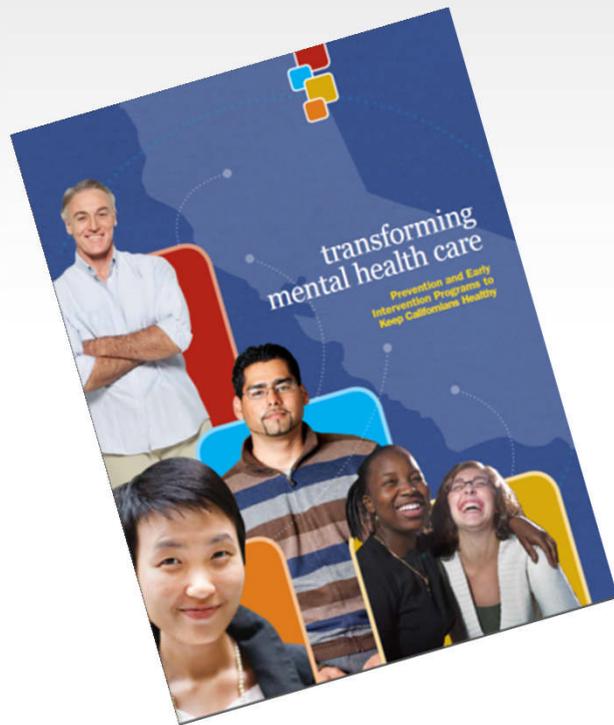


California Mental Health Services Authority (CalMHSA)



Los Angeles County Department of Mental Health System Leadership Team Meeting

April 17, 2013

Presented By:

Ann Collentine, MPPA
Program Director

&

Sarah Brichler, MEd
Program Manager



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Presentation Goals

- Update of PEI Statewide Projects Implementation
 - Prevent Suicides
 - Reduce Mental Health Stigma and Discrimination
 - Improve Student Mental Health
- Status of PEI Statewide Projects Evaluation

