



WELLNESS • RECOVERY • RESILIENCE



Mental Health Services  
Oversight & Accountability Commission

---

## Commission Teleconference Meeting November 18, 2021 PowerPoint Presentations and Handouts

- Agenda Item 2:** • **PowerPoint:** Election of the Chair and Vice-Chair for 2022
- Agenda Item 3:** • **PowerPoint:** The Hope Park Project: An Intergenerational Approach to Improving Mental Health
- **Handout:** Additional Stakeholder Feedback
- Agenda Item 4:** • **PowerPoint:** Community Assessment and Transport Team (CATT)
- **PowerPoint:** Anti-Bullying Social Media Project
- Agenda Item 5:** • **Handout:** Memorandum: Proposal - Peer Social Media Network Project to Support Youth Who Have Experienced Bullying



Mental Health Services  
Oversight & Accountability Commission

# Election of the Chair and Vice-Chair for 2022

November 18, 2021

# Election of Chair and Vice Chair

- Term of Office: One year
- Elections must be held no later than December
- New Terms of Office start in January
- Per Commission Rules 1.3 and 1.4

The logo for the Mental Health Services Oversight & Accountability Commission (MHSOAC). It features the acronym "MHSOAC" in a bold, white, sans-serif font. A horizontal line is drawn through the middle of the letters, with a small circular graphic element integrated into the letter "O".

**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

# In the Event of Vacancy

If Chair is absent or that seat is vacant:

- Vice-Chair assumes all duties until a successor is elected
- Election must be held within 60 days

If both Chair and Vice-Chair are absent/vacant:

- Commissioner with most seniority shall preside at the meeting

# Nominations

Chair calls for nominations:

- By one or more Commissioners
- At least one nominee per Office
- If only one, still need to vote
- Nominee must consent to run

Separate votes for each Office

- Two Motions
- Public comment can be combined

# Election Process

Same as for other Action Items:

- Motion and second
- Public comment
- Call for the vote on each motion
- Majority passes
- At least 7 aye votes

# Proposed Motions

**Motion 1: Move to nominate Name for the office of Chair during Calendar Year 2022.**

**Motion 2: Move to nominate Name for the office of Vice-Chair during Calendar Year 2022.**



**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission



# The Hope Park Project: An Intergenerational Approach to Improving Mental Health

A Mental Health Services Act Innovations proposal

November 2021

Donnell Ewert, MPH, Director, Shasta County Health and Human Services Agency

Michael Burke, Executive Director, Pathways to Hope for Children



Shasta County  
**Health & Human  
Services Agency**





# What is the problem we are trying to solve in Shasta County?

## **Improve the mental well being of older adults**

- Older adults can lose their sense of purpose and motivation as their circle of influence diminishes
- Mental health problems, suicidal ideation and depression can result from this

## **Improve the mental well being of youth affected by Adverse Childhood Experiences**

- Shasta County's families fare worse than many throughout the state and nation with exposure to trauma in childhood
- Evidence shows that without intervention, youth with high ACE scores are highly likely to fall victim to tragic health outcomes as adults

# What is not working?

- Current programs have not successfully focused on bridging the generational gap
  - Older adults need to feel purpose, but lack resources to engage with their community
  - Youth need relationships with caring adults
  - There is a lack of connection between older adults and teens
  - Shasta County's rates of domestic violence and child abuse are unacceptably high
- Shasta County and its many partners have a variety of programs that address ACEs, but this project takes an innovative approach to improving the mental health and wellbeing of older adults and teenagers
- With programs that provide pathways to hope and healing, ACE scores among youth can be mitigated or reduced

How does  
this INN  
project  
address that  
problem?

## **This is an innovative approach to mitigating ACEs through an intergenerational approach**

- Hope Park flips the script and brings older adults into a place where teens gather, rather than the traditional approach of bringing the teens into care homes
- Teen centers become multigenerational hubs for older adults and teens at a time of day when teens are most likely to engage in risky behaviors
- Older adults take part in high-adventure activities with teens
- Hope Park will offer whole-family care to participants, developing a community of supportive adults, mitigating the impact of ACEs and addressing mental health issues for teens, older adults and their families

# How has your community contributed to the creation of this project?

- MHSA Stakeholder Workgroup reviewed gaps identified in stakeholder brainstorming sessions
- Workgroup identified that an intergenerational project could address two challenges in our community
- Vetted by the Stand Against Stigma Committee; Suicide Prevention Workgroup; Mental Health, Alcohol and Drug Advisory Board; and Board of Supervisors

**From Dani Hayward, Tribal Council Member:** “Childhood trauma is mentally, physically, and socially detrimental. If 200 local youth can be given a support system that includes mentors, healthy activities, and skill building, think of how this can positively impact their lives for the future. These youth will grow up with some positive light in their lives, taking what they have learned and raising healthy families of their own.”

# What are you hoping to learn and how will you measure it?

Does an intergenerational connection based on shared experiences and meaningful interactions increase hope scores and wellbeing and reduce suicidal ideation among older adults and teens?

We will use the validated Children's Hope Scale for teens, the Adult Hope Scale for older adults, and other assessments to measure:

- Hope
- Flourishing
- Perceived stress
- Emotional wellbeing
- Suicidal ideation
- Ability to accomplish self-defined goals
- ACE scores on older adults and youth ages 13+
- School engagement, interaction with law enforcement, and truancy



Thank you!

**Donnell Ewert, MPH, Director**  
Shasta County Health and Human Services Agency

**Michael Burke, Executive Director**  
Pathways to Hope for Children



Shasta County  
**Health & Human  
Services Agency**



# Proposed Motion

The Commission approves Shasta County's Innovation plan, as follows:

- **Name:** The Hope Park Project: An Intergenerational Approach to Improving Mental Health
- **Amount:** Up to \$1,750,000 in MHSA Innovation Funds
- **Project Length:** Five years





November 8, 2021

I am writing on behalf of Mercy Medical Center Redding to express our support for Pathways to Hope for Children's proposal for the Mental Health Services Act Innovation (INN) Project.

This proposal will fill two major gaps in services in our community. As a leader within an organization that works with both youth and older adults, this program will provide **meaningful activities for older adults** to help prevent the negative physical and mental health effects of loneliness and **give teens a safe place to gather** at a time of day that they are most often to engage in risky behavior. I support the idea of creating a multi-generational community that will be beneficial to all involved.

A University of California, San Francisco (UCSF) study found that participants age 60 and older who reported feeling lonely saw a 45% increase in their risk of death. Isolated survey respondents also had a 59% greater risk of mental and physical decline than their more social counterparts. A recent study by the US Department of Justice's Office of Juvenile Justice and Delinquency Prevention stated, "Nearly one-fifth of juvenile violent crimes occur in the 4 hours between 3 p.m. and 7 p.m. on school days." Another report showed that after school hours are a peak time for juvenile crime and risky behaviors such as drug use, underage drinking, smoking cigarettes and sexual activity to occur. They stated that between the hours of 2 p.m. and 6 p.m., juveniles are at the highest risk of violence.

This is the right program at the right time for Shasta County.

Mercy Medical Center Redding is a strong supporter of the services and programs that Pathways to Hope for Children offer and we look forward to continuing to work collaboratively with them to achieve shared goals for our most vulnerable community members.

Sincerely,

Alexis Ross

Director, Community Health – North State Market

[alexis.ross@dignityhealth.org](mailto:alexis.ross@dignityhealth.org)

**COMMISSIONERS**

Joe Ayer  
Kathy Barry  
Joe Chimenti  
Brian Cole  
Cindy Dodds  
Kevin O'Rourke  
Karen Ramstrom  
Miguel Rodriguez  
Cindy Vogt

**EXECUTIVE DIRECTOR**

Wendy Dickens

11/5/2021

I am writing on behalf of First 5 Shasta to express our support for Pathways to Hope for Children's proposal for the Mental Health Services Act Innovation (INN) Project.

This proposal will fill two major gaps in services in our community. As the leader of an organization that works with families, this program will provide **meaningful activities for older adults** to help prevent the negative physical and mental health effects of loneliness and **give teens a safe place to gather** at a time of day that they are most often to engage in risky behavior. I support the idea of creating a multi-generational community that will be beneficial to all involved.

A University of California, San Francisco (UCSF) study found that participants age 60 and older who reported feeling lonely saw a 45% increase in their risk of death. Isolated survey respondents also had a 59% greater risk of mental and physical decline than their more social counterparts. A recent study by the US Department of Justice's Office of Juvenile Justice and Delinquency Prevention stated, "Nearly one-fifth of juvenile violent crimes occur in the 4 hours between 3 p.m. and 7 p.m. on school days." Another report showed that after school hours are a peak time for juvenile crime and risky behaviors such as drug use, underage drinking, smoking cigarettes and sexual activity to occur. They stated that between the hours of 2 p.m. and 6 p.m., juveniles are at the highest risk of violence.

First 5 Shasta is primarily focused on the support, advocacy and needs of children ages 0-5 and all those that support them. The work to create safe spaces and education for parents and teens will support goals that align with First 5 Shasta's vision and mission. Having things for teens to do in the community helps with well-timed births and will continue the efforts that First 5 Shasta has around mitigation and prevention of Adverse Childhood Experiences (ACEs).

