



WELLNESS • RECOVERY • RESILIENCE



Mental Health Services  
Oversight & Accountability Commission

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## Commission Teleconference Meeting September 23, 2021 PowerPoint Presentations and Handouts

- Agenda Item 2:** • **PowerPoint:** Art With Impact: Making Transformational Change Through Art and Media
  
- Agenda Item 3:** • **PowerPoint:** Crossings TV Contract
  
- Agenda Item 4:** • **PowerPoint:** Student Wellness Ambassador Program (SWAP): A County-Wide, Equity-Focused Approach
  
- Agenda Item 5:** • **PowerPoint:** Mental Health Wellness Act of 2013 (SB 82/Triage)
  
- Miscellaneous:** • **Handout:** Calendar of Tentative Commission Meeting Agenda Items
- **Handout:** Striving for Zero: California's Strategic Plan for Suicide Prevention - September 2021 Update



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ART WITH IMPACT

***Making Transformational Change Through Art and Media***

# Our Plan for Today

- Quick intro to me and Art With Impact
- Watch and discuss short films from the OLIVE Film Collection
- Learn about the transformational change the MHSOAC has made possible through our partnership
- Ask me anything

# About Me

## Cary McQueen (she/her)



- Founder and executive director of Art With Impact
- California Convert
- Everything-is-connected thinker

**A quick intro to...**



ART WITH IMPACT

# Our Mission

We promote mental wellness by creating  
space for young people to learn and  
connect through art and media.

# Why we're here

We believe that addressing mental health will help build the path toward social justice