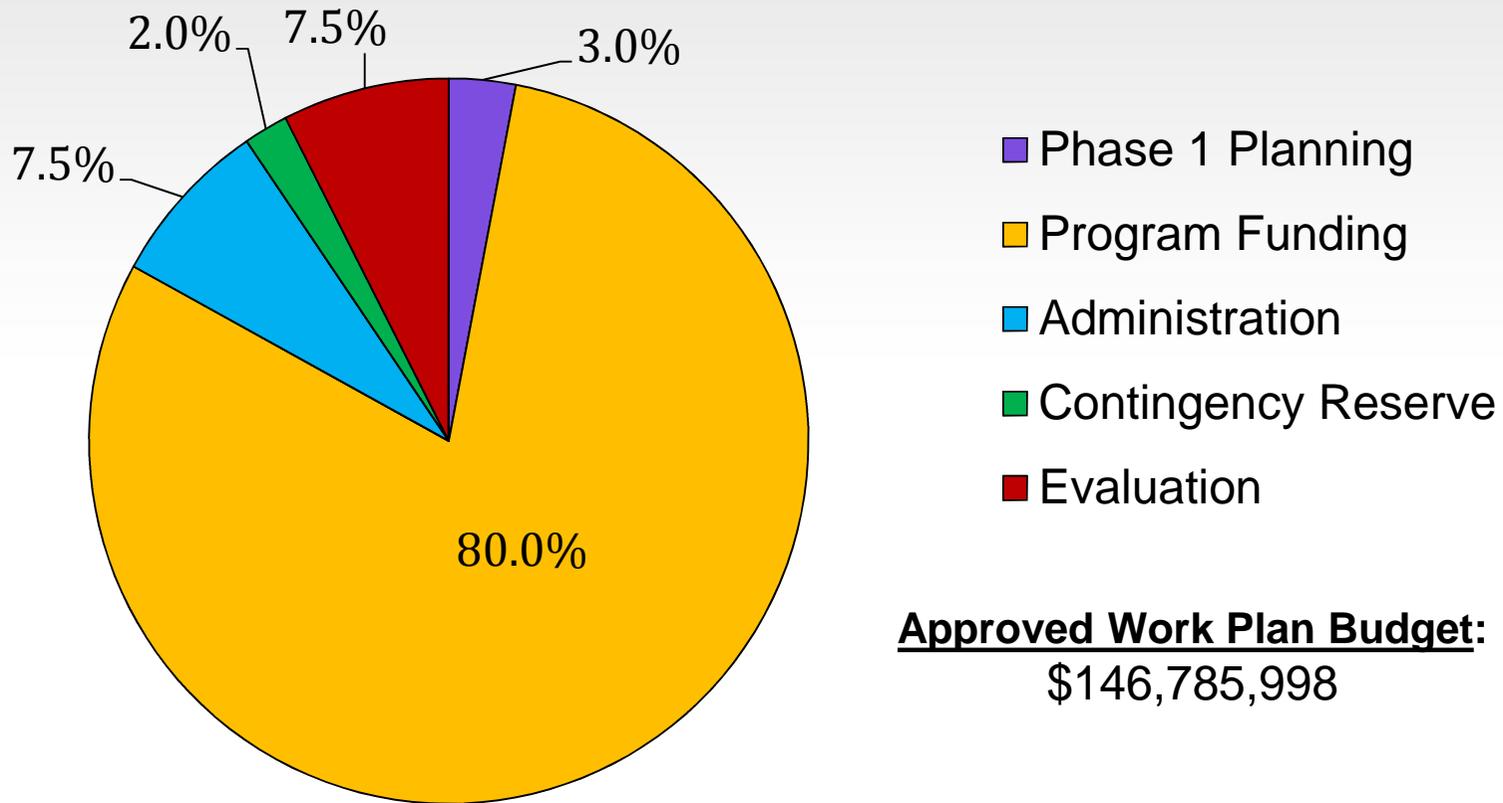


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MHSA Funding at Work

Funding Allocated after CalMHSA Work Plan Amendment and Plan Update



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Suicide Prevention



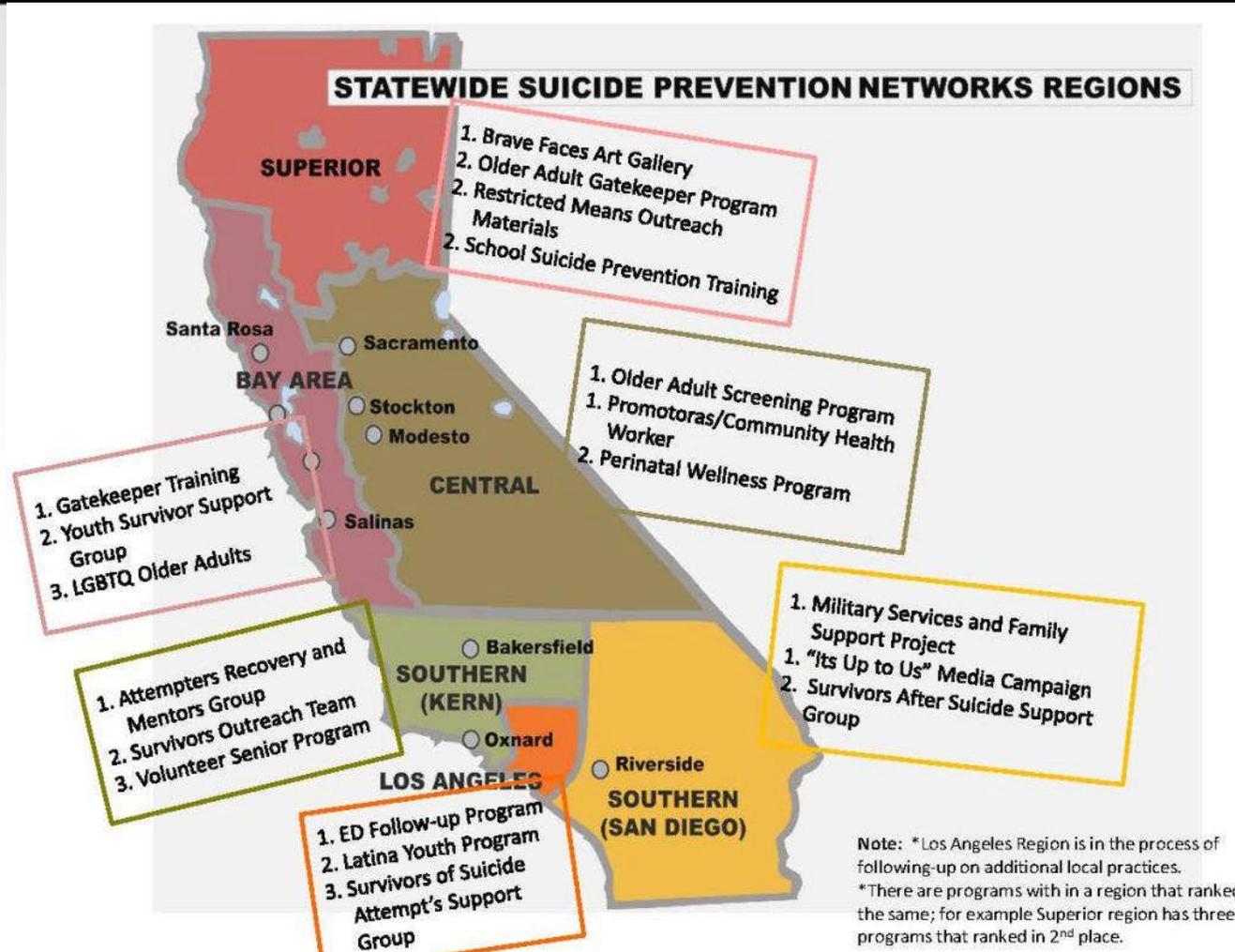
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Suicide Prevention Network, Best Practices