This is the right program at the right time for Shasta County.

Sincerely,



**Wendy Dickens, MSW** | Executive Director

**First 5 Shasta** 393 Park Marina Circle Redding, CA 96001  
**direct** (530) 646-3783 **main** (530) 646-3780 [wdickens@first5shasta.org](mailto:wdickens@first5shasta.org)

**Shasta Children and Families Commission**

393 Park Marina Circle  
Redding, California 96001  
(530) 646-3780  
[first5shasta.org](http://first5shasta.org)



P O Box 228  
29632 Highway 299E  
Round Mountain, CA 96084  
530.337.5750, phone  
530.337.5754, fax  
[www.hillcountryclinic.org](http://www.hillcountryclinic.org)

**Health Care for the Whole Community**

November 7, 2021

To Whom It May Concern:

I am writing on behalf of Hill Country Community Clinic to express our support for Pathways to Hope for Children's proposal for the Mental Health Services Act Innovation (INN) Project.

This proposal will fill two major gaps in services in our community. As the leader of an health care organization that works with youth and older adults, this program will provide **meaningful activities for older adults** to help prevent the negative physical and mental health effects of loneliness and **give teens a safe place to gather** at a time of day that they are most likely to engage in risky behavior. I support the idea of creating a multi-generational community that will be beneficial to all involved.

A University of California, San Francisco (UCSF) study found that participants age 60 and older who reported feeling lonely saw a 45% increase in their risk of death. Isolated survey respondents also had a 59% greater risk of mental and physical decline than their more social counterparts. A recent study by the US Department of Justice's Office of Juvenile Justice and Delinquency Prevention stated, "Nearly one-fifth of juvenile violent crimes occur in the 4 hours between 3 p.m. and 7 p.m. on school days." Another report showed that after school hours are a peak time for juvenile crime and risky behaviors such as drug use, underage drinking, smoking cigarettes and sexual activity to occur. They stated that between the hours of 2 p.m. and 6 p.m., juveniles are at the highest risk of violence.

Hill Country's medical and behavioral health providers will be enthusiastic about this new opportunity and will refer both teens and older adults to the program. This is the right program at the right time for Shasta County.

Sincerely,

A handwritten signature in blue ink that reads "Lynn Dorroh". The signature is fluid and cursive, with the first name "Lynn" being more prominent than the last name "Dorroh".

Lynn Dorroh, CEO  
[ldorroh@hillcountryclinic.org](mailto:ldorroh@hillcountryclinic.org)



## SHASTA COUNTY PROBATION DEPARTMENT

2684 Radio Lane  
Redding, CA 96001  
(530) 245-6200 FAX: (530) 245-6001

---

**Tracie Neal**  
Chief Probation Officer

November 8, 2021

I am writing on behalf of the Shasta County Probation Department to express our support for Pathways to Hope for Children's proposal for the Mental Health Services Act Innovation (INN) Project.

This proposal will fill two major gaps in services in our community. As the leader of an organization that works with youth this program will provide meaningful activities for older adults to help prevent the negative physical and mental health effects of loneliness and give teens a safe place to gather at a time of day that they are most often to engage in risky behavior. I support the idea of creating a multi-generational community that will be beneficial to all involved.

A University of California, San Francisco (UCSF) study found that participants age 60 and older who reported feeling lonely saw a 45% increase in their risk of death. Isolated survey respondents also had a 59% greater risk of mental and physical decline than their more social counterparts. A recent study by the US Department of Justice's Office of Juvenile Justice and Delinquency Prevention stated, "Nearly one-fifth of juvenile violent crimes occur in the 4 hours between 3 p.m. and 7 p.m. on school days." Another report showed that after school hours are a peak time for juvenile crime and risky behaviors such as drug use, underage drinking, smoking cigarettes and sexual activity to occur. They stated that between the hours of 2 p.m. and 6 p.m., juveniles are at the highest risk of violence.

This is the right program at the right time for Shasta County. The Probation Department supports providing meaningful connections to the community and this program will offer support to our youth while also allowing them to learn from a population of individuals they may not otherwise have contact with. The Probation Department will continue to refer youth and families to the Teen Center and the valuable activities and services it provides to our community.

Sincerely,

A handwritten signature in blue ink that reads "Tracie Neal".

Tracie Neal  
Chief Probation Officer  
tneal@co.shasta.ca.us





November 9, 2021

To Whom It May Concern:

I am writing on behalf of Redding Rancheria to express our support for Pathways to Hope for Children's proposal for the Mental Health Services Act Innovation (INN) Project.

This proposal will fill two major gaps in services in our community. This program will provide **meaningful activities for older adults** to help prevent the negative physical and mental health effects of loneliness and **give teens a safe place to gather** at a time of day that they are most often to engage in risky behavior. I support the idea of creating a multi-generational community that will be beneficial to all involved.

A University of California, San Francisco (UCSF) study found that participants age 60 and older who reported feeling lonely saw a 45% increase in their risk of death. Isolated survey respondents also had a 59% greater risk of mental and physical decline than their more social counterparts. A recent study by the US Department of Justice's Office of Juvenile Justice and Delinquency Prevention stated, "Nearly one-fifth of juvenile violent crimes occur in the 4 hours between 3 p.m. and 7 p.m. on school days." Another report showed that after school hours are a peak time for juvenile crime and risky behaviors such as drug use, underage drinking, smoking cigarettes and sexual activity to occur. They stated that between the hours of 2 p.m. and 6 p.m., juveniles are at the highest risk of violence.

This is the right program at the right time for Shasta County.

Sincerely,

Jack Potter, Jr.  
Tribal Council Chair



# SHASTA COUNTY OFFICE OF EDUCATION

*To be leaders in educational excellence, offering support to schools and community to ensure Shasta County students receive a quality education preparing them for high school graduation and success in career and college.*

**Superintendent**  
Judy Flores

**Board of Education**  
Kathy Barry  
Robert Brown  
Rhonda Hull  
Steve MacFarland  
Laura Manuel  
Denny Mills  
Nick Webb

November 8, 2021

I am writing on behalf of the Shasta County Office of Education to express our support for Pathways to Hope for Children’s proposal for the Mental Health Services Act Innovation (INN) Project.

This proposal will fill two major gaps in services in our community. As the leader of an organization that works with youth, this program will provide **meaningful activities for older adults** to help prevent the negative physical and mental health effects of loneliness and **give teens a safe place to gather** at a time of day that they are most often to engage in risky behavior. I support the idea of creating a multi-generational community that will be beneficial to all involved.

A University of California, San Francisco (UCSF) study found that participants aged 60 and older who reported feeling lonely saw a 45% increase in their risk of death. Isolated survey respondents also had a 59% greater risk of mental and physical decline than their more social counterparts. A recent study by the US Department of Justice’s Office of Juvenile Justice and Delinquency Prevention stated, “Nearly one-fifth of juvenile violent crimes occur in the 4 hours between 3 p.m. and 7 p.m. on school days.” Another report showed that after school hours are a peak time for juvenile crime and risky behaviors such as drug use, underage drinking, smoking cigarettes and sexual activity to occur. They stated that between the hours of 2 p.m. and 6 p.m., juveniles are at the highest risk of violence.

Shasta County Office of Education coordinates a program called “CommunityConnect” where students who are experiencing attendance, mental health, or behavioral problems are referred. We seek to match the need to a program within the community that will help the youth to have their needs met. Over the last 18 months of this program, one of the biggest needs has been for mentors for middle and high school students. This program would provide an opportunity for that need to be met.

Sincerely,

Judy Flores  
Shasta County Superintendent of Schools

[jflores@shastacoe.org](mailto:jflores@shastacoe.org)

# COMMUNITY ASSESSMENT AND TRANSPORT TEAM (CATT)

## Need Being Addressed in Current Project:

Persons experiencing mental health crisis was identified as one of the most underserved population:

- Alameda has highest rate of 5150 holds in CA
- 75% of clients on 5150 hold transported to PES did not meet medical necessity for inpatient acute psychiatric services
- People who do not qualify for 5150 hold were not being linked to appropriate services
- **RESPONSE:** CATT was approved by this commission October 2018 and partners an EMT and a behavioral health clinician to respond to calls via 911 to relieve law enforcement and assess persons who may not require a 5150. Clients are transported to appropriate services



# COMMUNITY ASSESSMENT AND TRANSPORT TEAM (CATT)

## Challenges

- ❑ Clinician hiring, training and retention
- ❑ GM strike slowed vehicle delivery
- ❑ Lack of a broad range of facilities to receive clients – the pandemic had many operating at 50% capacity
- ❑ Many facilities do not accept private insurance
- ❑ Board of Supervisors wants CATT to expand quickly

## Accomplishments

- ❑ CATT project began July 2020 in the middle of pandemic
- ❑ During first 6 months, one-third of CATT transports went to CBOs for services instead of a 5150 hold
- ❑ Due to CATT success and trust gained, Board of Supervisors wants CATT teams expanded to other cities and go 24/7 in county as does law enforcement and CBOs





