



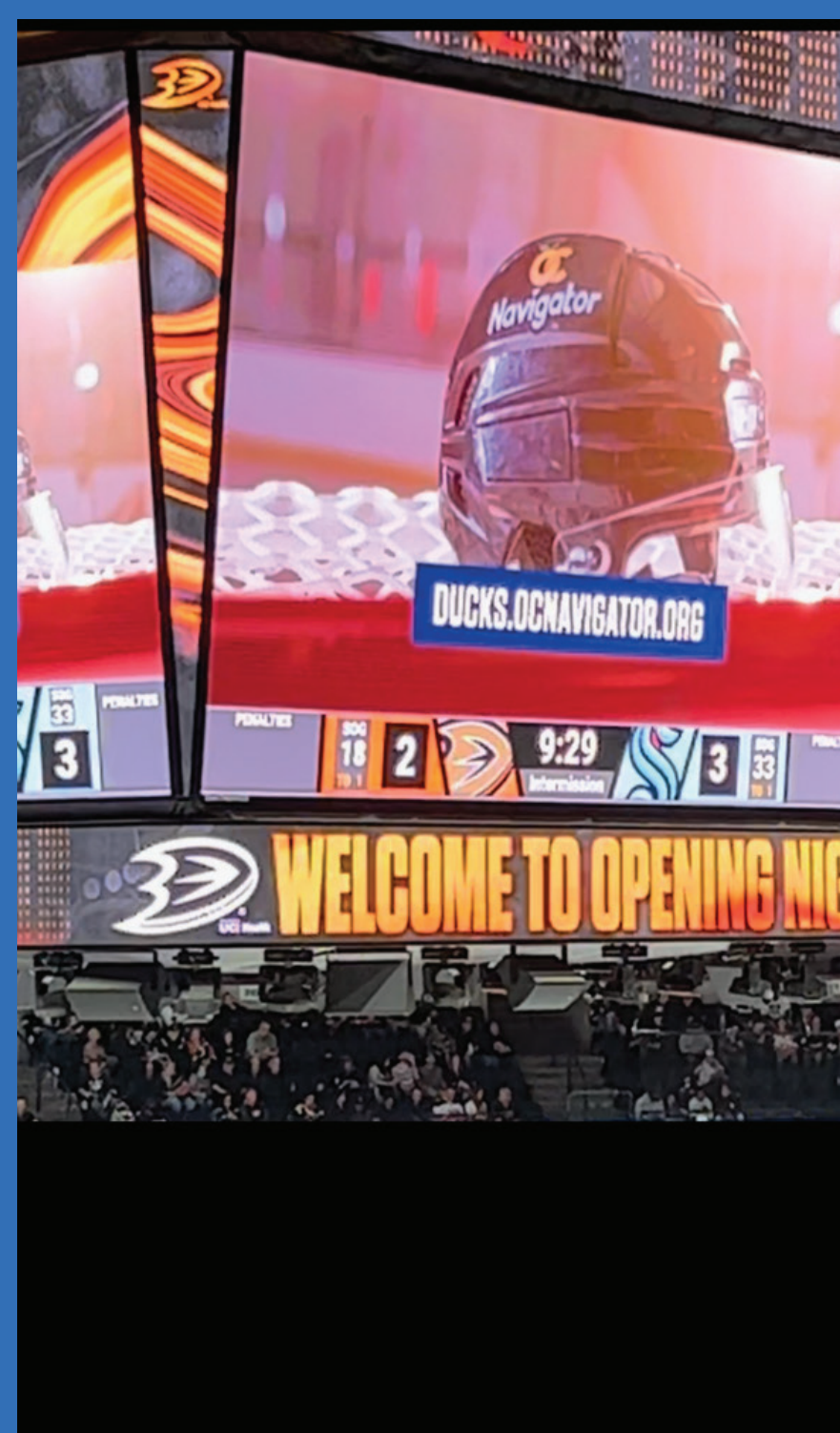
STRIVING FOR ZERO EXCELLENCE AWARDS

INNOVATIVE PARTNERSHIPS

INNOVATIVE OUTREACH THROUGH PROFESSIONAL SPORTS TEAMS

Orange County

The OC Health Care Agency has established an innovative partnership with the major league baseball team, the Los Angeles Angels, and the Anaheim Ducks (a major league ice hockey team) to reach out to millions of Orange County sports fans through large scale localized mental health awareness campaigns and community educational activities. Strategies include mental health and suicide prevention messaging in arenas during season games, outreach events co-sponsored by the teams, broadcast regional media support via, radio commercials, public service announcements, interviews with subject matter experts, and wellness outreach incentives. Reaching out to a large-scale audience of this magnitude helps the County in its mental health stigma reduction efforts, promote upstream wellness strategies, raise awareness of signs, symptoms and available resources, and ultimately saves lives.



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