# Our premise

**Mental  
Health**

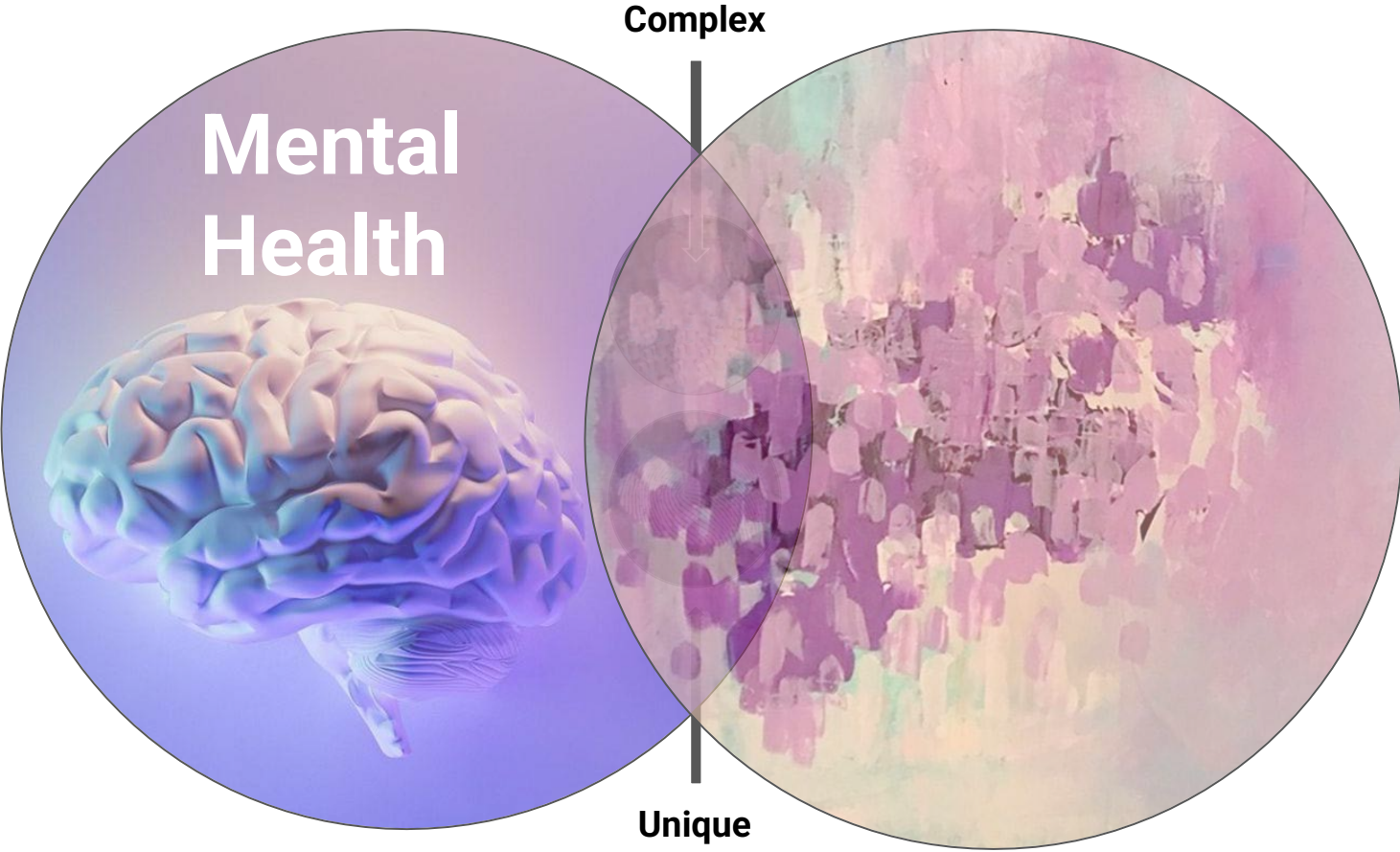


**Art**





# Our premise



# About The Filmmaker

## Adàn Àvalos (he/him)



- Voices With Impact grant recipient, 2021
- Filmmaker and scholar
- Director of documentaries and art installations
- Has focused artistic and scholarly career on paying tribute to the lives and experiences of people in migrant communities.

# *Rompiendo Olas / Breaking Waves*

By Adán Ávalos



## CONTENT HEADS UP

mention of physical abuse and alcohol use disorder, description of depression

# Mindful Moment

Take a breath on purpose.

Take another one.

# What did you see?

Immigration

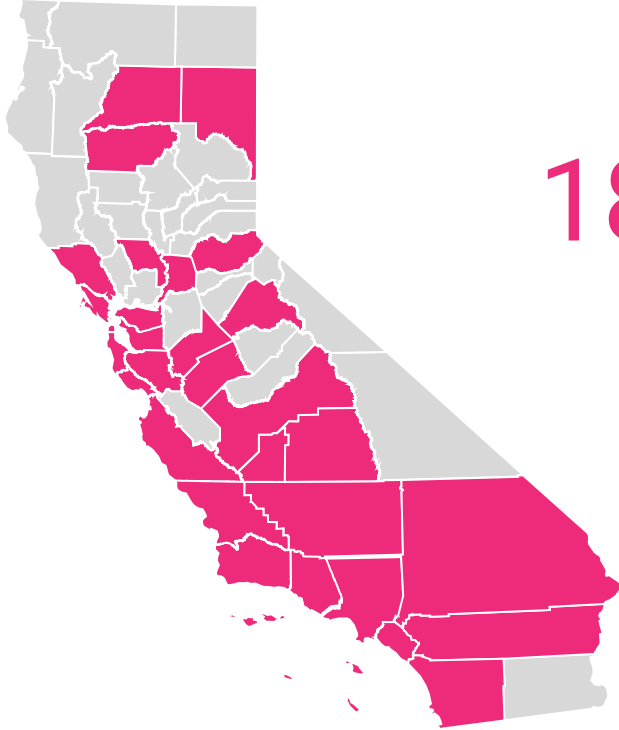
Stigma

# What did you feel?

For yourself?

For the protagonist?