Didi Hirsch Mental Health Services



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Best Practices Project Timeline



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Regional and Local Capacity Building

Didi Hirsch Mental Health Services

Goals:

- Serve as dedicated crisis hotline for counties in the region; provide call volume reports, training.
- Provide support to established crisis hotlines
- Establish LA County Warmline Network
- Expand Suicide Hotline to include Korean and Vietnamese speaking counselors 8 hours a day/7 days a week.

County Partners:

- *Imperial County
- *Los Angeles County
- *Orange County
- *Riverside County
- *San Bernardino County
- San Diego County
- *Ventura County

Local # 877-727-4747
National # 800-273-8255

**Dedicated Crisis Line for County*



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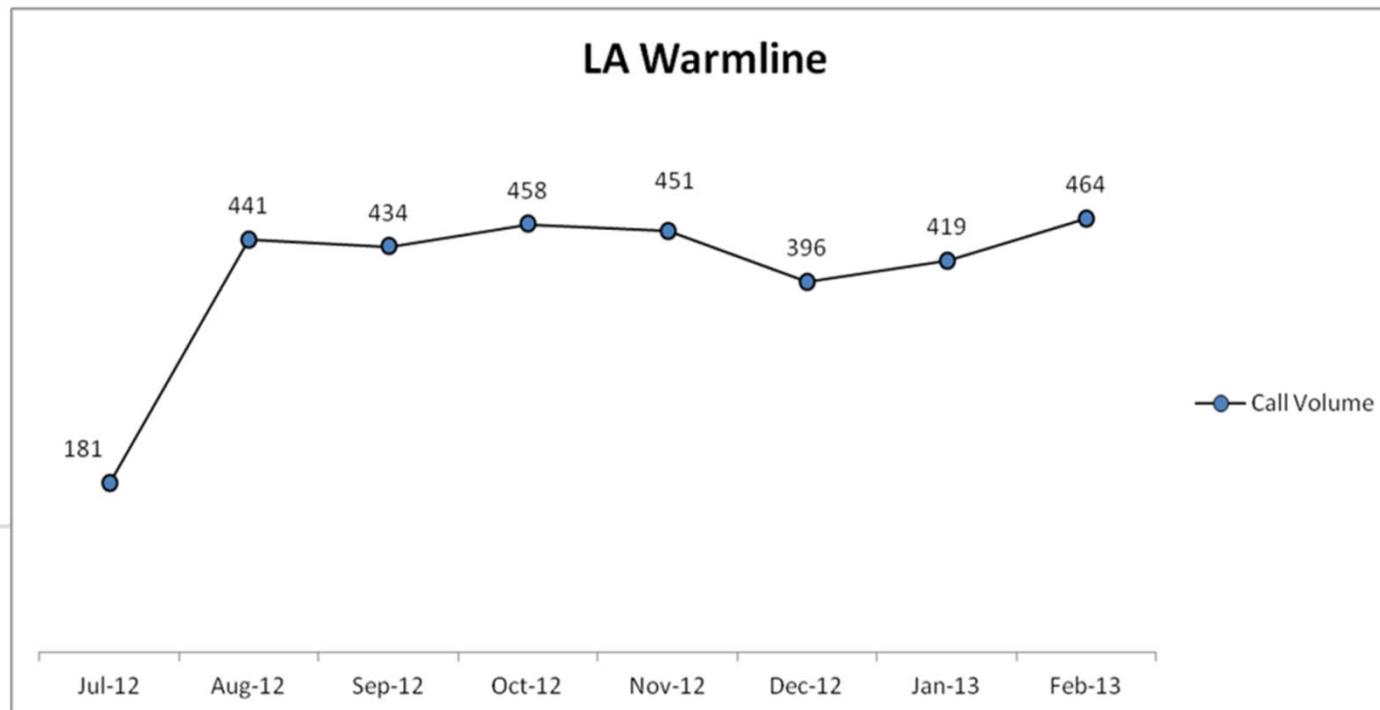
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Regional and Local Capacity Building

