

CalMHSA Express Week of August 19, 2013

Extra! Extra!
CalMHSA Express



WELLNESS • RECOVERY • RESILIENCE

Week In Review:

- *Creative Briefing to Help Elevate Entertainment Industry's Depictions of Mental Health*
- *ReachOutHere Launches Photo- Based Scavenger Hunt*
- *New Walk In Our Shoes Campaign Commences*
- *UC Santa Barbara Freshman Orientation Features Mental Health Information*
- *Community Dialogue Grantee Information Available*

Hot News (funded by CalMHSA and Proposition 63)

Creative Briefing to Help Elevate Entertainment Industry's Depictions of Mental Health: On August 8th, 2013, the Entertainment Industries Council hosted an "Understanding Mental Health Recovery for Storytellers" briefing, to assist the entertainment community in creating accurate depictions of mental health issues in characters and storylines, eliminating stigma, and encouraging help-seeking behavior. Moderated by Inside Edition's Chief Investigative Correspondent, Lisa Guerrero, panelists included individuals featured in "A New State of Mind: Ending the Stigma of Mental Illness," who shared their experiences. The forum was packed with creative writers and entertainment industry professionals who expressed strong interest in elevating the conversation around mental health through their work. For more information about the briefing contact Nedra Weinreich at nweinreich@eiconline.org.

ReachOutHere Launches Photo-Based Scavenger Hunt: The smartphone-based scavenger hunt is part of an ongoing effort to promote positive engagement in the youth forums at ReachOutHere.com, as well as the ReachOutHere social media campaign ([Facebook](#), [Twitter](#) and [Tumblr](#)). Encourage 14-24 year olds to join the back-to-school fun by downloading the app "Scavenger Hunt with Friends" on iPhones and Androids (search "ReachOutHere"). For more information contact Alexandra Kathol at akathol@rs-e.com.

New Walk In Our Shoes Campaign Commences: Stigma Reduction partner RS&E launched the new campaign which aims to stop the development of stigma in the critical period of 9-13 years of age. To debunk myths about mental health and fill in knowledge gaps in this demographic, the Walk In Our Shoes campaign includes a theatrical tour that kicks off August 26th and will reach 100 schools across the state. The campaign's website, WalkInOurShoes.org, features kid-friendly information and real life stories about mental health (Spanish language PonteEnMisZapatos.org is coming soon!). Check out the blog at EachMindMatters.org for campaign updates!

UC Santa Barbara Freshman Orientation Features Mental Health Information: The UCSB Student Mental Health Initiative team played an integral role in Freshman Orientation for Fall 2013 by educating students on the warning signs of depression and encouraging them to proactively think about ways to deal with anxiety and stress. Approximately 4,300 incoming freshmen attended orientation this year. Contact Gladys Koscak at Gladys.Koscak@sa.ucsb.edu for more information.

Community Dialogue Grantee Information Available. Due to the high level of interest in the Community Dialogue grants announced in the previous edition, RS&E has provided a link to the [full list of grantees](#).

Prop. 63 in the News

Patrick Arbore, director and founder of the Center for Elderly Suicide Prevention at San Francisco's Institute on Aging, a CalMHSA program partner, was a featured expert in the [New York Times'](#) examination of the high suicide rates among the elderly.

Down the Pipeline

PRISM Awards Raise National Awareness of Mental Health and Substance Use: The Entertainment Industries Council, Inc. is proud to announce the premiere of the 17th annual [PRISM](#) Showcase with host Dr. Drew Pinsky and guest co-hosts Orlando Jones and Giuliana Rancic. On September 14, 2013, on flagship airing partner FX, the PRISM Awards will honor television shows, music, interactive media, DVDs, comic books, and movies that accurately depict mental health and substance use prevention, treatment and recovery. Contact Nedra Weinreich at nweinreich@eiconline.org with questions.

Central Valley Suicide Prevention Hotline (CVSPH) Partners with College Campuses for Back to School Outreach Opportunities: CVSPH will make suicide prevention resources available at college back to school events and encourage students to utilize the 24-hours-a-day, seven-days-a-week resource for people in crisis and for families and friends seeking help for loved ones. On Tuesday, August 27th, CVSPH will be at the Fresno City College Volunteer Fair from 9:00am-1:00pm, and on Wednesday, September 4th, CVSPH will be at the Community Service & Opportunities Fair from 10:00am-2:00pm at CSU Fresno. Contact Kimberly DeJong at KDeJong@kingsview.org for more information.

Suicide Prevention Week is September 8th -14th! More information is forthcoming.

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