# COMMUNITY ASSESSMENT AND TRANSPORT TEAM (CATT)

## Community Contribution

- ❑ Community Program Planning Process (CPPP) in 2017 identified persons experiencing a mental health crisis were identified as one of the most underserved populations (54%)
- ❑ Updates are given to the MHSa Stakeholder Committee quarterly
- ❑ Peers Organizing Community Change (POCC), Alameda's peers organization, assists with focus groups and community engagement
- ❑ CATT's evaluator, Public Consulting Group, does follow ups with clients who have used CATT's services and does focus groups with stakeholders and consumers



# COMMUNITY ASSESSMENT AND TRANSPORT TEAM (CATT)

## What we've learned so far:

- ❑ Training that has been developed is excellent, though EMS sees CATT teams as a specialty unit which requires continuing education and higher pay
- ❑ Behavioral clinicians required a higher pay also because working in the field answering crisis calls is not for everyone
- ❑ Although CATT teams do not do outreach, unless requested when a person is experiencing a crisis, reducing recidivism is a goal and can be tracked
- ❑ Alameda's Triage Grant does do outreach/engagement by providing linkage services to clients with 3 or more mobile crisis contacts and/or 4 or more visits to psych emergency in 1 month period



# COMMUNITY ASSESSMENT AND TRANSPORT TEAM (CATT)

Total Spent to Date: \$3,824,094		Total Additional Funding Request: \$4,759,312	
MHSA – INN Additional Funding Request	EMS Personnel Services/Supplies	EMS CATT Project Coordinator Services/Supplies	Measure A Funding*
<b>FY 20/21 \$1,216,862</b>	\$1,503,652	\$142,937	\$429,727
<b>FY 21/22 \$1,745,181</b>	\$1,621,110	\$138,937	\$ 14,866
<b>FY 22/23 \$1,797,269</b>	\$1,673,198	\$138,937	\$ 14,866

\*Measure A was approved by Alameda County voters in 2004 to support an array of services.



# PROPOSED MOTION

The Commission approves Alameda County's Extension of their Innovation Project, as follows:

<b>Name:</b>	Community Assessment Transportation Team (CATT)
<b>Amount:</b>	Up to \$4,759,312 in additional MHSA Innovation funds, to a total authority of \$14,637,394
<b>Project Length:</b>	Five years

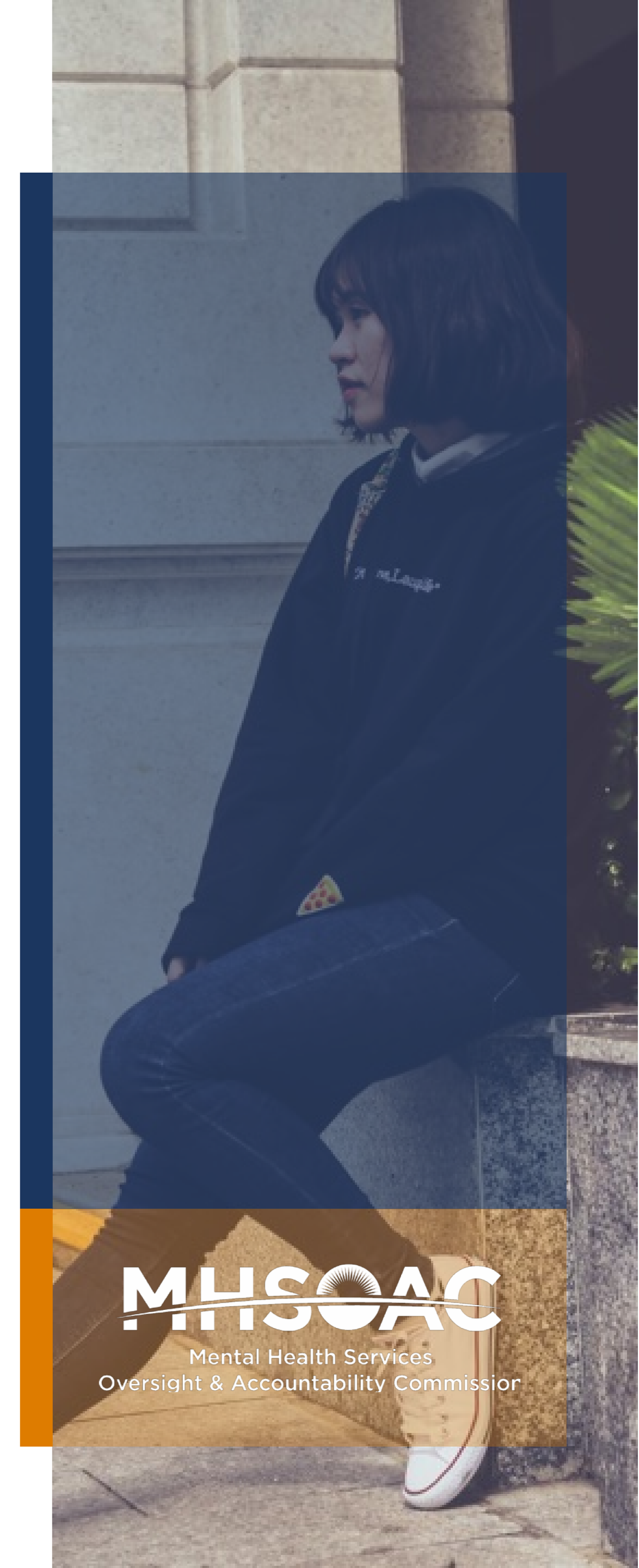
A person with long hair is swinging on a swing set. The scene is set against a sunset sky with a bright sun low on the horizon, creating a lens flare effect. The person is in silhouette, and their hair is blowing in the wind. The swing chains and the top bar of the swing set are visible.

# Anti-Bullying Social Media Project

November 2021

# Background

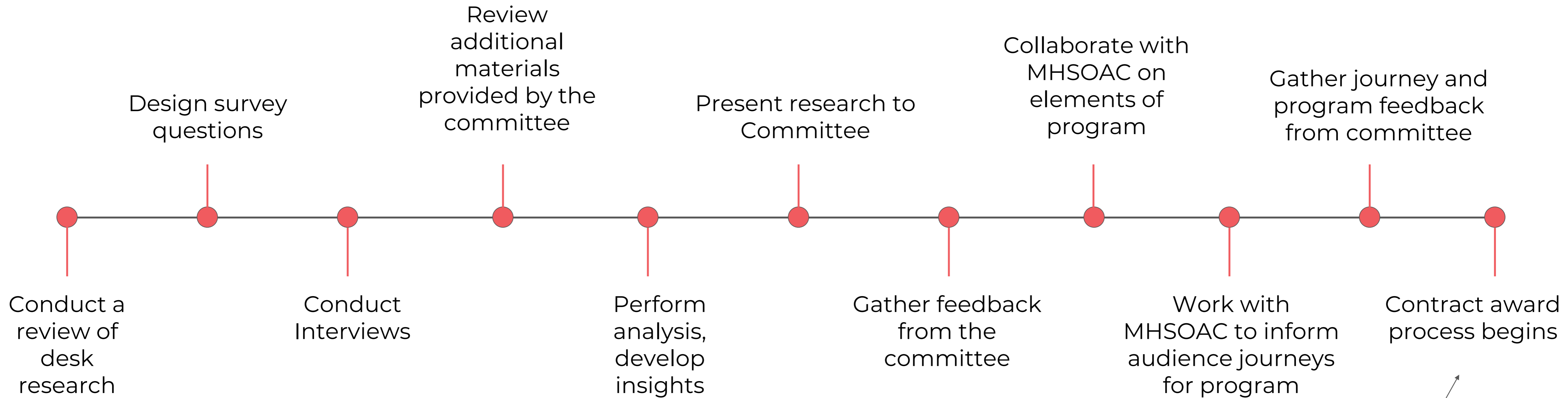
- In July 2021, the Asian Pacific Islander (API) Equity Budget authorized the Commission to allocate \$5 million of its budget to create and support a peer social media network project for children and youth.
- Emphasis on students in kindergarten and grades 1 to 12 who have experienced bullying, or who are at risk of bullying based on race, ethnicity, language, or country of origin, or perceived race, ethnicity, or country of origin.
- Original deadline of October 31, 2021.



**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

# Project Overview



*(we're here)*

# Research Methodology and Findings



# Methodology — What We Did

## Qualitative Interviews/Surveys

- We conducted 30 minute interviews with 14 members of the committee and recommended participants.
- We shared the interview questions via survey with those who couldn't attend.
- We reviewed resources and documents that were shared.

## Literature Review

- We reviewed bullying, young adult, and adolescent research over the previous 3 years (2019-2021) with an eye toward how this work could impact our findings.

## Analysis:

- We derived our top findings and themes to present to the Committee and the public for questions and feedback.

