

Audio Troubleshooting

- **If you are using the audio on your computer (meaning you did not call in on your phone),** check the status of your microphone – it should be unmuted.
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Each Mind Matters: Mental Health Resources for Diverse Communities



WELLNESS • RECOVERY • RESILIENCE



Introductions



Jeanine Gaines
Sacramento, CA



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Sacramento, CA



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Sacramento, CA



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Orange County, CA

Each Mind Matters

Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.



Welcome!

- Please mute your line
- If you have a question, technical problem or comment, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel

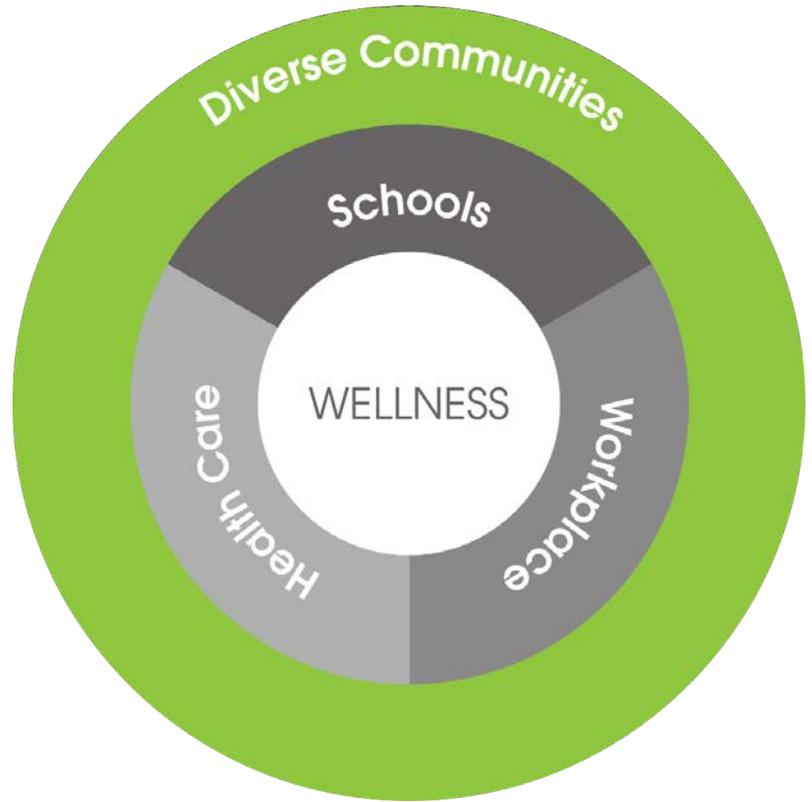


🏳️ Today's Objectives:



- 1) Understand the process for developing materials for diverse communities.
- 2) Identify **Each Mind Matters** resources for your work with diverse communities.
- 3) Discuss community-defined practices for mental health education and/or suicide prevention.

