCal
- Mil Mujeres, Inc.
- NAMI California
- Sacramento Native American Health Center
- Sutter Health
- Turning Point

San Bernardino:

- CHORDS Hip-Hop Shop
- Healthy RC Youth Leaders
- Hearts & Lives
- Valley Star Community Services

San Diego:

- Jewish Family Services of San Diego
- NAMI San Diego
- San Diego Rescue Mission
- Vista Community Clinic

San Joaquin:

- California Healthy Kids Resource Center
- Migrant Education Program

San Luis Obispo:

- Center for Family Strengthening / Promotores Collaborative
- Transitions-Mental Health Association

San Mateo:

- StarVista San Mateo

Santa Barbara:

- Hearts & Lives

Santa Clara:

- Community Legal Services
- Culture to Culture Foundation
- NAMI Santa Clara County

Solano:

- Sources of Strength

Sonoma:

- Latino Services Providers
- NAMI Sonoma County

Tehama:

- Well Being Trust

Trinity:

- Southern Trinity Health Services

Tulare:

- Turning Point of Central California

Ventura:

- BRITE: Building Resilience and Inclusion Through Engagement
- Career Education Center Moorpark
- Interface: Children and Family Services
- Revive Community Church

Yolo:

- Health Education Council



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.¹
- 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.²
- Students exposed to the Walk In Our Shoes website demonstrate significantly higher knowledge of mental health.³
- 63% of teachers and administrators who saw the Walk In Our Shoes performance started a conversation about mental health in the classroom.⁴
- 87% of students have a better understanding of mental illness and suicide after participating in Directing Change.⁵
- 97% of students who participated in Directing Change pledged to support a friend with a mental health challenge.⁶
- 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.⁷
- 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.⁸
- “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>

¹ https://www.rand.org/pubs/research_reports/RR1134.html

² https://www.rand.org/pubs/research_reports/RR818.html

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

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

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

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

⁷ https://www.rand.org/pubs/research_reports/RR954.html

⁸ https://www.rand.org/pubs/research_reports/RR954.html