LA Warmline

- Operated through the LADMH Access Center.
- Provides overnight coverage in English and Spanish from 10pm to 6am.
- 855-952-9276 (WARM)



Workforce Enhancement Program

LivingWorks

e-suicideTALK

- 1-2 hour on-line exploration in suicide awareness
- Participants explore attitudinal issues about suicide and feel encouraged to find a part they can play in saving lives
- 16,100 individual user licenses available through CalMHSA



CalMHSA Trainers Certified:

- ASIST: 189
- safeTALK: 28

CalMHSA Trainings Conducted:

- ASIST: 76 Workshops training 1,560
- safeTALK: 6 Workshops training 82

<http://www.livingworks.net/>



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Pain Isn't Always Obvious

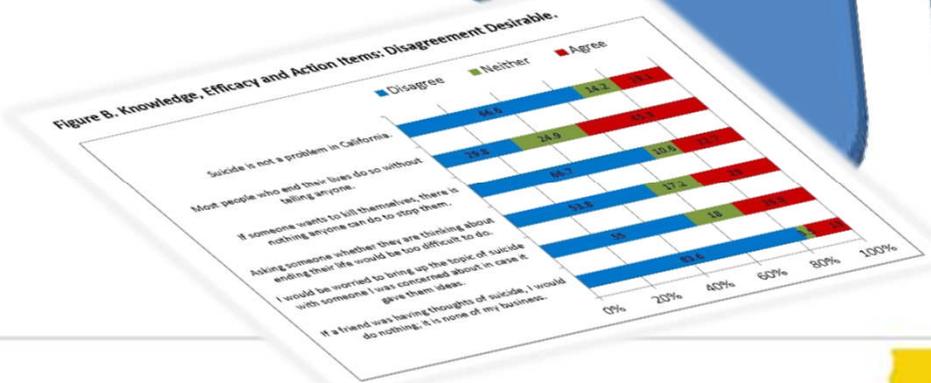
KNOW THE SIGNS

Suicide Is Preventable.org

El Sufrimiento No Siempre Se Nota

RECONOZCA LAS SEÑALES

El Suicidio Es Prevenible



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Campaign Goals

1. More people in California will recognize warning signs, confidently offer help and be able to connect at-risk individuals to resources
2. More news media know how and adhere to the recommendations for reporting on suicide
3. More individuals with thoughts of suicide know of resources and are helped by others



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Tactics

- Statewide mass media campaign
- Tool kits with campaign materials to each of the 58 counties
- Technical assistance
- Distribute reporting recommendations, media outreach tool kits and trainings
- Survivor Support Group Sustainability Manual
- Culturally competent outreach tools to reach targeted populations
- Mobile App
- High School Video Contest



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GET HELP NOW

Know the Signs » Find the Words » Reach Out

PAIN ISN'T ALWAYS OBVIOUS.

Every day friends, family and co-workers suffer from the invisible wounds of emotional pain. Talking about this pain, feelings of suicide or the need for help may be too difficult and although their pain may go unseen most people thinking of suicide show some type of signs. They may be subtle, but they are there. By recognizing those signs, finding the words, and reaching out you have the power to make a difference, and the power to save a life.