## Program Recommendations:

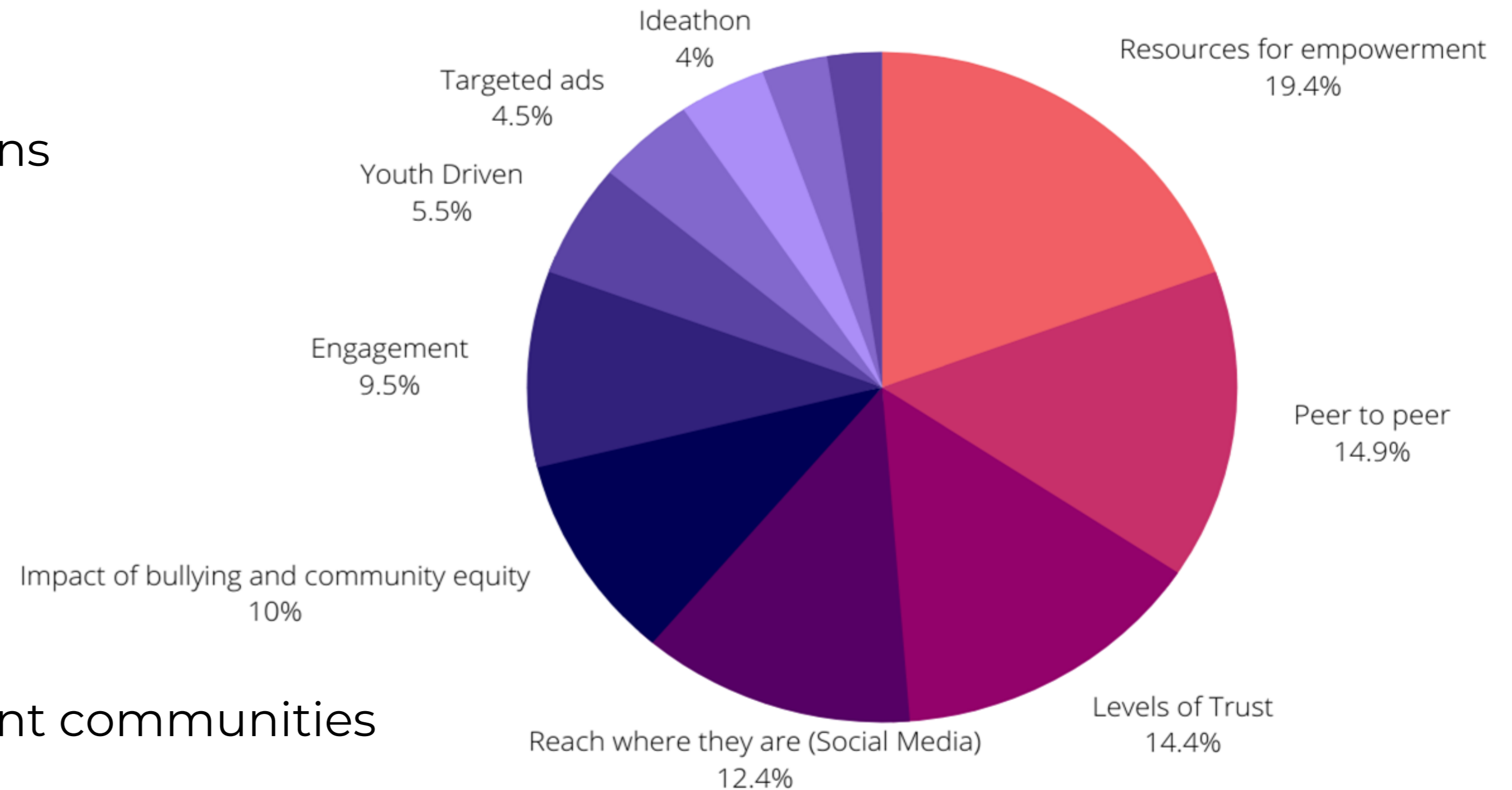
- We refined our findings, developed audience journeys, and collected Committee recommendations for partners who could bring this work to life.

# Who We Interviewed – Demographics

- **Background.** Leaders in the community with a wide variety of lived experiences. Members of various boards and social justice groups.
- **Subject Matter Expertise.** Have worked in areas such as Asian hate, mental health, queer bullying and mental health, young adult shelter and respite housing. Experience working with adolescents and young adults.
- **Ages.** Interviewees were of various ages from youth (under 18) to adults.

# Emerging Themes

- 1 Enable peer support
- 2 Empower the youth to create the solutions
- 3 Create video content/testimonials
- 4 Make resources readily available
- 5 Let the youth drive this when it launches
- 6 Reach our audiences where they are
- 7 Recognize bullying is different for different communities
- 8 Recognize differing levels of trust
- 9 Consider underserved youth with barriers to technology access
- 10 Tailor outreach in and for various markets