Each Mind Matters - Wellness Areas

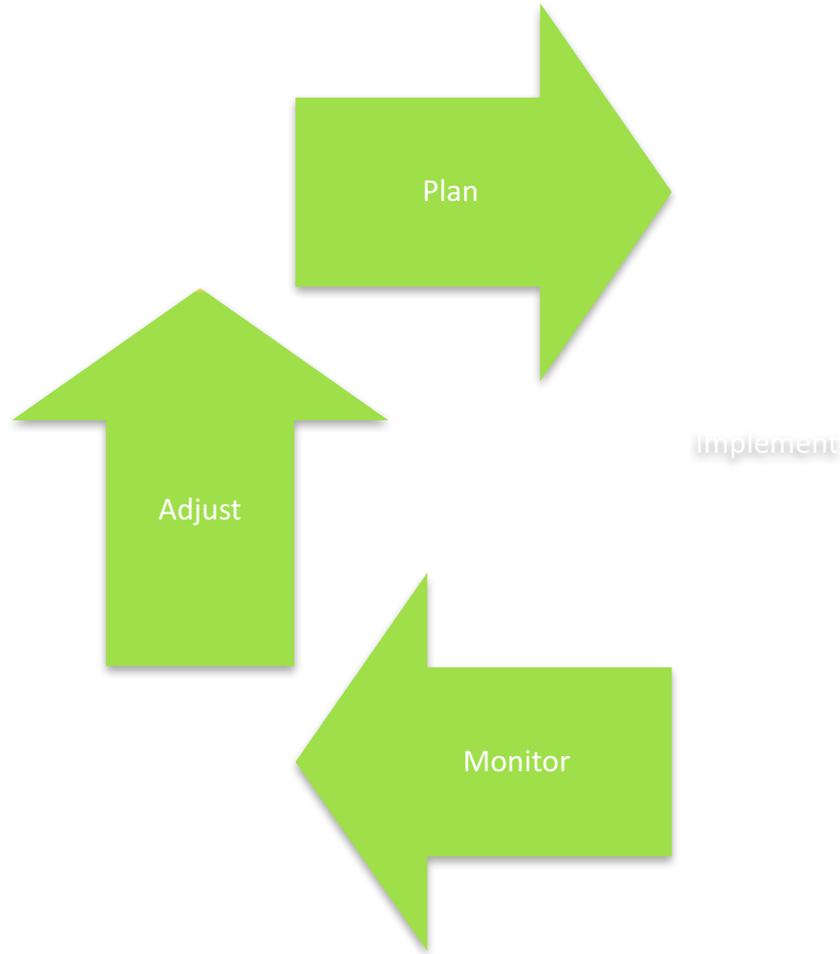




Understand the process for developing materials for diverse communities.

Community Participatory Process

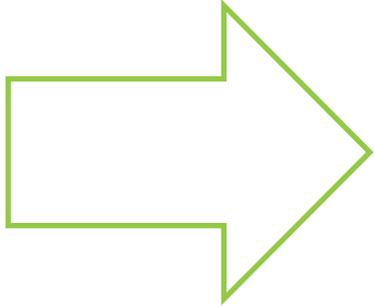
- Seeks feedback on priority needs for California's diverse populations
- Convenes workgroups of stakeholders across the state, with an emphasis on:
 - Cultural understanding
 - Mental health expertise
 - Geographic diversity



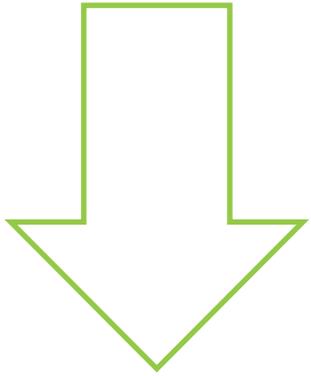
The Cultural Adaptation Model in Action: LGBTQ+ Workgroup

Plan

- Created an LGBTQ+ workgroup to guide project.
- Reviewed existing materials to find gaps and prioritize creation of new materials.



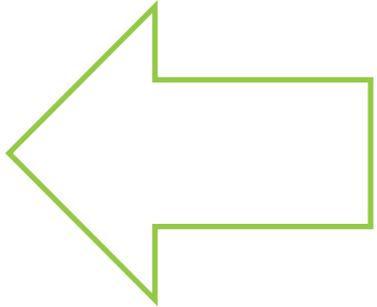
Implement



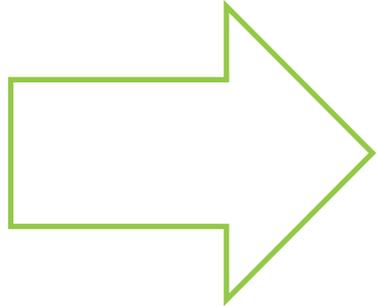
- Contracted with CBOs/community experts to take the lead on content development.
- Reviewed draft materials with LGBTQ+ workgroup and solicited feedback.

Monitor

- Incorporated LGBTQ+ workgroup feedback into materials.
- Focus groups testing with target audience.
- Reviewed draft materials with EMM team.
- Developed distribution plan.



Adjust

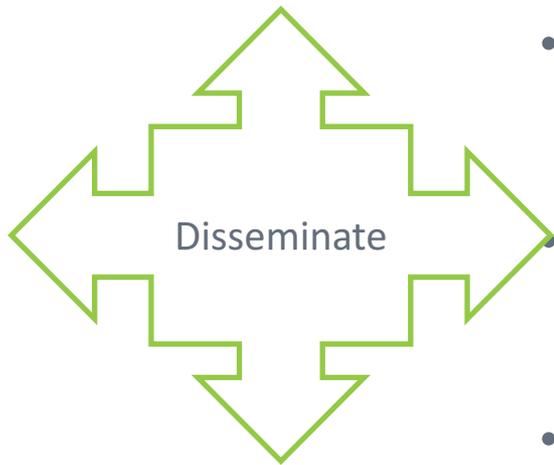


- Finalize and distribute materials.
- Compile community feedback for future versions of materials.
- Note additional community needs for future resource creation.