- Start
- Know
- Find
- Reach
- Share

RECOGNIZE THE
WARNING SIGNS

Read On ➤

LEARN HOW TO
HAVE A CONVERSATION

Get Started ➤

REACH OUT FOR
ADDITIONAL RESOURCES

Learn More ➤

SPREAD THE WORD



Media | About | Contact Us



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Campaign Materials



PAIN ISN'T ALWAYS OBVIOUS.

Learn the signs at suicideispreventable.org

KNOW THE SIGNS



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RESOURCE CENTER

NEED HELP?



Contact us for questions and technical assistance.

FILTERS

ALL (37)

DATA & REPORTS (2)

COUNTY NEEDS ASSESSMENTS (1)

MEDIA OUTREACH (10)

OFFICE SUITE (BUSINESS CARDS, FLYERS, PPT TEMPLATES) (5)

ENGLISH (18)

SPANISH (1)

RESOURCE CENTER

Know the Signs is a statewide suicide prevention social marketing campaign with the goal to prepare more Californians to prevent suicide by encouraging them to know the warnings signs for suicide, find the words to offer help to someone they care about and reach out to local resources. The campaign further aims to increase awareness among the news media about how to safely report on suicide and provide communities' with tools to advocate with their local media. The campaign website is: www.suicideispreventable.org

We are going to be adding resources in the next few weeks, so if you don't find what you are looking for yet, please check back later. Campaign materials will be added as they are finalized later this month and in October.

All of the campaign materials can be downloaded and distributed in California free of charge for the duration of the campaign, however use restrictions apply to some of the materials. In these instances a license agreement needs to be signed to acknowledge understanding of these restrictions.

To get started, choose "all" or a category in the left border to view available materials. The materials are in print/production ready format, and many can also be customized with your local crisis number or website. Please feel free to contact us at info@yourvoicecounts.org with any questions about how to use and customize the materials or to just let us know that you are planning to use them!

For technical assistance, contact us: info@yourvoicecounts.org



Media Plan- Strategy

Audience Targets:

- Helpers (with emphasis on helpers of middle aged white men and young Latina women)

Geographic:

- State of California- 12 DMAs & 58 Counties

Timing:

- Launch after election: November 2012 – February 2013
- Fall 2013

Methodology:

- Research guides the process

Channels:

- Outdoor
- Online –Video, Display, Mobile, Search
- Print
- TV - Hispanic





LOS ANGELES DMA - KNOW THE SIGNS OF SUICIDE MASS MEDIA CAMPAIGN - NOVEMBER 2012 - FEBRUARY 2013

5 COUNTIES IN DMA - SAN BERNARDINO, RIVERSIDE, ORANGE, VENTURA, LOS ANGELES, KERN, INYO

MEDIUMS	DETAILS	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
STATEWIDE DIGITAL MEDIA					
Online Video Ads <i>Demo Target: General Market Segmentation</i> Ad Networks/Sites: Hulu, TubeMogul, New Distribution Inc. (NDN)	:15 Video Spot Pre-Roll In-Video Banners				
Display Banners Ads <i>Demo Target: General Market Segmentation, Spanish Language 15%</i> Ad Networks: Specific Media, BrandExchange, ValueClick	Standard Flash Banners Expandable Banners In-Video Banners				
Mobile Banner Ads <i>Demo Target: General Market Segmentation, Spanish Language 15%</i> Ad Networks: Mojiva & BrandExchange Mobile	Mobile Banner Ads In-Video Banners				
Search & Social Campaign Google AdWords Facebook -New Retargeting Options	Keyword Search Text Ads Retargets Display Ad Views				
TV MARKET BUY					
Hispanic TV Buy - Univision <i>Demo Target:100% Spanish Language</i> Dish/Direct Univision (Bonus) Digital Media -Homepage Takeovers Digital Media - Mobile	:30 SPOT :30 SPOT High Impact Banners Mobile Banners				
OUT OF HOME					
Posters - #25 Showing Target: General Market - 25% of all Adults 18, 15% Spanish Language	SPECIAL ISSUES 150 Locations				
PRINT					
People Magazine People Española (Spanish Language) Sports Illustrated The Week Time Newsweek	SPECIAL ISSUES Sexiest Man Alive Holiday Issue NCAA Preview Election Coverage Election Coverage Election Coverage		11/26		
		11/12	DECEMBER		
		11/9			
		11/12			
		11/5			
ADDED VALUE					
Added Value	35-50%	News/Health Sponsorship Billboards, Morning News Interviews, Bonus Spots, Online Awareness Study, Upgrade to special issue, Dish/Direct TV Insert bonus, Billboard Production & Bonus Posters, December Print Bonus			

