

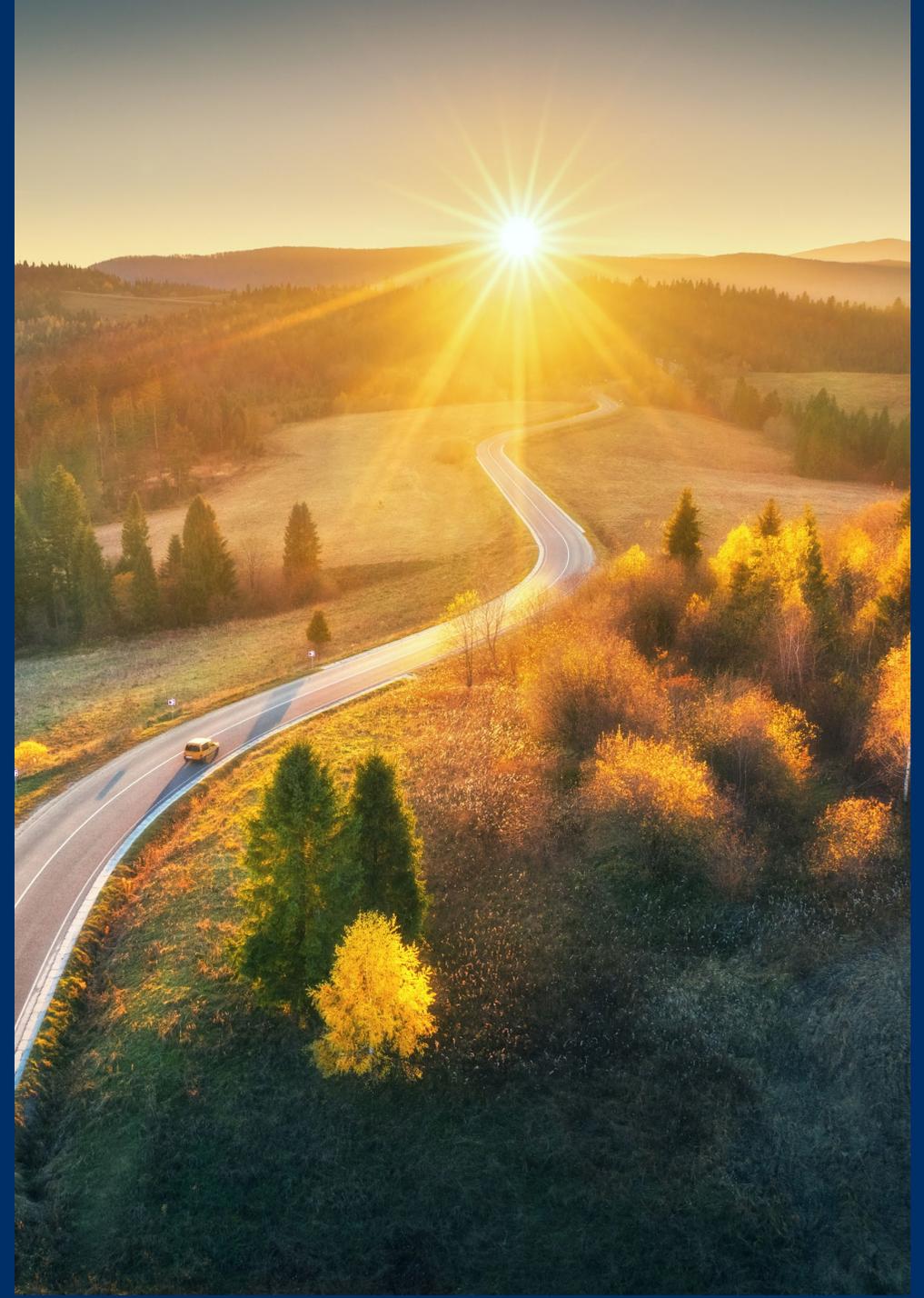


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Update on EPI video

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Psychosis landscape

- Each year, nearly 21,000 Californians experience their first episodes of psychosis, putting them at significant risk because of unemployment, hospitalization, chronic disease, incarceration, homelessness, and even death.
- The economic burden of schizophrenia in the U.S. is estimated to be \$340 billion.
- Psychosis is not a death sentence.
- Receiving timely and effective treatment can significantly change both short- and long-term outcomes, offering hope for a healthy, fulfilling life.

Commission's work on psychosis

- We administer a grant called Early Psychosis Intervention Plus (EPI+).
 - This helps counties start or scale their Coordinated Specialty Care (CSC) through a hub and spoke model.
 - Funding for this video project comes from this source.
- We worked with McKinsey to develop a strategic plan for early psychosis in California.
- We partnered with Kaiser Permanente for a small pilot study comparing CSC and non-CSC treatment.

Problem statement

- There exists proven, evidence-based solutions for successfully treating early psychosis.
- These solutions save lives and money but are not scaled to meet the current demands of Californians living with serious mental illness.
- Psychosis is not broadly understood, and its treatments are not well known, understood, nor adequately or appropriately financed.

Communication tool: Video

- A short (approximately 4 minutes) explainer video illustrating the components of CSC, focusing on showcasing their efficacy in treating early psychosis and preventing the negative impacts of serious mental illness.
- Through short interview clips, we will weave in a personal story of how this model positively impacts those who have experienced it.
- This approach helps us maintain our primary project objective to be informative, while also allowing us to share the stage with community voices, which helps support our goal of inspiring viewers to take action in creating demand for investing in bringing CSC to scale in California.

Primary Project Goal

Inspire communities and leaders to create demand for investing in CSC and expanding its reach across California.

SECONDARY GOALS

- Overcome the stigma of psychosis – and all serious mental illness – that shuts down conversations about it.
- Plainly lay out why investment in early psychosis intervention, especially CSC, is so strongly needed.
- Generate a desire in viewers to advocate for this straightforward solution.

Nuts and bolts

- The video features Dr. Tara Niendam of the UC Davis EPI-CAL program and a person with lived experience with CSC.
- We aim to release in late spring.
 - Funding expires June 2026.
- Filming is complete.

Release

- Activate partner network: Share with advocacy grantees and EPI-CAL to share with their own networks.
- Share on all CBH digital channels, including social media accounts.
 - We will also get two “cut-downs” – 60-second versions of the video more appropriate for social media.
- Publish on our website: Include it on our EPI page.
- Use the video in Commission meetings and as part of information packages ahead of meetings with decision-makers.