



STATEWIDE PREVENTION AND EARLY INTERVENTION PROGRAMS

transforming mental health care in San Bernardino County

CalMHSA's statewide Prevention and Early Intervention (PEI) initiatives enhance the ability of counties to meet the mental health needs of their communities through effective and cost-efficient suicide prevention and student mental health programs. San Bernardino County's partnership in California's nationally-recognized Stigma and Discrimination Reduction campaign is critical to achieving the transformation of mental health services by communicating to all Californians that help is available and recovery is achievable, thereby removing barriers to seeking help.

In a dynamic policy environment and with the implementation of the Affordable Care Act, the cost-effective delivery of statewide PEI initiatives frees up county resources for community-responsive and innovative local efforts. With participation in this statewide partnership, San Bernardino County has invested in California's mental health transformation and in development of breakthrough and culturally relevant best practices that serve the needs of California's diverse communities.

Benefitting all California Counties

- Invest now, save later. Research suggests that for each dollar invested in prevention today, dollars are saved by avoiding loss of suffering, income and lives.
- Achieve economies of scale by purchasing services across counties. Bulk media purchases stretch dollars 35-50% further. Regional county partnerships deliver value in suicide prevention hotline services.
- Prepare counties for Affordable Care Act implementation through Integrated Behavioral Health Care training and technical assistance.
- Create lasting systems change. K-12 educator credential standards now include training to improve early identification of at-risk students.
- Associated Press standards now support accurate reporting on mental health, supporting help-seeking behavior.
- Reduce each county's cost for critical investments, such as culturally adapted training, social marketing, and Stigma and Discrimination Reduction best practices.
- Promote mental health awareness, inclusion and equity for individuals with mental health challenges through a coordinated campaign, Each Mind Matters.

San Bernardino County's initial investment in statewide Prevention and Early Intervention programs is \$2,046,110 per year over a four year period. This initial investment built and strengthened California's suicide prevention, student mental health, and stigma reduction infrastructure. These capacities can now be sustained at much lower funding levels.

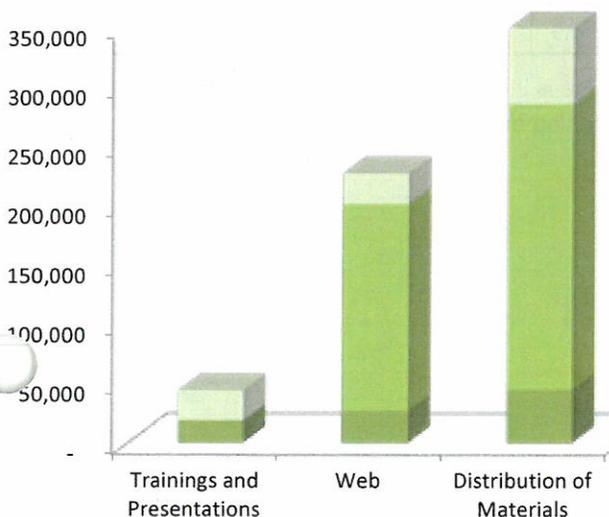
Statewide Impact: January-September 2013

Approximate reach across all CalMHSA programs:

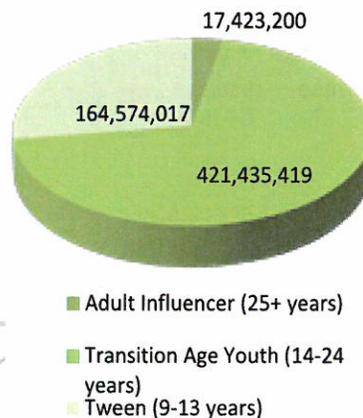
Individuals	Program/Activity
86,780	Trained and/or educated on prevention strategies
568,220	Reached through crisis and early intervention services, etc.
943,780	Reached through informational resources
290,832,620	Views of social marketing campaign materials

People Reached

Stigma and Discrimination Reduction (SDR) Social Marketing Campaign: Statewide Reach



Estimated Media Impressions



This campaign includes: Each Mind Matters: California's Mental Health Movement; lifespan-specific campaigns including Walk In Our Shoes (9-13 year olds), ReachOutHere (14-24 year olds), the "A New State of Mind" documentary and Community Dialogues (adults 25+); and targeted campaigns for Latino, African American, Native American, Asian Pacific Islander and LGBTQ communities.

Key Examples of Local Reach in San Bernardino County

Prevention and Early Intervention (PEI) Statewide Projects are designed to complement local efforts while building statewide capacity to improve mental health.

Training and Education Investments to Improve Local Response

Student Mental Health Partners offered local training in the following areas:

- Pre-K-12 (January-September 2013): Trained 1,768 individuals on topics such as Positive Behavioral Intervention Skills (PBIS).
- CSU San Bernardino (March-June 2013): Reached 325 students at Health & Wellness Workshops on mental health topics.
- San Bernardino Valley Community College: To date, trained over 1,600 individuals in crisis response and peer to peer strategies.

Stigma and Discrimination Reduction Partners offered local training in the following areas:

- Provided technical assistance on integrated behavioral health implementation to the Inland Empire Health Plan (IBHP) and SDR strategies to county staff (MHASF).
- Trained 38 participants on stigma reduction strategies and 5 participants on language translation in mental health settings (DRC).
- Trained 19 *Parents and Teachers as Allies* (NAMI), and employees at local businesses on wellness in the workplace (MHAC).
- Speakers Bureau Grants: The Brightest Star trained 28 speakers and reached 1,970 individuals to date. El Sol trained 34 speakers and reached 830 individuals to date.
- Community education activities included the Behavioral Health Symposium, where participants learned about topics such as prevalence of mental illness and recovery for mental health challenges and substance abuse issues.

Why Statewide?

In 2008, state strategic plans were developed for suicide prevention, stigma and discrimination reduction and student mental health. CalMHSA, a Joint Powers Authority, was created by counties in 2009 to implement the PEI Statewide projects efficiently and effectively. These are just a few program highlights; for more information please visit: www.calmhsa.org

Identify Warning Signs and Access Help before a Crisis

The Know the Signs Suicide Prevention campaign informs Californians of warning signs, how to talk to someone they are worried about and identify helpful resources. **KNOW THE SIGNS** Suicide Is Preventable

San Bernardino County residents received this information through: local billboards (**15.9 million impressions or views**), TV (e.g. cable, Univision; **2.5 million views**), online (e.g. Facebook, Hulu; **18.8 million views**), magazines (**600,000 views**), resulting in **37.8 million total views** of the campaign materials. During the first 4 months, **over 19,000** residents visited the campaign websites to seek information.

In addition, San Bernardino County distributed customized campaign materials throughout the County.

Suicide Prevention Training: CalMHSA funded trainers provided ASIST suicide intervention skills workshops to 127 participants to date at Fort Irwin and safeTALK workshops to 36 participants.

Enhanced Local Suicide Prevention

Suicide Prevention Crisis Centers respond 24/7 to individuals in a mental health crisis. Calls are confidential and answered by skilled, trained counselors. The local suicide prevention crisis center is the **Didi Hirsch Suicide Crisis Hotline (877-727-4747)**.

CalMHSA partners with Didi Hirsch to enhance suicide prevention with: additional language capacity, outreach and marketing, training, and online chat support.

FISCAL YEAR	11-12 (11 months)	12-13	13-14 YTD (3 months)
CALL VOLUME	2,260	2,679	689

Call volume is increasing, in part due to additional outreach and marketing enhancements.



Prevention and early intervention save lives and dollars by delivering help before a crisis when it's most effective and less costly.