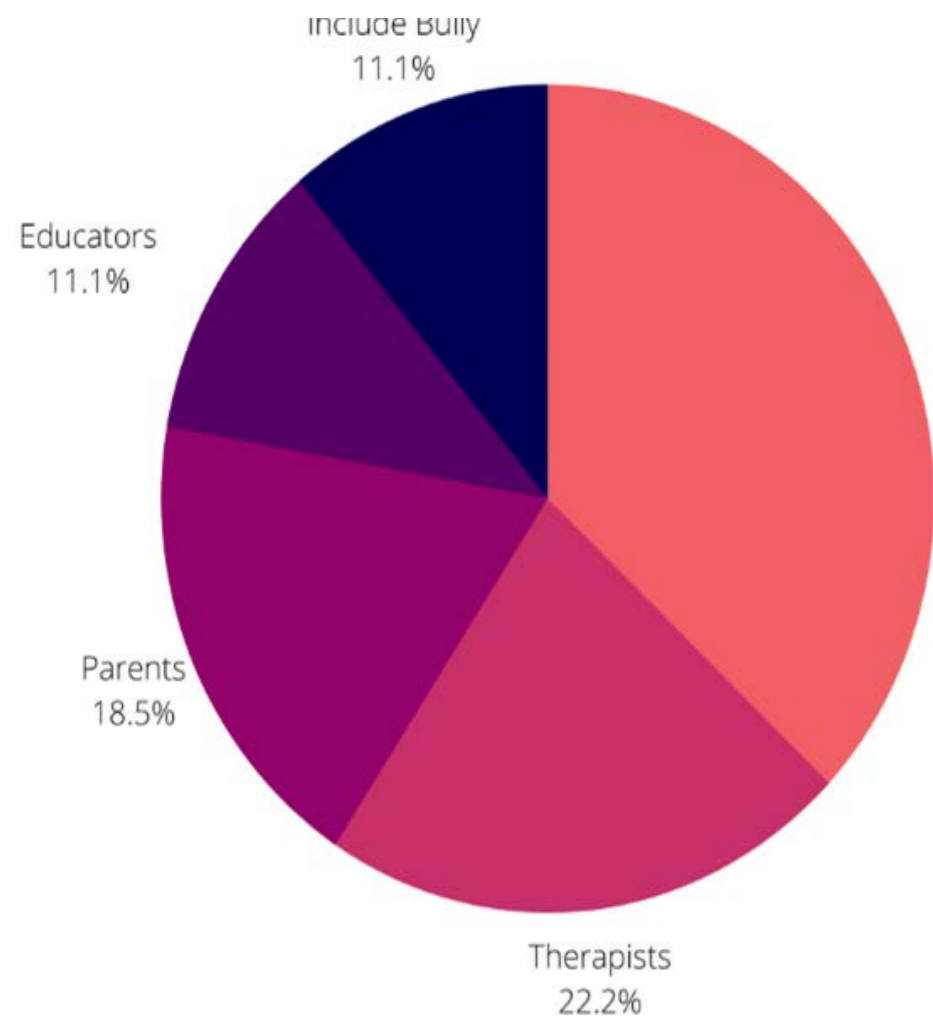


# Question 1

## The ideal digital support system for victims of bullying

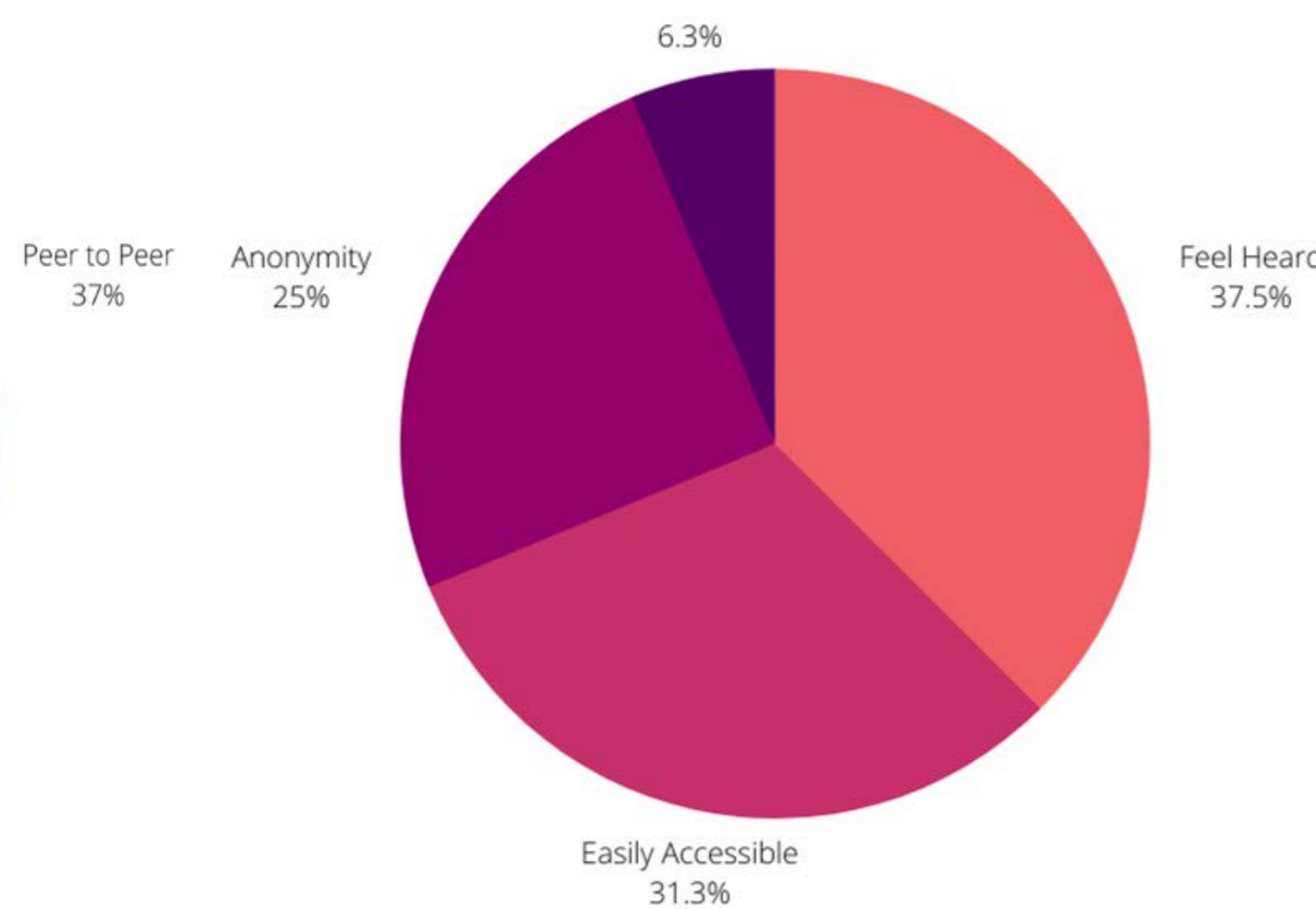
Who is Invited?

Peer to Peer 10  
Therapists 6  
Parents 5  
Educators 3  
Include Bully 3



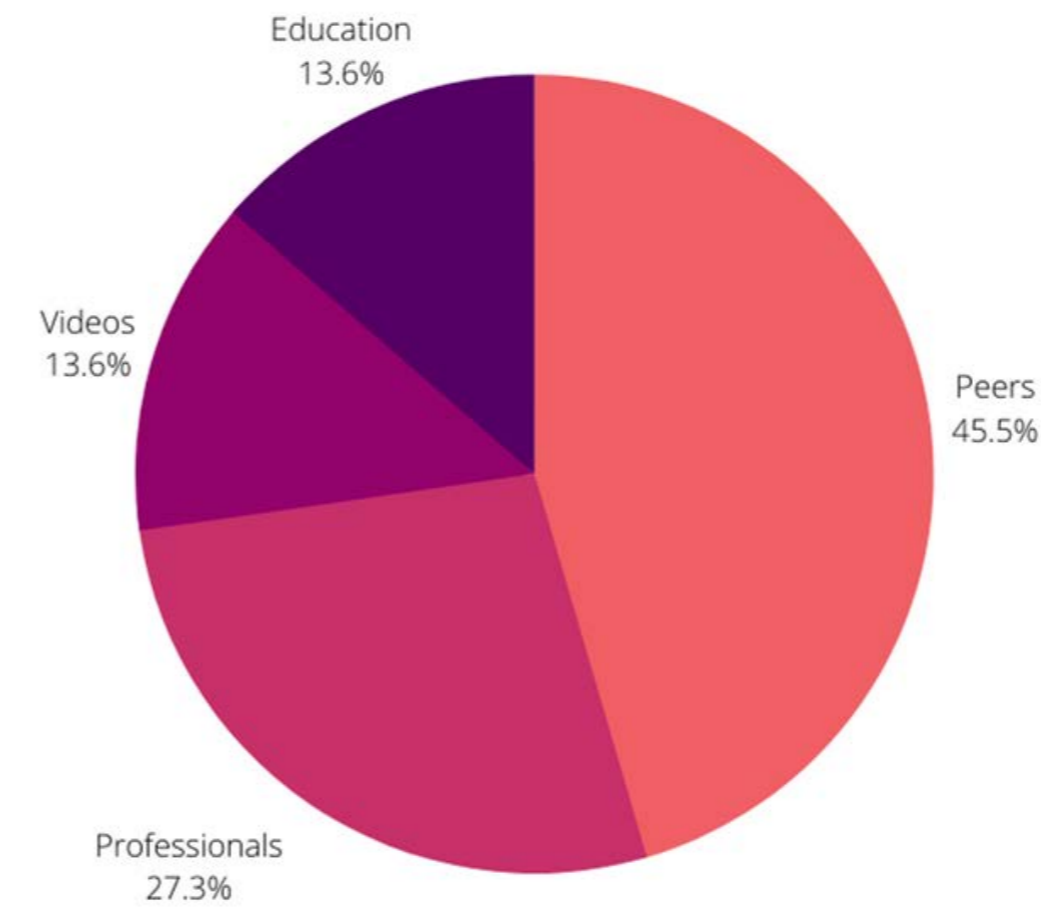
Interactive Platform

Feel Heard - 6  
(Chat - Discussion Forum)  
Easily Accessible - 5  
Anonymity - 4  
Parent Support Group - 1



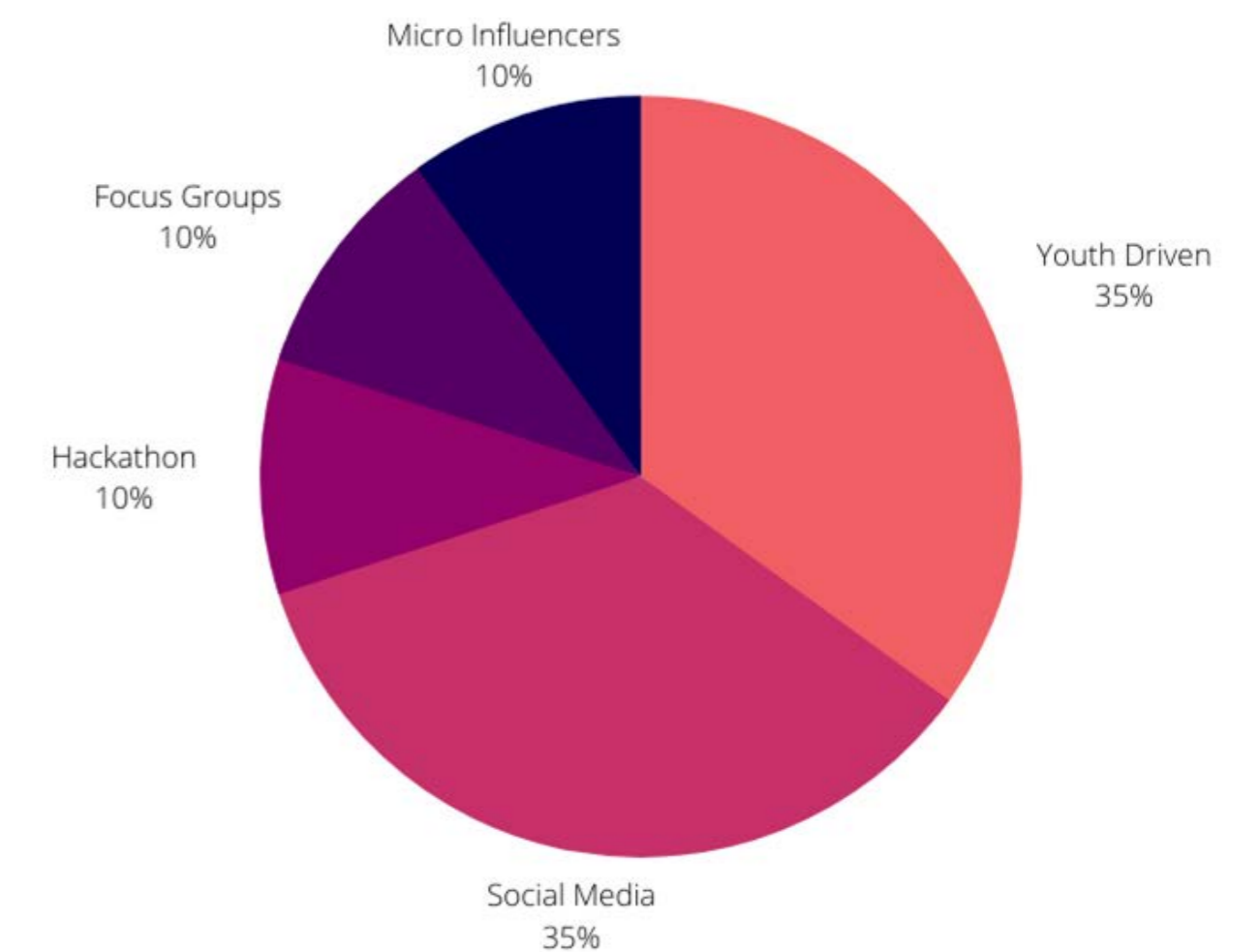
Why will they come?