🏳️ Outcomes: LGBTQ+ Workgroup

Available May 2017:

- Revised *Be True, Be You* Booklet for LGBTQ+ Youth
- Provider Fact Sheet: Working with Latinx LGBTQ+ Youth
- Mental Health for LGBT Older Adults



Cultural Adaptation Model Best Practices

- Golden rule of funding: you don't work for free, so don't expect community partners to do so
- Start small but plan for scale
- Listen often and actively

🎗️ Questions?

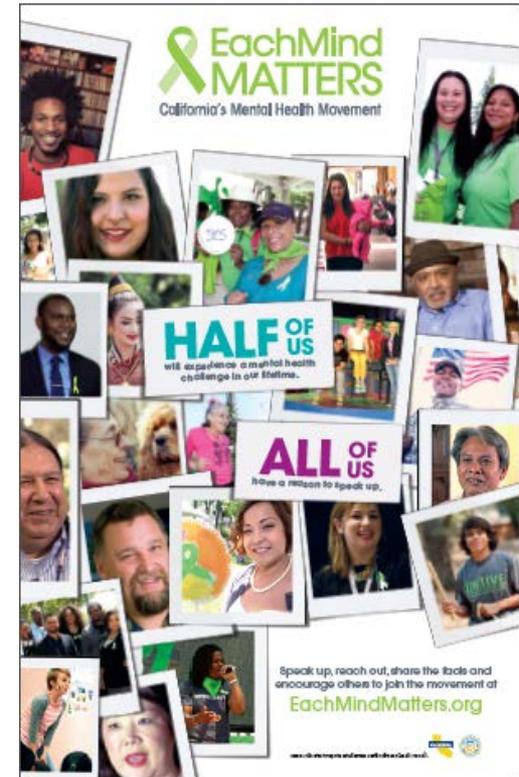




Identify **Each
Mind Matters**
resources for
diverse
communities.

Each Mind Matters Materials

- Toolkits and guides for event planning, social media and more
- Print ads (*English, Spanish*)
- TV and radio spots (*English, Hmong, Spanish*)
- Outdoor ads (*English*)
- Online ads (*English, Spanish*)
- Videos (*Chinese, English, Khmer, Korean, Lao, Spanish and captioned for hearing impaired*)
- Fact sheets and training materials (*Arabic, Armenian, Cambodian, Chinese, English, Hmong, Lu Mien, Khmer, Korean, Lao, Russian, Spanish, Vietnamese*)
- Outreach materials: posters, take-ones, fliers, brochures and resource cards (*English and Spanish*)
- Wearable outreach materials: t-shirts, ribbons,
- Evaluation and campaign reports



Suicide Prevention

Statewide suicide prevention social marketing campaign with the overarching goal to increase Californians' capacity to prevent suicide by encouraging individuals to know the signs, find the words to talk to someone they are concerned about, and to reach out to resources.

suicideispreventable.org
elsuicidioesprevenible.org



🧣 Suicide Prevention Resources

- Evaluation and campaign reports
- “How to” Guides and Toolkits
- Outreach posters, brochures and tent cards (*in English, Hmong, Khmer, Korean, Lao, Traditional Chinese, Spanish, Tagalog, Vietnamese*)
- Outreach poster with tear-away card that can be customized by local crisis lines (*intended for individuals crisis*)
- Print Ads (*English, Korean, Mandarin, Spanish*)
- TV and radio spots (*English, Hmong, Spanish*)
- Outdoor ads (*English, Spanish*)
- Online ads (*English, Spanish*)
- Pin Buttons

 **YOUR VOICE COUNTS**
yourvoicecounts.org



🎗️ Suicide Prevention Resources

Campaign materials are available in several languages and for a variety of communities:

- African American
- API youth
- Cambodian
- Chinese
- Filipino
- General public
- Hmong
- Individuals in crisis
- Korean
- Lao
- LGBTQ youth and young adults
- Middle-aged men
- Native American
- Spanish-speaking
- Vietnamese



yourvoicecounts.org



Diverse Audiences: California Reducing Disparities Project

- African American
- Asian & Pacific Islander
- Latino
- LGBTQ
- Native American



🎗️ Diverse Audiences: African American



Support Guide Mental Health in the African American Community



BE THE VOICE OF HOPE

Other ways to create supportive communities:

- Develop neighborhood healing circles.
- Raise awareness through advocacy, leadership and collaboration.
- Keep places of worship open every day of the week. This creates safe places for people to gather and talk.
- Wear lime green, the national color for mental health awareness. Share why mental health matters to you.
- Share videos, blogs, or photos from eachmindmatters.org on Facebook or Twitter to get your friends talking.