# Reaching TAY...



18,854

**The partnership between MHSOAC and AWI supports transition aged youth throughout California at colleges and universities**

Youth, educators, and community members have been directly served by the Commission's investment

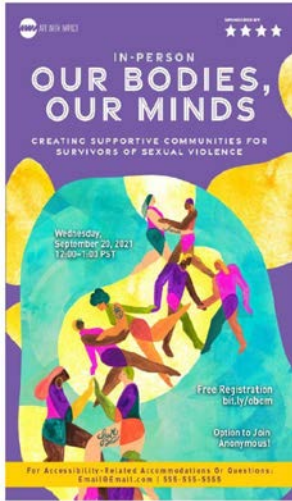
75%

Learned about California's Mental Health Commission for the first time at an AWI workshop

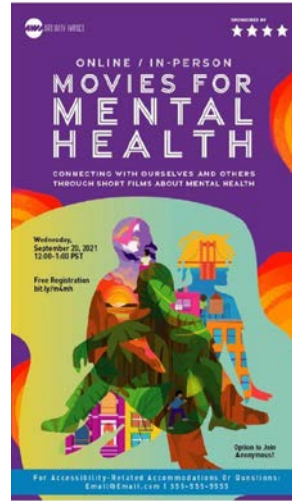
*"Everyone has challenges. How they are supported makes the difference in getting better."*

- Allan Hancock College Participant

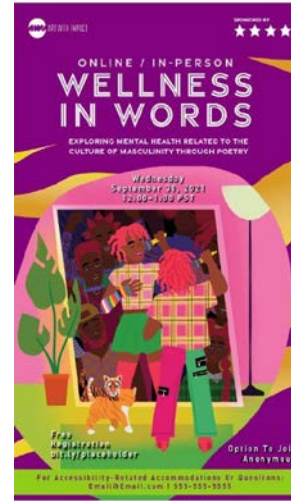
# ...Through multiple arts languages...



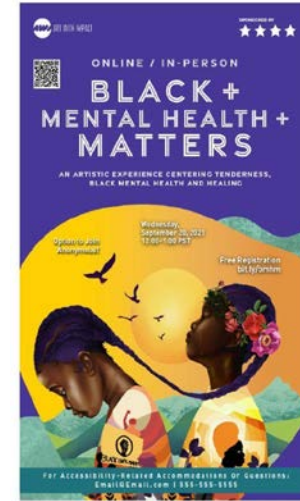
**Theater-based**



**Film-based**



**Poetry-based**



**Circle-based**

"It opened my eyes and made me more aware of sexual violence."

- CSU East Bay

"It was a great way to see that we are not alone in life and there are other people in the world who are dealing with the problems we are dealing with."

- Crafton Hills College

"A safe space / community. I loved that we were all strangers and yet the conversation flowed well and people shared some really personal writings!"

- College of Marin

"It was very eye opening to know that there are other people that look like me that have been experiencing and feeling the same way I have especially during this pandemic and it was also very comforting having everyone bond and just love one another."

- Long Beach City College

# ...Where they are

The Commission's commitment to diversity and inclusion allows AWI to develop programs that meet CA TAY where they are



## On Campus and Virtual Workshops

Our workshops can be hosted in person and online, allowing us to engage hard- to-reach schools and students



## Multiple Artistic Modalities

We have grown our program portfolio to employ a variety of artistic mediums including film, poetry, and theater



## Continued Connections

Workshop participants can join our global, virtual community, where we offer consistent arts + mental health programs

*"Mental health should not be stigmatized and we should always listen to those who reach out."*

- Cypress College College Participant



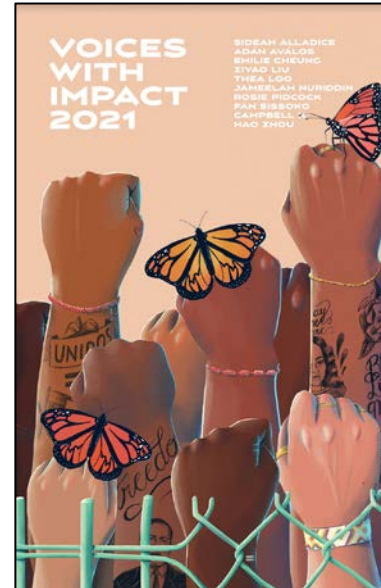
# Voices With Impact



- Indigenous mental health stories
- Mental health impacts of sexual violence



- Culture of masculinity
- LGBTQIA+ mental health stories



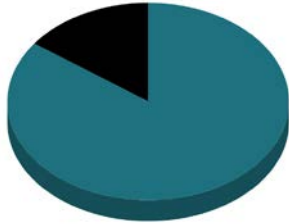
- Black mental health stories
- MH stories related to immigration experiences