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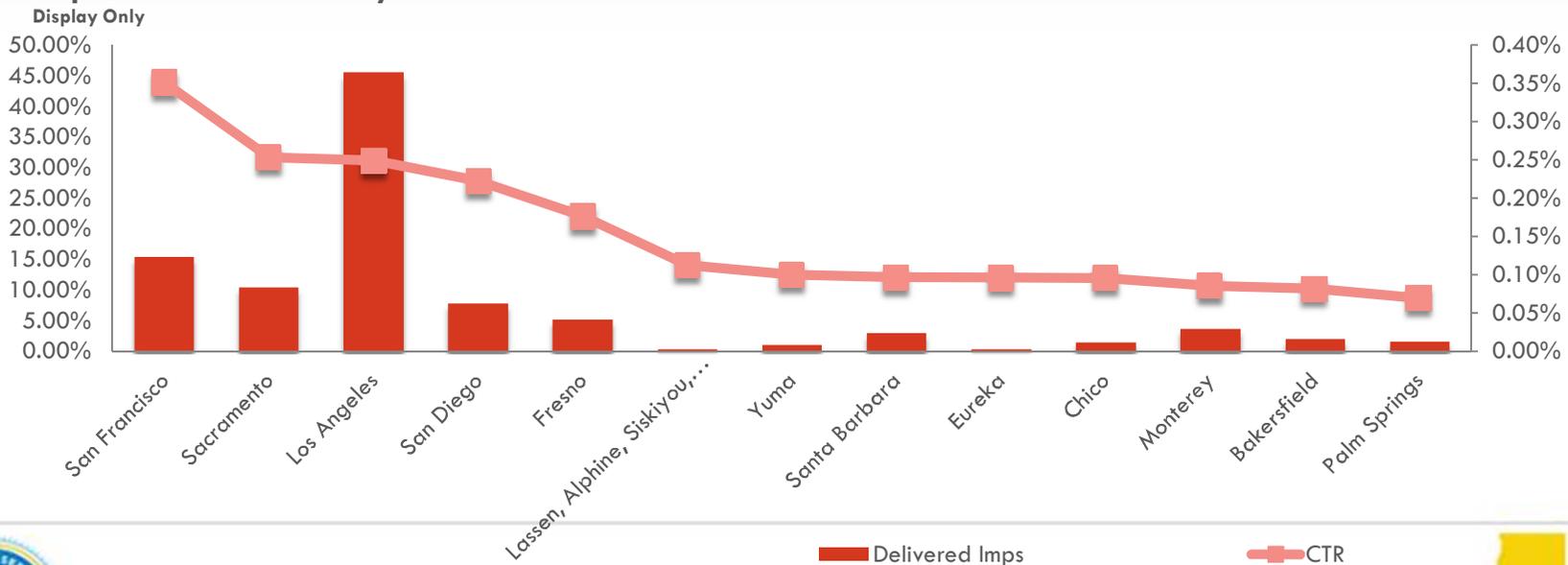
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Media Plan- LA Campaign Response

Estimated Impressions served: 243 million

- #1 Market for website visits: 162,233 Total unique site visits
- Billboards – 125 units for 8 weeks, bonus units are still running
- TV Hispanic – Univision #1 Hispanic TV network in LA

Impressions and CTR by DMA



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WIN \$1000!

Directing Change

Student Video Contest



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Pain Isn't Always Obvious

**KNOW
THE SIGNS**

Suicide Is Preventable

At a glance the contest:

- **Was open** to high school students in California
- **Asked** students to develop a 60-second video about suicide prevention or eliminating mental illness stigma during the 2012/13 school year
- **Entered** each school into a drawing for a free suicide prevention and mental health program
- **Recognizes** students and schools at an award ceremony in Sacramento at the end of the school year where students will also have an opportunity to meet their local legislator.



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371 submissions representing **922 students** from **142 schools** in all **11** regions and **35** counties.