Ten Commitments

The Leaders of this House of Worship have made a commitment to our members and the broader community to become a Mental Health Friendly Community of Faith. We therefore have adopted the following Ten Commitments:

🏳️ Diverse Audiences: Asian & Pacific Islander



🎗️ 心理健康輔導指南 Mental Health Support Guide

成為希望之聲 BE THE VOICE OF HOPE

您可知這與行業中有 50% 非在一生中經歷心理健康問題的挑戰嗎?

如果您經常遇到以下情況:

- 一直擔心事情
- 感到緊張
- 感覺就像您總是在危險之中
- 經常出汗或發抖

您可能正在與您的焦慮不安鬥爭。

如果您經常遇到以下情況:

- 不安、煩躁或情緒
- 感覺精力不足
- 感到無價值、無望或消沉
- 食慾不振
- 難以入睡
- 難以專注於任務

您可能正在與抑鬱症鬥爭。

🗨️ 可尋求專業心理方面的輔導，而不是個性試驗。

請加入 Each Mind Matters 亞洲心理健康運動，以學習如何幫助自己或您關心的人。這幫助於創造健康而且互助的社區。



Khám Phá Những Nỗi Đau Bị Ẩn Một Câu Hỏi Có Thể Cứu Một Mạng Sống.

Khám Phá Những Nỗi Đau Bị Ẩn Một Câu Hỏi Có Thể Cứu Một Mạng Sống.

Đến với sự kiện này để khám phá những nỗi đau bị ẩn và tìm hiểu về các dấu hiệu và triệu chứng của bệnh ung thư. Đây là cơ hội để bạn được kiểm tra sức khỏe miễn phí và được tư vấn về các lựa chọn điều trị.

Địa điểm: 1000 Wilshire Blvd, 10th Floor, Los Angeles, CA 90017

Thời gian: Thứ Năm, ngày 15 tháng 11 năm 2018, 10:00 AM - 12:00 PM

Liên hệ: 1-800-4-A-HEALTH (1-800-426-4358)

Đối tác: KNOW THE SIGNS, iSOL

👤 如果您正在與您的心理健康掙扎，要知道該去尋求和該做什麼可能十分困難。下面是一些提示:

🏠 誰能幫助我?

- 醫生
- 宗教領袖
- 心理健康輔導員

👥 該做什麼?

- 與支持您的人談論您目前正在經歷的事。
- 與您自己和家人保持聯繫。確保他們知道您需要幫助的具體行動。
- 通過建立互助小組，或者詢問您的心理健康專業人員有關同伴支持，考慮與其他正在經歷類似情況的人聯繫。

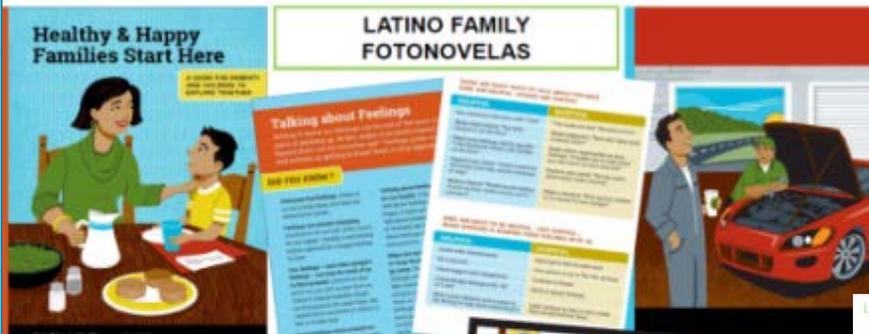
📅 以下是一些提升心理健康的簡單活動。

- 🏃 動起來。每週 3 天輕度運動可以提高幸福感和工作效率。
- ☀️ 20分鐘的陽光可以幫助您改善情緒、集中注意力和睡眠。
- 🎮 玩遊戲。特別是當我們年紀越來越大，通過玩新遊戲保持您的思維活躍，可以緩解抑鬱症。

🎗️ EachMind MATTERS California's Mental Health Movement. EachMindMatters.org



🏳️ Diverse Audiences: Latino



La historia de Cristina



La historia de Verónica



La historia de Pedro y José



La historia de Daniel



🎗️ Diverse Audiences: Native American



Art's Story



CULTURE AND COMMUNITY:
Suicide Prevention Resources for
Native Americans in California

Plan Isn't Always Chosen
KNOW THE SIGNS
suicideispreventable.org



Through the Lens of Culture: Directing Change



presents

Directing Change

Program and Student Film Contest



Donate Now.