- Grief and resilience
- Substance use disorder

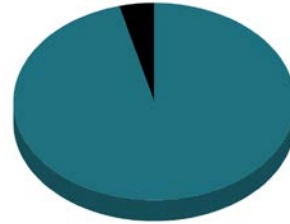
# Making Change

We are changing how young people in California think about, discuss, and prioritize their mental health and wellness



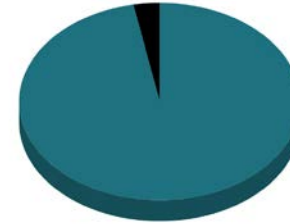
85%

of participants leave our workshops saying they are now **more likely to seek support for their mental health**



96%

of participants say our workshops **reduce the stigma of mental illness**



97%

of participants report that our workshops **increase their awareness of mental health issues**

*"I really haven't been taking care of myself at all lately, and just listening to all these stories has inspired me to go back to working more on my own mental health journey."*

- CSU East Bay Participant

# About The Filmmaker

## Elizabeth Ayiku (she/her)



- AWI monthly short film competition winner, February 2018
- AWI Advisory Board member, 2018-2021
- Filmmaker and editor based in Los Angeles
- Creates narratives, shorts, commercials
- Currently in production on her first feature

# *Little Elizabeth*

By Elizabeth Ayiku



**CONTENT HEADS UP**

**discussion of trauma and childhood sexual assault**

**What are some of the emotions you are feeling after watching this film?**



**Ask Me Anything!**

**Cary McQueen**  
**[cary@artwithimpact.org](mailto:cary@artwithimpact.org)**



# Proposed Motion:

The Commission approves Art With Impact's request for program funding for 2 years, as follows:

**Name:** Art With Impact

**Amount:** \$500,000

**Project Length:** Two (2) Years



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# Crossings TV Contract

September 23, 2021



# Crossings TV

- Provides in-language television to three of the largest Asian American markets in California
  - In their 35-county broadcast range, Crossings TV reaches 4.2 million Asian Californians
- Airs content in seven Asian languages Chinese, Filipino, Hmong, Japanese, Korean, South Asian, and Vietnamese



Target Demos:



# Video messaging that speaks to the moment

- In response to the dramatic increase in Asian-hate crime over the last year, the Commission has worked with Crossings TV to produce new in-language messaging



## This year's proposal: \$109,880

- 30 second commercial spot airing 2,313 times across markets
- 10 second billboard spot airing 400 times across markets
- 3 minute interview segment on mental health airing 40 times across markets
- Social media collaboration
- Participation in 6 cultural festivals

Motion: The Commission approves program funding for Crossings TV for 1 year in the amount of \$109,880.

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# Student Wellness Ambassador Program (SWAP):

A COUNTY-WIDE, EQUITY-FOCUSED APPROACH

A collaboration between Marin County Behavioral Health and Recovery Services and the Marin County Office of Education

WHAT IS THE  
PROBLEM  
YOU ARE  
TRYING TO  
SOLVE?

Inequitable access to wellness resources

High rates of suicidal thoughts, anxiety, and depression

Youth feeling alone and not knowing how to get help

# HOW DOES THE PROJECT ADDRESS THE PROBLEM?

A centralized county-wide coordination, training, and evaluation structure to launch and support Student Wellness Ambassador programs at every middle and high school in the county

Robust training for both the Student Wellness Ambassadors and the site-based adult leads