Peers - 10  
Connection to Professionals - 6  
Videos - 3  
Education - 3



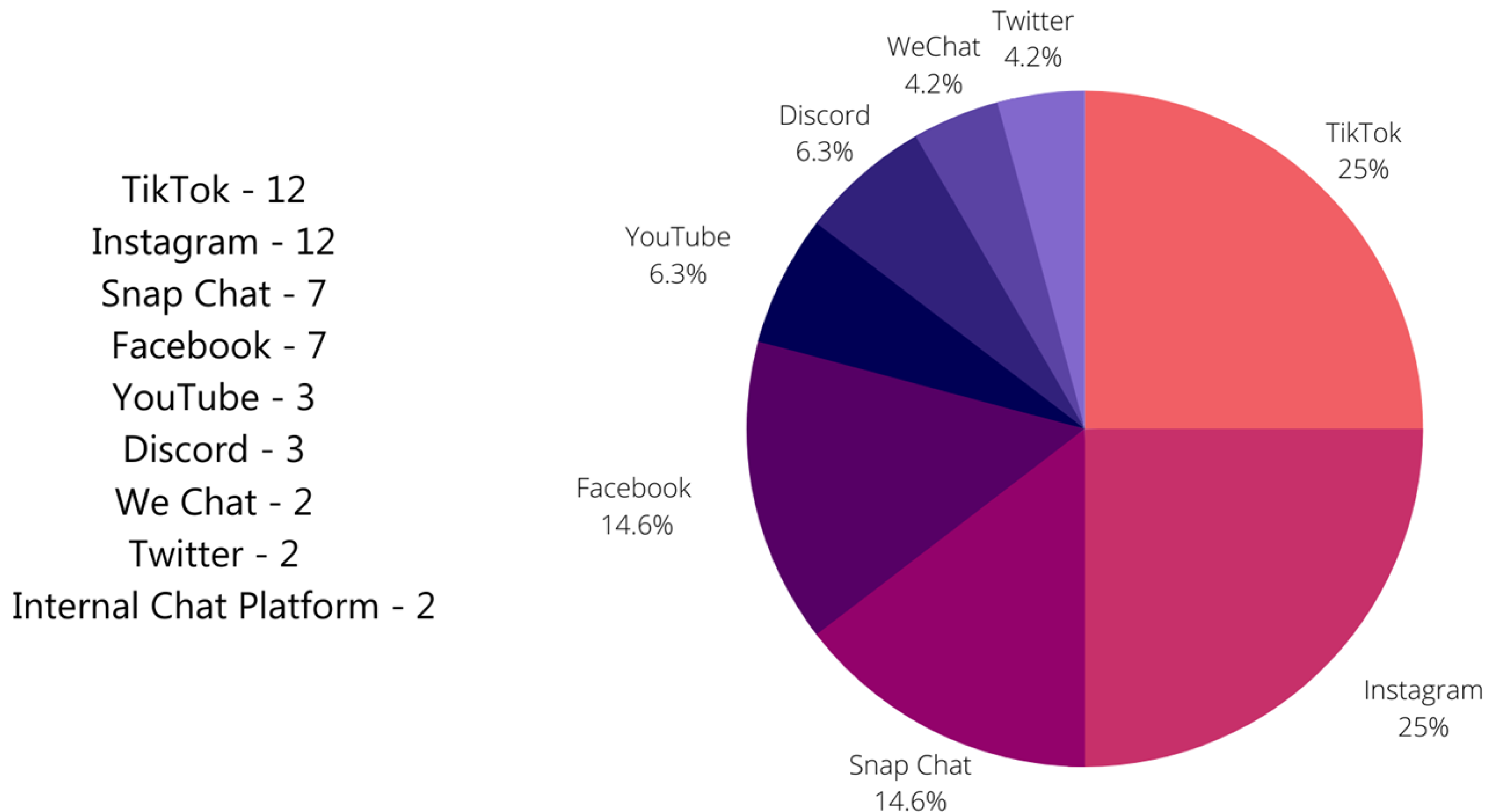
How?

Youth Driven - 7  
(Empowerment)  
Use of Social Media - 7  
Strategic Branding - 3  
Hackathon - 2  
Focus Groups - 2  
Micro Influencers - 2