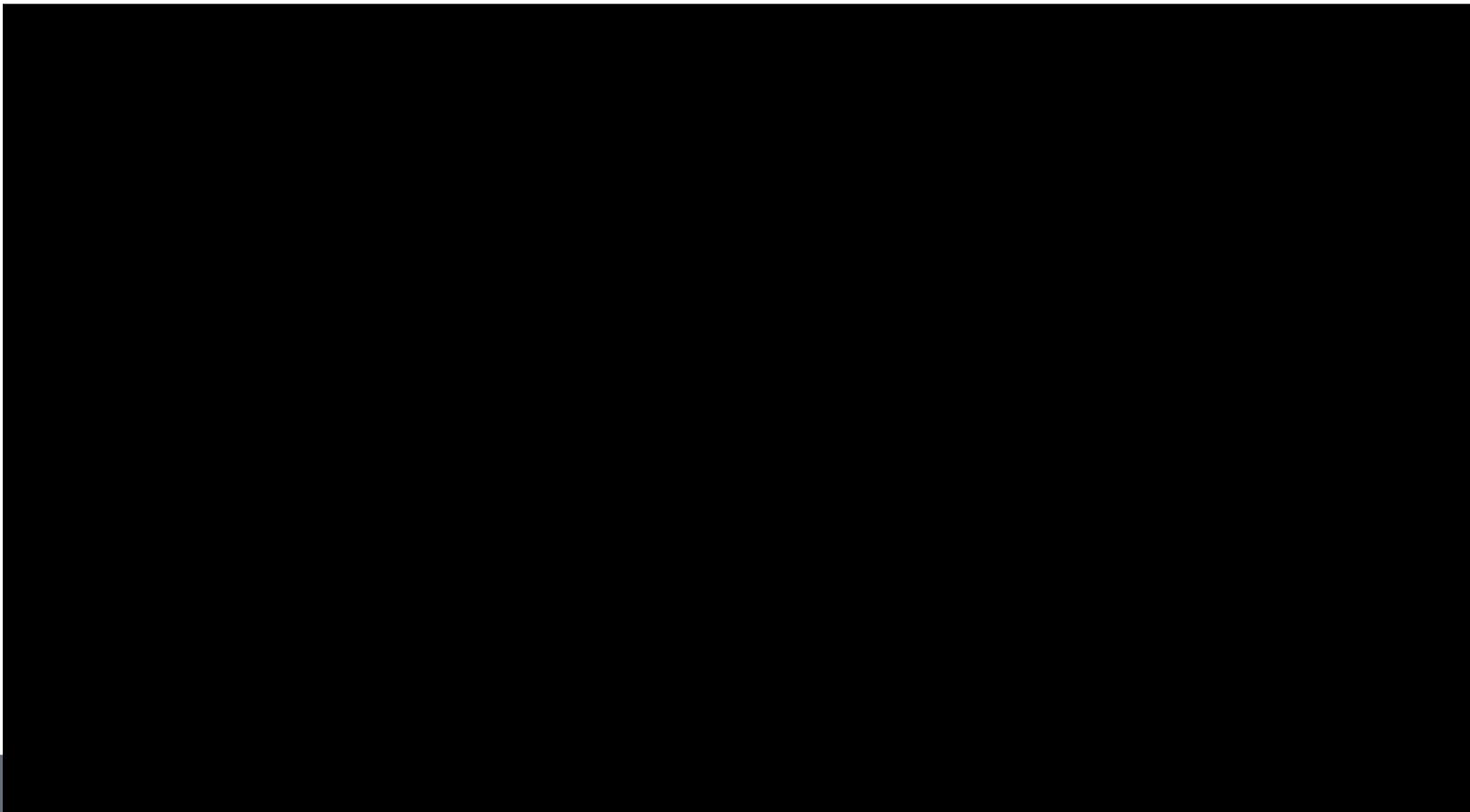
RSVP for the Directing Change Award Ceremony on May 11th, 2017 in Escondido, CA.