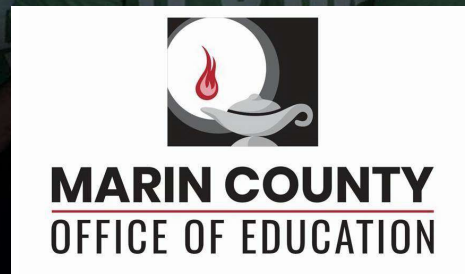
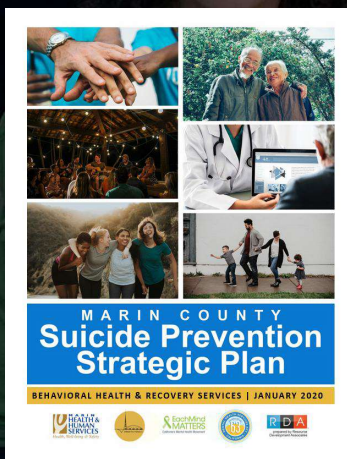
An Equity-focused recruitment and engagement strategy

Creating youth to youth cross-district relationships, sharing ideas, and getting feedback from other student populations

Career Pathways

# HOW HAS YOUR COMMUNITY CONTRIBUTED TO THE CREATION OF THIS PROJECT?

- Widely distributed website with webform to solicit proposals
- A lived experience review committee as the first eyes to score all 14 proposals received
- 3 youth focus groups to refine and further develop proposal
- Engagement of local CBOs and providers, statewide peer mentoring advocates, MHSA Advisory Committee and Mental Health Board and School Wellness Collaborative
- 30-day public comment period and public hearing





# WHAT ARE WE HOPING TO LEARN?

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Can a county-wide centralized coordination and training **structure enhance the effectiveness and sustainability** of student peer wellness support across Marin County schools?

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Does centralizing student peer wellness support county-wide **increase equity** in who accesses peer mentoring?

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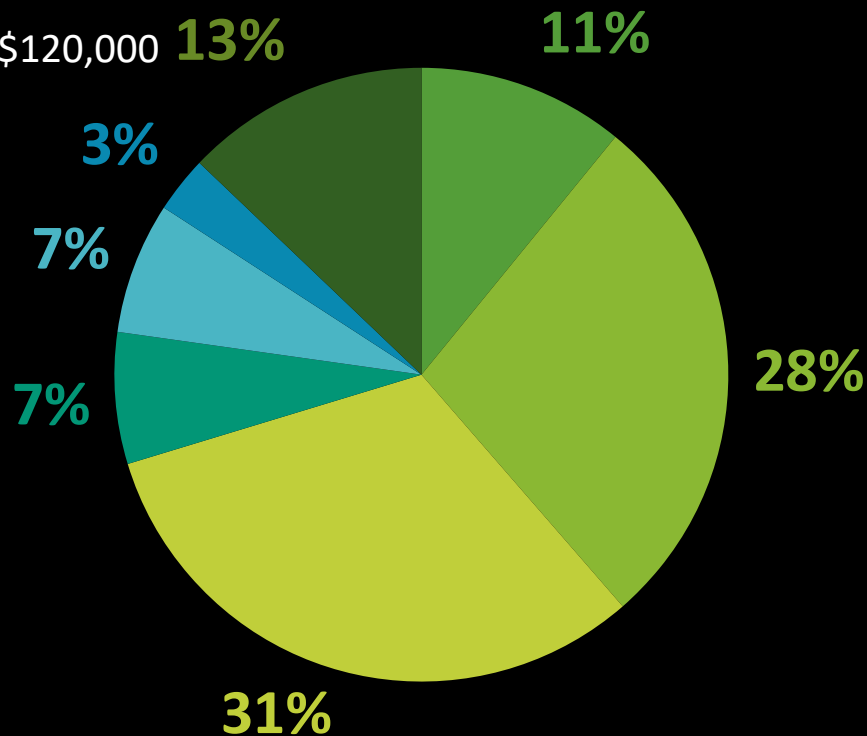
By engaging and supporting youth from traditionally underserved communities as lead wellness ambassadors, **can we break down stigma around mental health and improve outcomes** for youth of color, English Language learners, and LGBTQ+ youth in our county?