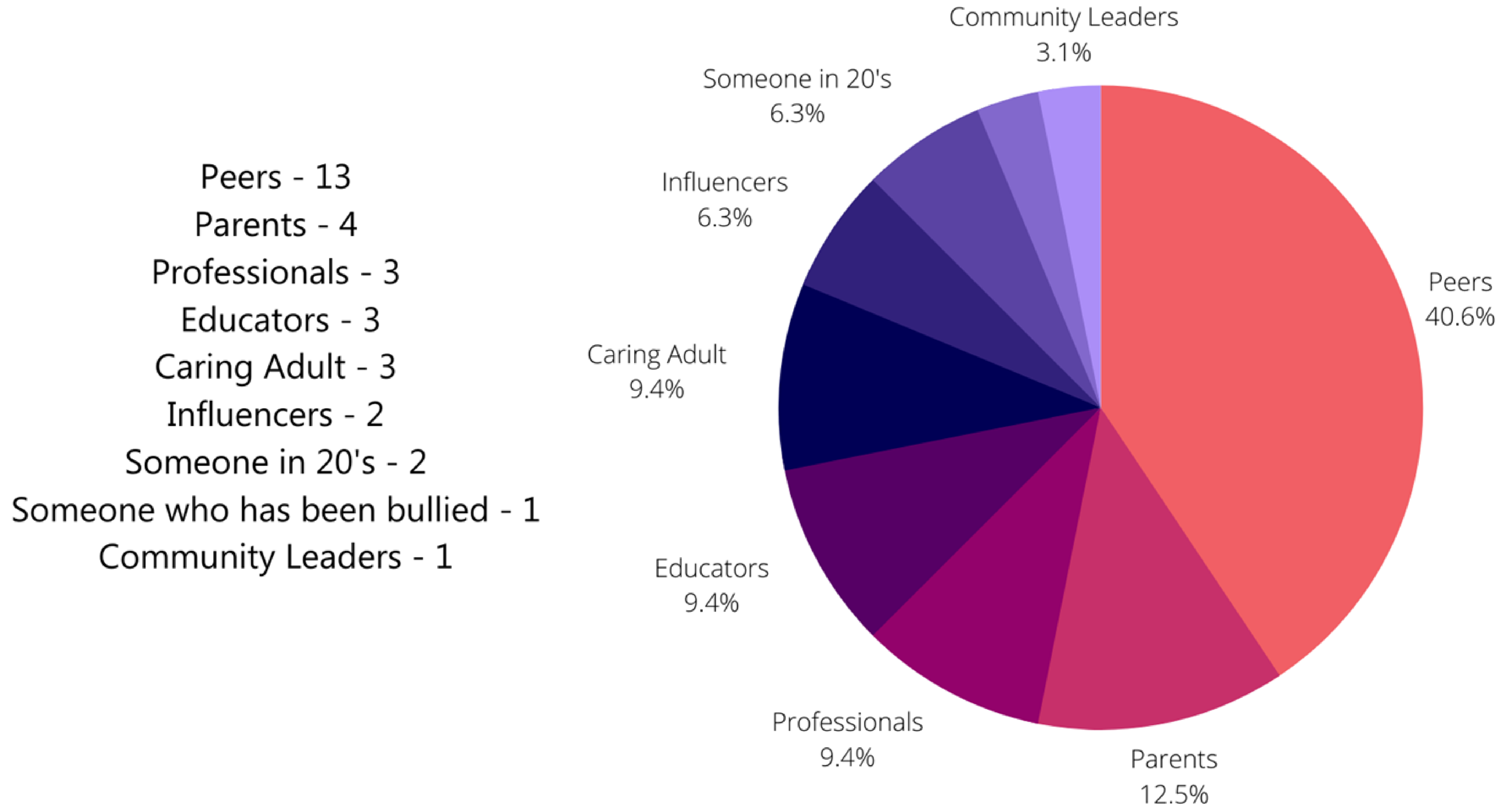
## Question 2

**What platforms will youth be most likely to use to find support?**



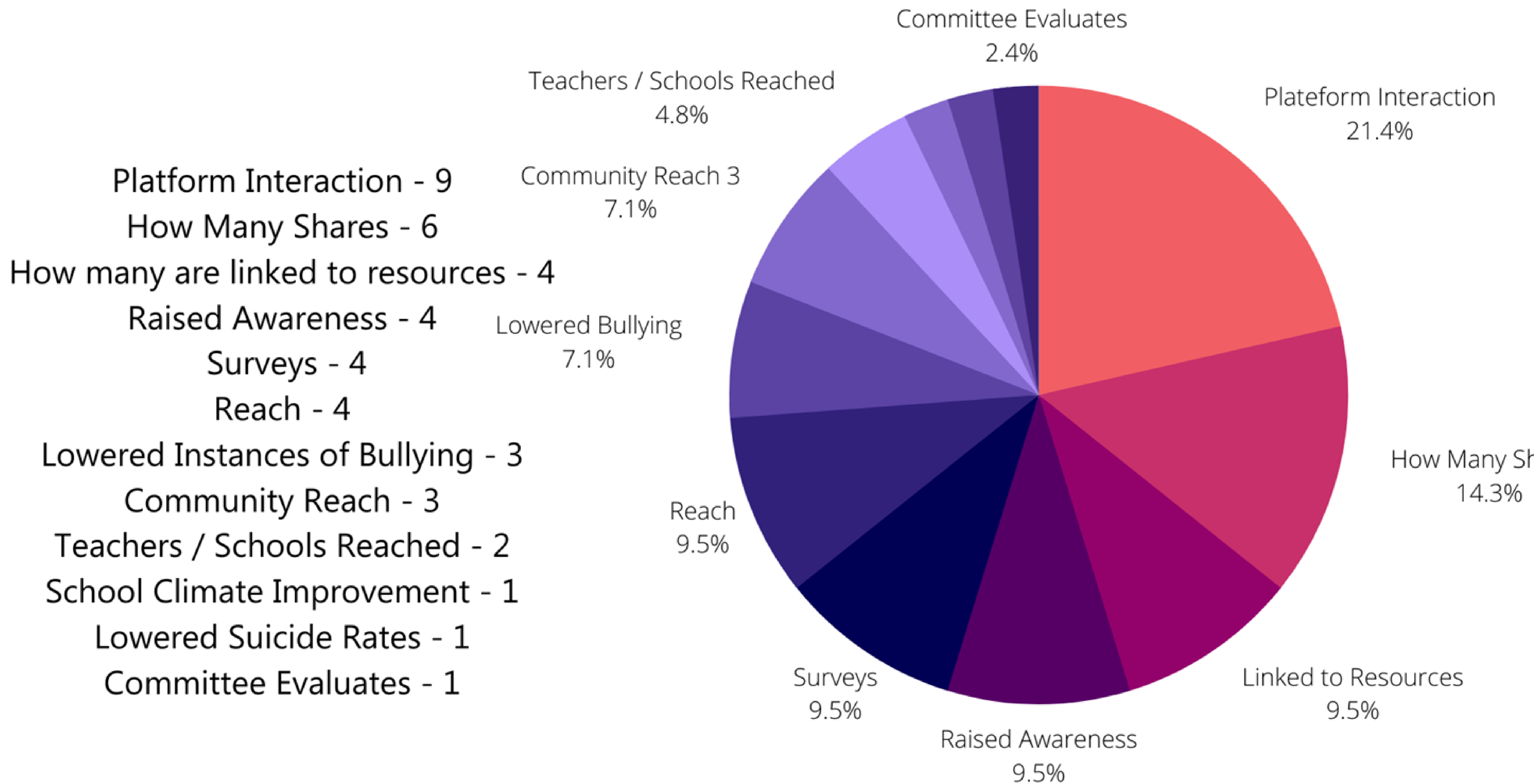
### Question 3

Who do you think youth will trust most to connect with?



## Question 5

What does success look like once this initiative is rolled out?



# Research Takeaway #1

**Design this Program as a Peer Support Network.** Whatever we create, it must be seen and experienced as a peer to peer or a “lived experience” network.

*“Even when looking at youth, you have to look at the individual communities within youth, because it's hard to reach all through one method. You do have unique communities that [bullying] impacts in different ways. You have the LGBTQ plus community, you have people of color, you have disabled youth. Obviously there are similarities between their experiences with bullying, but it does impact these different youth communities in different ways.”*

- *Committee Member*

*“I'd be so excited to see what could come out of this transformation of adjusting from a reactive “bullying is hard, bullying sucks, here's the ways to get through it” type of thing to something that really empowers and provides agency to transform that experience – something really meaningful and positive for a young person.”*

- *Committee Member*



## Research Takeaway #2

**Make this Program by the Youth, for the Youth.** We heard, time and again, that in order for this to work, the program and accompanying social media campaign must come from the hearts and minds of the youth.

*“...[we need to] empower youth to develop solutions that would be a best fit for **them** instead of us coming from what **we** think would be helpful for them. How can we enable more of a platform approach to empower more youth to push forward projects that **they** want to do?”*

*- Committee Member*

*“In order to empower youth to create a kinder and braver world, we must begin by making sure that youth are safe. Youth are not safe when they are being bullied, harassed, or threatened.”*

*- Boyd and Palfrey (2013)*

# Research Takeaway #3

**Ensure it's Always On, and Meet them Where They Are:** Bullying is sadly a 24/7 experience, and this program therefore needs to have an “always on” component, much like a crisis hotline.

*“...TikTok related video content ...will be important for youth. Instagram? We could [be] there. It could be important to have YouTube as well.”*

- *Committee Member*

*“Online social marketing-styled campaigns have potential to contribute to, and move beyond, school-based initiatives: operating in digital settings to align with existing youth online practices.”*

*Spears, Taddeo and Barnes (2018)*

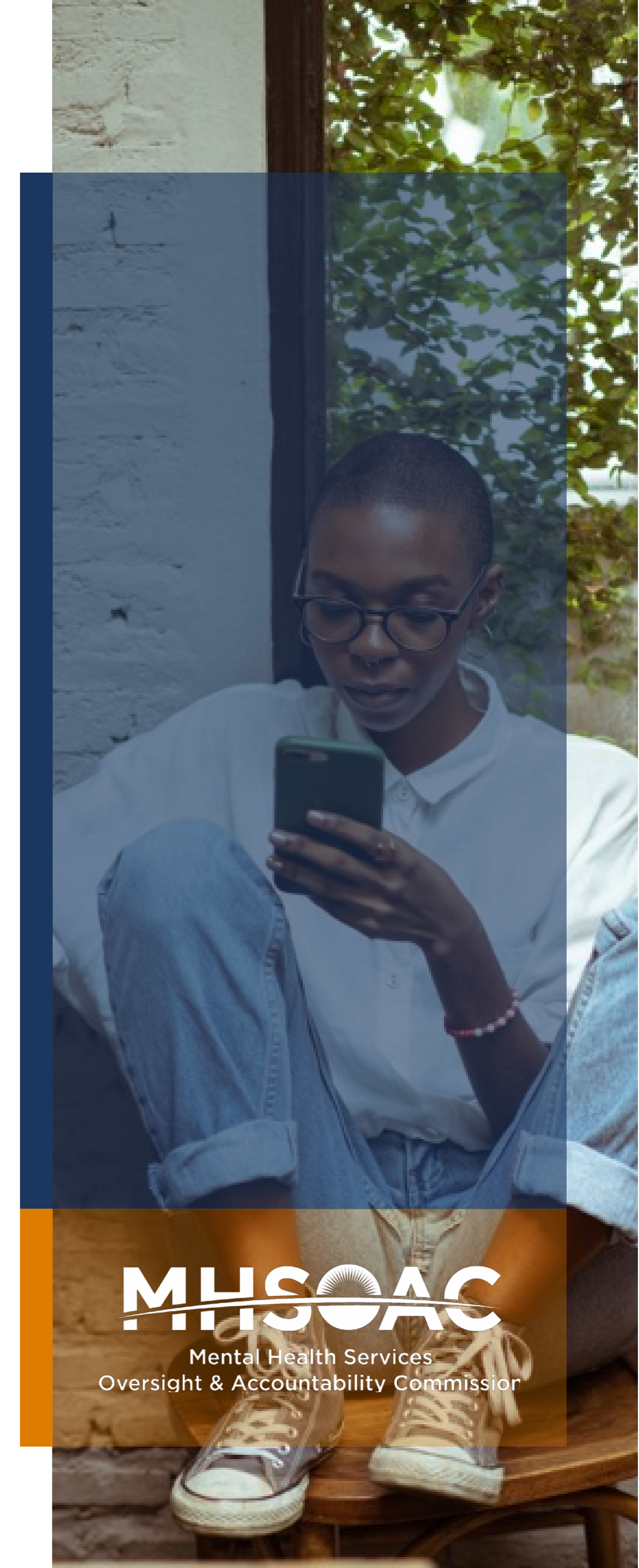
# Committee Meetings: Recapped



# Committee Meeting Overview

The Commission convened a committee of 20 peers and allies and held three public meetings to help develop a framework for the initiative.

- On August 31: The Committee convened to discuss the need for this initiative and high-level **goals** for the project.
- On September 30: The Committee reviewed the research findings, then had an active discussion to determine “**The What** (recommendations) and “**The Who**” we need to engaged to support.
- On October 29: The Committee heard about **core components** of the proposed contracts, which have been gathered through previous committee meetings and research. These components were proposed to be included in contracts to design a social media program that provides a peer support model and resources. The committee then discussed other program needs, resources, and opportunities to consider in awarding contracts.



**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

**MHSOAC**  
Mental Health Services  
Oversight & Accountability Commission

Emily -- As a committee member on the younger side, I hope I can contribute my knowledge about social media, and what resonates with a youth audience.

Christina Aguilar: I would like to shed light on the importance of acknowledging the bullying that occurs in our schools at a high rate based on religion as well. Especially in light of the influx of Muslim refugee youth

Michelle W - I want to contribute my knowledge about conducting anti-bullying research for the last 20 years. I also want to implement knowledge regarding evaluation and assessment.