115 entries from Los Angeles - **13** in Eliminating Stigma and **102** for Suicide Prevention





TAKE ACTION

by creating a 60-second Public Service Announcement (PSA) video to prevent suicide or help change minds about mental illness.



To Get Started:



REVIEW

the contest rules



SELECT

a submission category



IDENTIFY

a student advisor and submit intent to Direct Form



SUBMIT

entry form by March 1, 2013



UPLOAD

submission by March 1, 2013



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You are invited!



SAVE THE DATE
Directing Change
Screening & Award Ceremony

Come and view inspiring videos produced by high school students across California.
These youth used their creativity to tackle such important topics as suicide prevention and eliminating stigma about mental illness. Winners will be announced and recognized at the award ceremony.

Thursday, May 23, 2013 from 4pm – 6:30pm
4PM Reception and Red Carpet Student Welcome
5PM Screening of videos
5.30PM Award program and announcement of winners

Crest Theatre
1013 K STREET
SACRAMENTO, CA 95814

www.DirectingChange.org

Reach Out Here .com | CalMHSA | Plan Don't Always Obey. **KNOW THE SIGNS** Suicide is Preventable | Facebook | To keep up with the latest updates, join our event "Directing Change - Video Contest" on Facebook.

May 23rd, 2013 at the Crest Theater in Sacramento

Visit
www.directingchange.org to
RSVP

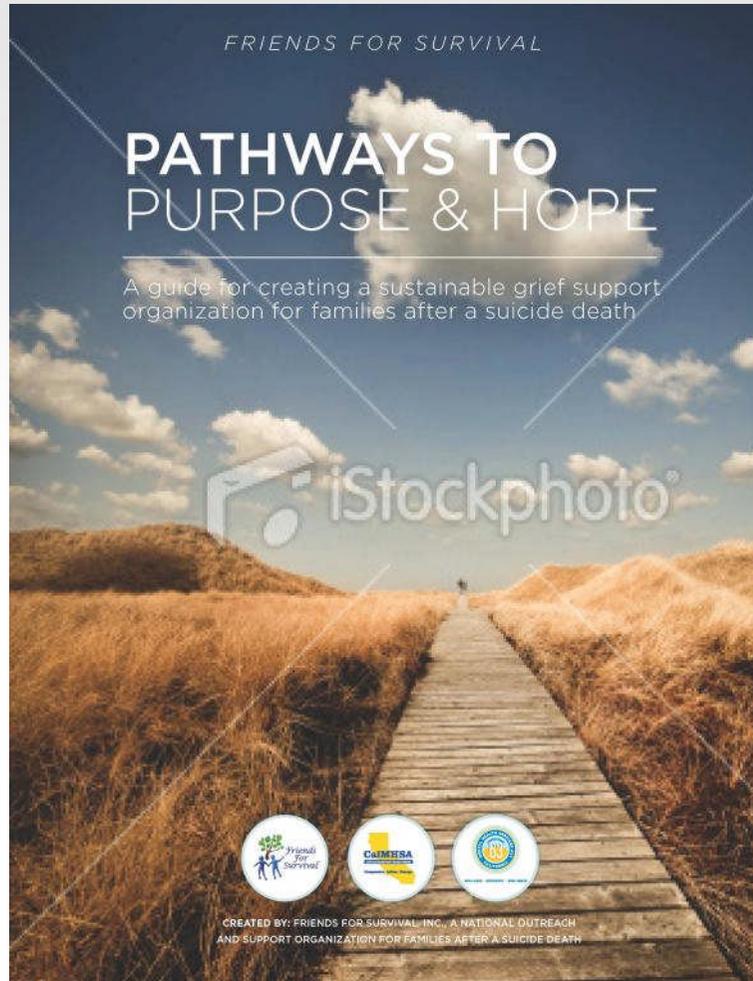


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On Deck



- Mobile App
- Friends for Survival
 - Step-by-Step strengthening survivor community manual
- Native American
 - Illustrated resource guide
- Spanish
 - Low-Literacy outreach tool
- Mass Media fall flight additional targets
 - LGBTQ
 - API
 - African American



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Pain Isn't Always Obvious

**KNOW
THE SIGNS**

[Suicide Is Preventable.org](http://SuicideIsPreventable.org)



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