# BUDGET: \$1.648M OVER 3.5 YEARS

## AVERAGE OF \$481K PER YEAR

- Specialty Trainers (MHFA, Mindfulness, etc.): \$175,000
- Marin County Office of Ed: \$455,000
- CBO Contracts (recruitment and training for underserved youth): \$525,000
- SWA and Stakeholder incentives: \$120,000
- Evaluator: \$120,000



Proposed Motion: The Commission approves Marin County's Innovation plan, as follows:

Name: Student Wellness Ambassador Program (SWAP): A County-Wide Equity-Focused Approach

Amount: Up to \$1,648,000 in MHSA Innovation funds

Project Length: Three and a half (3.5) Years



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# Mental Health Wellness Act of 2013 (SB 82/Triage)

## Background

- Commission's Budget includes \$20 million in ongoing funding
- 50 percent for youth and 50 percent for TAY/adults.
- Improve crisis services including; stabilization, treatment, rehabilitative services, and mobile support
- Funds available through a competitive grant program for counties
- Funding is focused on staffing

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## Expected Outcomes

- Adding triage personnel at various points of access, such as at designated community-based service points, homeless shelters, and clinics
- Improving the client experience, achieving recovery and wellness, and reducing costs
- Reducing unnecessary hospitalizations and inpatient days
- Reducing recidivism and mitigating unnecessary expenditures of law enforcement

# Next Steps

- Listening Session September 28<sup>th</sup>
- Presentation to Commission on opportunities for next round of Triage grants at the October 2021 Commission meeting
- RFA Outline to be presented at the November 2021 Commission meeting
- Projected Round 3 launch date: September 2022

Questions

# Calendar of Tentative Commission Meeting Agenda Items

Proposed 9/23/2021

Agenda items and meeting locations are subject to change.

## October 28, 2021: Sacramento, CA (Teleconference)

### **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

### **Election of the MHSOAC Chair and Vice-Chair for 2022**

Nominations for Chair and Vice-Chair for 2022 will be entertained and the Commission will vote on the nominations and elect the Chair and Vice-Chair.

### **Mental Health Student Services Act – (Federal Funds) Outline and Authority to Award Grants**

The Commission will be presented with an outline for the \$100 million federal funds for school county partnership grants and request that the Commission delegate authority to the Executive Director to award grants to the highest scoring applicants.

### **Panel on the Mental Health Wellness Act of 2013 (Triage)**

The Commission will be presented with opportunities for future funding allocations.

### **Stakeholder Advocacy Report Out**

The Commission will be presented with an update on the activities of the Stakeholder Advocacy Contractors.

### **Anti-Bullying Campaign Outline and Authority to Execute Contracts**

The Commission will be presented with an outline for the \$5 million for the Anti-Bullying Campaign contracts and request that the Commission delegate authority to the Executive Director to execute contracts.

## November 18, 2021: Sacramento, CA (Teleconference)

### **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

### **INN Subcommittee Year End Report Out**

The Commission will be presented with an update on the activities of the Innovation Subcommittee.

- Innovation Incubator Report Out
- Innovation Collaboratives Report Out
- Help@Hand Innovation Report Out



# Calendar of Tentative Commission Meeting Agenda Items

Proposed 9/23/2021

Agenda items and meeting locations are subject to change.

## **INN-Unauthorized Funds**

The Commission will be presented with background and findings related to County Innovation expenditures that lack evidence of Commission approval.

## **December 2021:**

No Meeting

## **January 27, 2022: TBD**

### **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

### **Mid-Year Budget Update and the Governor's Proposed Budget for 2022**

The Commission will be presented with the mid-year expenditures for Fiscal Year 2021-22. The Commission will also be presented with the Governor's Proposed Budget for 2022.

## **February 24, 2022: TBD**

### **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

### **Legislative Priorities for 2022**

The Commission will consider legislative and budget priorities for the current legislative session.

### **Prevention and Early Intervention Report Presentation**

The Commission will consider the final report of the PEI project subcommittee for adoption.

### **Capital Collaborative On Race and Equity: Racial Equity Action Plan Presentation**

The Commission will consider the CCORE Action Plan for adoption.