David Ball - Through my work at Headstream we have worked very closely with novel innovations supporting young folk's digital experiences as well as with some of the largest social

Jasmine- I want to encourage anti-ableism and lgbtq representation, as well as mental health and suicide awareness

Jenna - Program TI, our company, wants to help bring our expertise and strategic thinking to the initiative to help bring it to life.

Thank you!

Nice!

**What do you want to contribute to the Anti-bullying Committee?**

Nathan-For our goals to be reached, we must be able to reach youth. I hope to offer insight as to how that can be accomplished

Sophie - can understand and contribute to conversations about racial bullying, impacts on mental health, my community and school's reaction

Thank you Patty!

Miriam: I want to be an active listener, learner, and supporter.

Kelly - As part of the Program TI team, I am excited to help develop the plan and strategy for this initiative and launch a support system that will make a difference in so many lives.

Matt (CAYEN) - I want to help us build collective vision and own our power to address bullying based on race, language, country of origin, etc. Synthesizing.

Set background Clear frame



### Target Audience, Messages, & Platforms

Matthew - orgs who are already leading the work, partnered with youth influencers - (sticky note 1)

Tik Tok & Instagram are the most popular among youth

Jasmine Puente - target audience is broad, all youth. making sure all identities are represented - orgs to connect with: LASPN, CA Teachers Association,

Kody - Disability Rights CA

Emily Chan - need to make sure to make content available on all platforms, but also make it available to youth groups and teachers who can help spread the word. maybe create our own app or website that provides peer to peer support and a place to share stories. Target audience suggestion: adolescent. Speaking to past perpetrators and having them share their stories

Nathan Ngo - considering students who don't have access to the internet, particularly students in rural areas. Address past perpetrators who had experiences with the school to prison pipeline and how they were effected.

1 -- Center for the Pacific Asian Family (CPAF) in LA County, Asian Americans Advancing Justice (AAJ) in LA County, our organization CAYEN is connected with TAY mental health advocates at 15 advocacy orgs across

Note from Matt: Can we create an inventory of local orgs across different CA regions that people can access through the social media campaign? There's so many :)

David Ball -- YR Media in Oakland has lots of experience with youth content creation and social justice work

Need to ensure that we bring someone on who has experience working with rural youth -- and someone who has experience taking these resources into schools and youth groups

I thought of a few other organizations: LASPN, California Community College Wellness Ambassadors, Art with Impact, Active Minds, -Jasmine Puente

Messages: Empathy, community, interconnectedness. Empathy for the impact of bullying and how out experiences of experiencing/causing harm are connected and how healing is connected as well

# Recommendations

# Core Components of the Anti-Bullying Social Media Strategy

## **A. Peer-to-Peer Support**

Up to \$500,000 to support the following key actions:

1. Peer-to-Peer Support

## **B. Social Media Strategy**

Up to \$3.5 million to support the following key actions:

1. Social Media Strategy, Channel Management, Ongoing Engagement Program
2. Paid Amplification/Advertising

## **C. Youth-Designed Content, Resources, and Cultural Ambassadors**

Up to \$1 million to support the following key actions:

1. Youth Engagement and Local Resource Curation
2. Community Experts



## Proposed Motion

Authorize the Executive Director, with the approval of the Anti-Bullying Advisory Committee Chair and Commission Chair, to enter into one or more contracts for up to \$5 million to develop and implement an anti-bullying social media network as directed by the State Budget. The contractor(s) shall have demonstrated expertise in multicultural youth engagement, social media and website management, and youth peer-to-peer support.



**MHSOAC**

Mental Health Services  
Oversight & Accountability Commission

# Lit Review – What We Read

- **Journals**

- The Journal of Early Adolescence
- The Journal of Youth and Adolescence
- Adolescent Research Review
- International Journal of Bullying Prevention
- The Journal of School Health
- Aggressive Behavior
- The American Journal of Health Education
- Journal of Immigrant and Minority Health
- JMIR Human Factors / JMIR Mental Health

- **Dissertations**

- A More Comprehensive Approach to Anti Bullying Programs: Interventions in the School and Home
- Bullying Prevention as a Form of Social Justice: A Critical Review of the Literature

- **Books**

- Group Processes in Children and Adolescents
- Compassion: How to Help and Understand Every Bullying Situation



STATE OF CALIFORNIA  
GAVIN NEWSOM, Governor

MARA MADRIGAL-WEISS  
Acting Chair

TOBY EWING  
Executive Director

MEMORANDUM

Date: November 18, 2021

To: Shuo Chen, Commissioner, Advisory Committee Chair  
Mara Madrigal-Weiss, Acting Commission Chair

Cc: Toby Ewing, Executive Director

From: Anna Naify, Project Lead

Subject: PROPOSAL - Peer Social Media Network Project to Support Youth Who Have Experienced Bullying

This memorandum is to propose immediate next steps for a social media strategy to allocate \$5 million to support students who have experienced and/or are at risk of bullying.

**Background**

In July 2021, the Asian Pacific Islander (API) Equity Budget authorized the Commission to allocate \$5 million to create and support a peer social media network project for children and youth, with an emphasis on students in kindergarten and grades 1 to 12 who have experienced bullying, or who are at risk of bullying based on race, ethnicity, language, or country of origin, or perceived race, ethnicity, or country of origin. The project deadline included very accelerated timelines, and the deadline to enter into contracts was briefly extended from the original deadline of October 31, 2021.

The strategy is to develop a peer-to-peer social media program of support through youth-designed content, to support healthy discussion of difficult topics that young people may not feel comfortable discussing with teachers or parents, and to support youth to connect with mental health staff, peer providers, or others. Ultimately, the goal is to reduce risks associated with bullying and improve youth resiliency when experiencing bullying.

**Anti-Bullying Advisory Committee**

In August 2021, an advisory Committee that included 20 youth and adult ally members, chaired by Commissioner Shuo Chen, was formed to provide insight and recommendations

on the needs of the youth, the types of support they would seek, and the places and people whom youth trust. This Committee consisted of a mix of youth and leaders across multiple organizations, including those with expertise in Asian Outreach, Anti-Bullying and Anti-Hate Research, Youth and Media, Public Health and Violence Prevention Programs and Policies, Youth Innovation, and more.

During its public meetings on August 31, 2021, September 30, 2021, and October 29, 2021, the Committee reviewed data about bullying, social media strategies, and peer-networks from interviews and surveys with Committee members. This data provided a framework for the social media strategy and will inform the conversations when Commission staff meets with potential implementation contractors.

After reviewing research and feedback from the Committee, Commission staff recommends that the Commission invests \$5,000,000 in one or more contractors who can support the following activities. These activities are designed as a peer social media support network that will provide support through resources.

- A. Peer-to-Peer Support and Cultural Ambassadors
- B. Social Media Strategy
- C. Youth-Designed Content, Resources and Cultural Ambassadors

#### **A. Peer-to-Peer Support**

The online support will offer youth and adult allies the opportunity to participate and engage through peer-to-peer support, resources, and multimedia content on bullying.

Commission staff proposes utilizing up to \$500,000 to support the following key actions:

1. **Peer-to-Peer Support:** Contractor would provide a peer-to-peer support network (such as a hotline) to provide support to those youth who find their way to the program and are seeking immediate help or guidance.

#### **B. Social Media Strategy**

The social media ecosystem will meet the youth where they are through the creation of strategies across various social media channels. The strategies for the channels will be developed in partnership with those youth and support networks who would be the audiences and key participants in the program. Content such as videos, written testimonials, and visual shareables will be created for major social media networks such as Instagram, YouTube, and TikTok. The contractor who will guide this work and commission the content must have the following: editorial content creation experience, expert social media experience, rich storytelling abilities, knowledge of social media impact evaluation tools, and strategies to engage influencers.

Commission staff proposes utilizing \$3.5 million to support the following key actions:

1. **Social Strategy, Channel Management, Ongoing Engagement:** Contractor would design relevant social channel strategies, goals, and KPIs for each channel, curate content, and seed up to four social media channels with launch content and links to resources. The Commission would contract with this social strategy agency to support or provide oversight for management of and engagement with all channels. Expectations would include the ability to measure and provide ongoing reports and evaluation to the Commission.
2. **Program Paid Amplification/Advertising:** Develop and activate a paid media strategy to amplify the work to our target audiences, while providing similar in-depth, ongoing reports and evaluation to the Commission.

### C. Youth-Designed Content, Resources, and Cultural Ambassadors

Support for content creation must be guided by a contractor who has a cultural connection to the youth the program is designed to support and can bring diverse perspectives to the work.

Commission staff proposes utilizing up to \$1 million to support the following key actions:

1. **Youth Engagement and Local Resource Curation:** The contractor would create, promote, and host online idea labs (or similar youth engagement strategies) to center the youth voice in content creation and identification of local resources.
2. **Community Experts:** The contractor would identify, recruit, and compensate a diverse range of youth and cultural ambassadors with lived experience to help youth access local resources.

### Conclusion

Given the need to urgently respond to the negative mental health impacts resulting from the effects of bullying, and with the Commission's support of this proposal, Commission staff hope to develop an authentic, purposeful social media support ecosystem for youth who have faced bullying, or who are at risk of bullying, based on race, ethnicity, language, or country of origin, or perceived race, ethnicity, or county of origin.