

COUNTY SNAPSHOT – MADERA COUNTY

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OVERVIEW

Method of Data Collection Utilized: In-Person Interview December 2, 2011

Madera County is located in California's Central Valley and the Sierra Nevada. It comprises the Madera-Chowchilla Metropolitan Statistical Area. This mostly rural area has only two incorporated cities: Madera, the county seat, and Chowchilla. The third largest population area is Oakhurst/Eastern Madera County. Madera has a high unemployment rate (14.3% according to the U.S. Bureau of Labor Statistics) and a high poverty level (more than 25% of the population on welfare at any given time). About 75% of those who are on Medi-Cal are of Latino descent while Latinos make up about 54% of the county's population.¹

The 2010 U.S. Census reported Madera County's population as 150,865, with a 22.5% population increase in the past decade. This makes it the 11th fastest growing county in California. The racial makeup is: 62.6% White, 3.7% African American, 2.7% American Indian or Alaska Native, 1.9% Asian, 0.1% Native Hawaiian or other Pacific Islander, 4.2% reporting two or more races, 53.7% Hispanic or Latino, 38% White persons not Hispanic.²

Strengths: Small size of county leads to clear communication; good understanding of county capabilities; maximizing limited resources; early start; Mental Health First Aid is a large component in county efforts; great communication with other counties and regional task force; good working relationship with VA and National Guard; disaster and safety drills held for sheriffs, public health workers and other players

Challenges: No stigma reduction task force at present; diverse variations between county populations (lifespan and cultural differences); small county; limited staff; high suicide rate

Government Advocacy: The political environment is supportive.

¹ Wikipedia: http://en.wikipedia.org/wiki/Madera_County,_California

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06039.html>

Centralized Website(s): Madera County does not have one centralized website for suicide prevention and/or stigma reduction activities, only one for the department of behavioral health. The county is very interested in having a centralized website.

Resource Directory: For all county resources: www.madera-county.com

Social Media Presence: NO

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO, but in development

Stigma & Discrimination Reduction: NO

Suicide Prevention: NO, but in development

Other County Activities and Programs:

	Walks/Run	Events	Speaker's Bureau	Media Praise/Protest	Outreach	Trainings (e.g., ASIST or QPR)	Specific Events during Suicide or MH Awareness Week/Month	Other
Suicide Prevention						X		X
Stigma Reduction		X			X	X		

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Suicide Prevention Week is recognized by the Board of Supervisors. Madera County would like to organize an “Out of the Darkness Walk” with Fresno County. The idea has been presented to the local task force and students in the county are eager to move forward with this. Students have been tasked with coming up with a logo for the county task force and would like to have an “Out of the Darkness Walk” in Madera, most likely in October of 2012. Madera County is an active advocate for suicide prevention. A presentation detailing the statistical information and suicide prevention efforts was created to educate the Madera Suicide Prevention Task Force, community partners and the community in general. Also, the short videos *Holding On* and *It Isn't Always Easy* have been used (with permission) to encourage efforts throughout Madera County.

Stigma Reduction: Madera County declared Suicide Prevention Week in September. There are some activities during May is Mental Health Month, mostly through peer support. For National Depression Week, Madera BHS has worked with both the local Federally Qualified Health Center (FCHC) as well as the local rural health clinics, providing staff who give and evaluate the evidenced-based Physical Health Questionnaire 9 (PHQ9) for depression screening. Madera County is also working on physical health integration with behavioral health services. Events and stigma reduction efforts happen throughout the year, not just through May is Mental Health Month.

The Saint Elizabeth Gardens event, held last September, is a national memorial for those who were in state institutions and were buried with no personal markers. A TV and DVD player were packaged to explain what the memorial is and what the future of the gardens will entail. Patients from the hospitals spoke, on the DVD, of their experience in the Saint Elizabeth Hospital, which was the first federally funded insane asylum in the United States.

The Department applied and was awarded a grant from the Chukchansi Rancheria for suicide prevention training. As part of that grant, a listening session with the Tribal Elders was requested to learn more about traditional native coping skills so suicide prevention training could be tailored to meet that population's needs.

Madera County also initiated the South Central Region Suicide Prevention Task Force. This regional task force is made up of several counties within the southern central region of California. The task force meets quarterly and has representatives from faith-based organizations, VA, National Guard, Health Net, etc., in addition to county representatives. This task force has been able to secure funds from CIMH for ASIST suicide prevention training for the counties in this area. Kingsview Corporation was also able to secure CalMHSA funds for a suicide prevention hotline to serve Fresno, Madera and Merced Counties within this southern central region.

There are also efforts outside of the Department of Behavioral Health (Mental Health). A former employee of a nearby county currently works as a therapist for a Madera County Probation contract agency with the AB 109 population. She has been coordinating mental health anti-stigma activity on Twitter, and currently has about 1,200 followers.

Media: Debbie DiNoto is the primary contact. She reaches out to the *Fresno Bee*, the *Vida en el Valle* (Spanish-language) and the *Mountain Star*.

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: 1.888.275.9779; 559.673.3508

Mental Health Crisis Hotline: 1.888.275.9779; 559.673.3508

Other Resources: The committee for suicide prevention was recently formed, with the hope that it will provide tools to help both those who are struggling as well as their friends and family, and to reduce stigma and discrimination.

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

Madera is a 2-plan model county. The two healthcare plans in Madera (when one has Medi-Cal) are under the regional collaborative of CalVIVA Health. CalVIVA Health contracts with Anthem Blue Cross and Health Net. Health Net through CalViva Health is excited to collaborate with Madera County and the Southern Central Region Suicide Prevention Task Force.

ADDITIONAL INFORMATION

Madera County is part of a local task force of safe-messaging organizations, police, EMTs, the children’s hospital, veterans, etc., as well as a regional task force (Merced, Madera, Fresno, Tulare and Kings counties), which both provide training. Madera County was the first county to bring Mental Health First Aid to California and also the first, along with Yolo County, to be trained. Mental Health First Aid holds weekly trainings in the county. Madera County has a high suicide rate which continues to grow. The county’s two main goals are to declare Suicide Prevention Week and to provide suicide prevention training.

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish, Mixteco, Hmong

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads ^a	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Training	“How to” Manuals ^b
	X	X		X		X	X	X	X	

^a E.g., magazines.

^b E.g., how to reach out to the media, how to start a speaker’s bureau, etc.

Additional Information: Materials targeted to the following groups: Hmong, Asian, Native American, Oaxacan, Latino, youth/TAY, general public, mountain citizens

Madera wants to reach the mountain areas with billboard ads that feature the 800 crisis number. People living in the mountain areas are very independent and individualistic and often feel that they don’t want or need help. There is also high gun ownership. There is a high suicide rate in the mountain area.

Student materials would be useful.

Radio ads in Spanish on the Latino radio stations and in Hmong on Asian radio would be useful.

Madera would like to target Native American groups with outreach materials.

Madera would like to have education materials for doctors and physicians, and to collaborate with social workers, hospice or home health care to educate them about discussing alternatives to suicide with their patients.

Madera needs the Mental Health First Aid course to be developed in Spanish.