## **March 24, 2022: TBD**

### **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

# **Calendar of Tentative Commission Meeting Agenda Items**

**Proposed 9/23/2021**

Agenda items and meeting locations are subject to change.

## **Mental Health Wellness Act of 2013 (Triage) Outline and Authority to Award Grants**

The Commission will be presented with an outline for the next round of Triage grants and request that the Commission delegate authority to the Executive Director to award grants to the highest scoring applicants.

## **Immigrant and Refugees - Stakeholder Advocacy Outline and Authority to Award Contracts**

The Commission will be presented with an outline for the next round of Immigrant and Refugees Stakeholder Advocacy Contracts and request that the Commission delegate authority to the Executive Director to award contracts to the highest scoring applicants.

## **Legislative Priorities for 2022**

The Commission will consider legislative and budget priorities for the current legislative session.

## **Workplace Mental Health Report Presentation**

The Commission will consider the final report of the WPMH project subcommittee for adoption.

## **Evaluation Committee Report Out**

Potential Items for discussion: Establishing Core Metrics for California's Mental Health System  
Fiscal Transparency and Reversion

## **April 28, 2022: TBD**

## **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

## **Legislative Priorities for 2022**

The Commission will consider legislative and budget priorities for the current legislative session.

## **Cultural and Linguistic Competency Committee Report Out**

The Commission will be presented with an update on the activities of the Cultural and Linguistic Competency Committee.

## **Client and Family Leadership Committee Report Out**

The Commission will be presented with an update on the activities of the Client and Family Leadership Committee.

# Calendar of Tentative Commission Meeting Agenda Items

Proposed 9/23/2021

Agenda items and meeting locations are subject to change.

## May 26, 2022: TBD

### **Potential Innovation Plan Approval**

The Commission reserves time on each month's agenda to consider approval of Innovation projects for counties. At this time, it is unknown if an innovative project will be calendared.

### **Legislative Priorities for 2022**

The Commission will consider legislative and budget priorities for the current legislative session.

### **Governor's Budget Revisions for 2022**

The Commission will be presented with the Governor's budget revisions for 2022.

### **Youth Drop-In Centers – allcove Grant Program Report Out**

The Commission will be presented with an update on the activities of the Youth Drop-In Centers-allcove Grant Program.

### **Early Psychosis Intervention Grant Program Report Out**

The Commission will be presented with an update on the activities of the Early Psychosis Intervention Grant Program.

## June 2022:

No Meeting

# Striving for Zero California's Strategic Plan for Suicide Prevention

## September 2021 Update

In 2020, 4,075 Californians tragically lost their lives to suicide according to data recently presented by the California Department of Public Health. This month, the Mental Health Services Oversight and Accountability Commission joined other partners raising awareness for suicide prevention in recognition of National Suicide Prevention Week from September 5<sup>th</sup>–11<sup>th</sup> and World Suicide Prevention Day on September 10<sup>th</sup>. This year, the Commission's communications team participated by implementing a prevention-focused social media campaign during National Suicide Prevention Week.

The Mental Health Services Act lists suicide as one of seven negative outcomes of unmet mental health needs. Research affirms that lives can be saved from suicide when people with mental health needs are supported and able to live in safe environments. The Commission adopted *Striving for Zero: California's Strategic Plan for Suicide Prevention, 2020–2025* in November 2019. The Commission has been working with partners to implement statewide suicide prevention strategies outlined in the Plan.

The Commission also is leading a statewide effort to advance prevention and early intervention in mental health. Most people who die by suicide experienced a mental health challenge prior to death. Prevention and early intervention strategies have tremendous potential to prevent suicidal behavior and death.

Below is a brief update on several statewide suicide prevention initiatives underway led by the Commission and its partners.

### State Leadership

The Commission co-sponsored Assembly Bill 2112 to establish an Office of Suicide Prevention within the Department of Public Health. The office was established in 2020; the 2021 Budget Act included ongoing funding for five permanent positions and \$2 million each year to advance statewide suicide prevention strategies. Commission staff work with the Department of Public Health's Injury and Violence Prevention Branch, which will house the Office of Suicide Prevention, to promote state-level collaboration and coordination and to identify opportunities to maximize public and private investments in suicide prevention activities.