- Student Film Contest open to ages 16 to 25 in partnership with a college, organization, club, program or other agency to create 60 second films about suicide prevention and mental health.
- *Through the Lens of Culture* category encourages young film makers to explore the topics of suicide prevention and mental health through the lens of a particular culture.
- View all films at www.directingchange.org



“隠された思い (My Hidden Feelings)” - 2016 Through the Lens of Culture

1st Place: Suicide Prevention



🎗️ Questions?





Discuss community-defined practices for mental health education and/or suicide prevention.

🏳️‍🌈 LGBTQ+ Workgroup Findings

Community
Defined
Practices
for
Adaptation
& Outreach



Russian Workgroup Findings

Community
Defined
Practices
for
Adaptation
& Outreach



African American Workgroup Findings

Community
Defined
Practices
for
Adaptation
& Outreach



Community Partnerships

- Supporting the Experts: Community Members
- Mini-grant and Sponsorship Program
 - Funds more than 60 schools and CBOs
 - Reaches 20 distinct audiences
 - More than money, awardees receive technical assistance and customized materials.



Join the Movement!



[About Us](#) | [Shop](#) | [Media](#) | [Contact](#) | [SanaMente](#) | [GET HELP NOW](#)

[Mental Health](#) | [Stories](#) | [Get Involved](#) | [Events](#) | [Resources](#) | [Blog](#)



Together.

Each Mind Matters is millions of individuals and thousands of organizations working to advance mental health. We are California's Mental Health Movement.

Get Involved

We all have mental health, and our voices are amplified when we speak up together. California's Mental Health Movement grows stronger every day as millions of people and thousands of organizations are working to advance mental health. There are many ways to add your voice and strengthen the movement.



Speak Up

Share how you're part of the movement by taking a pledge to advance mental health in your own way.

[Take a pledge](#)



Spread the Word

Learn more about the movement and get tools to help inform others.

[More](#)



Share Your Story

We all have mental health, and we're inspired by each other's stories. Tell us why mental health matters to you by sharing your "lime green story".

[Share](#)

Stories

California's Mental Health Movement is made of up millions of people who believe that everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy and meaningful life. See what people are saying and sharing - and add your voice to the movement with your own commitment to advancing mental health.





EMM Awareness Raising Toolkits

- Range of resources from event planning guides, posters, guides on engagement through social media, and suggestions for activities to get your community involved
- Available in print and electronically on the Each Mind Matters website.

Mental Health Matters Month

May
(California)



Suicide Prevention Awareness Toolkit

First full week in
September
(National)

Mental Health Awareness Week

First full week in
October
(National)

Find and Share Events

Mental Health

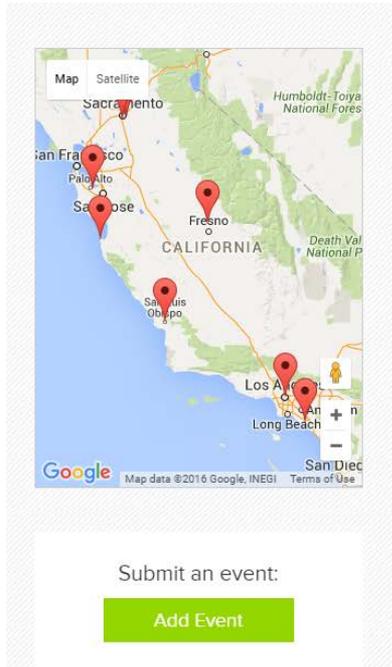
Stories

Get Involved

Events

Resources

Blog



If you are hosting a public event, add it to the **Each Mind Matters** events page to attract a larger audience, or find an event near you!

www.eachmindmatters.org/events/

Mental Health

Stories

Get Involved

Events

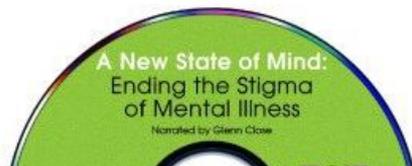
Partners

Blog

Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California's Mental Health Movement. If you would like to order materials with a Purchase Order, please [review the Purchase Order Process](#). If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.



Bookmark us!

EachMindMatters.org

SuicideIsPreventable.org

YourVoiceCounts.org

WalkinOurShoes.org

ReachOutHere.org



<http://catalogue.eachmindmatters.org>

SanaMente.org

ElSuicidioEsPrevenible.org

PonteEnMisZapatos.org

BuscaApoyo.org



Twitter: @eachmindmatters



Facebook.com/eachmindmatters



Instagram: eachmindmatters

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

 Questions?