### Local Strategic Planning

In 2020, the Commission launched a multi-county learning collaborative to advance local suicide prevention planning and implementation. To date, 34 counties have enrolled in the collaborative to develop, implement, or improve local strategic plans that align with *Striving for Zero*. This collaborative builds on a previous Suicide Prevention Strategic Planning Learning Collaborative provided by the California Mental Health Services Authority (CalMHSA). Participating counties have attended three webinars so far and engaged in one collaborative workgroup meeting; the next collaborative workgroup meeting will be held in late September. Counties also are invited to meet individually with the technical assistance providers. Some individual county meetings have focused on engaging broad-based community coalitions in suicide prevention planning and implementation, implementing data monitoring and resource mapping to direct prevention planning, and other topics.

## **Data**

On September 10<sup>th</sup>, the Commission launched a suicide data dashboard to display publicly available county- and state-level data collected by the Department of Public Health. Reviewed prior to public release by local suicide prevention advocates and other decision-makers, this dashboard supports suicide prevention planning by increasing public access to and awareness about trends in deaths by suicide in California. The Commission also recently received complete death records and has begun to explore opportunities to link these records with mental health consumer data. Efforts also are underway to obtain suicide attempt-related data from California's Office of Statewide Health Planning and Development.

## **Safety**

The Commission is exploring opportunities for promoting awareness of lethal means safety as one of the most practical and effective strategies for suicide prevention. Opportunities include creating an online resource to highlight safe storage of firearms and medications and locks and other barriers easily implemented in the home, as well as conducting outreach and engagement with California's firearm owning communities to promote suicide prevention awareness. The Commission also conducts outreach with injury and violence prevention partners, including philanthropic groups and foundations, to promote suicide prevention strategies within other public health efforts.

## **Student Wellbeing**

Earlier this year, the Commission launched an effort to partner with student mental health clubs on school campuses to promote student wellbeing and prevent suicide. Bring Change to Mind (BC2M), NAMI California, GSA Network, Directing Change, and The Goldie Hawn Foundation have since begun to expand school-based clubs and provide training to students and school staff that will promote mental health awareness, suicide prevention, and social and emotional competence throughout the 2021–22 school year. As of September 2021,

youth recruitment efforts are underway to form BC2M, NAMI on Campus, and GSA clubs and organize campus-wide events. Directing Change is providing suicide prevention training and technical assistance to all three school-based club organizations and soliciting club-affiliated students and faculty advisors to apply for mini grants to create film and art projects showcasing mental health themes. Lastly, The Goldie Hawn Foundation is offering scholarships to implement their MindUP™ training and curriculum to schools that primarily serve families with low socioeconomic status.

### **Screening for Risk**

Partnering with schools and other subject matter experts, the Commission is working to increase the use of best practices in student suicide risk screening and triage based on level of risk through training and technical assistance. Support for schools will include an online training to promote awareness of best practices in suicide risk screening, identification of at-risk students, and data collection.

### **Crisis Services**

During its October 2018 hearing on suicide prevention, the Commission heard testimony from the co-creator of the Crisis Now model. The Commission's Innovation Incubator staff have worked with ten counties in two collaboratives to implement the model, strengthening support systems to reduce criminal justice involvement for individuals with unmet mental health needs. The Crisis Now model enables counties to assess community needs, enhance access to care, and realize overall cost savings. An additional 14 counties have expressed interest in participating in the ten-month learning community soon.

The Commission also participates in California's 988 State Advisory Board Committee monthly calls led by Didi Hirsch Mental Health Services and the Department of Health Care Services. In 2020, Federal law established 9-8-8 as the new, nationwide, easy-to-remember, three-digit phone number for Americans in crisis to connect with suicide prevention and mental health crisis counselors. This new number will go into effect in July of 2022. To support implementation of the new number, the Governor's Administration announced that it will invest \$20 million in federal funding to support planning and capacity building among California's 13 National Suicide Prevention Lifeline centers.