



## Prevention and Early Intervention Quarterly Collaborative Meeting

**Meeting Minutes**  
**June 29, 2022**  
**12:00pm – 2:00pm Via Zoom**

- ✓ Diana Gutierrez - Welcoming Message; there were 63 attendees
  - Time for introduction, Diana launched a poll, with 5 poll questions to know which region attendees represent, who they serve (age population), work setting, and feedback about future PEI Collaborative meetings to be In-person, Zoom-virtual- or Hybrid.
  - All three regions were represented throughout the entire County.
  - One-third of the attendees were from the department, and one-third were PEI providers, some schools, some community organizations, and some others.
  - Majority of the attendees preferred to stay virtual.

Program Spotlight: Community Mental Health Promoters Program (CMHPP) & Promotores de Salud Mental.

- ✓ **Community Mental Health Promoters Program (CMHPP) - Michelle Downs**
  - Promotores de Salud Mental/ Community Mental Health Promoters Programs.
    - ◆ Introduction: Promotores de Salud Mental is a program, based in the community, and delivered by members of the community.
    - ◆ The promotores key role is advancing the well-being of the community they serve.
    - ◆ Promotores are individuals who provide mental health education to support community members.

- ◆ Because of the relationship they have with their community, they are particularly effective at reaching Latinos and other unserved and underserved families and individuals. They can help address multiple barriers to accessing services, such as those related to transportation, availability, culture, language, stigma, and mistrust.

- ◆ Promotores model: in addition to coming from the communities they serve, promoters can be characterized by three P's:

  - Presence in the community

  - Persistence

  - Patience

Having enough patience, persistence, and presence in the community helps to build the community's trust in the work of promotores.

Relationship with the community is one of the key factors that distinguish promotores from other health workers.

- ◆ Currently RUHS-BH has 5 different providers (Vision y Compromiso – African American Health Coalition – Asian Pacific Counseling and Treatment Center/SSG-Riverside/San Bernardino County Indian Health Inc., and Borrego Health)

- **Vision y Compromiso - Maria Gallard**

  - ◆ Vision y Compromiso is culture driven

    - 1. A national non-profit organization and a leader in the field of community health targeting Latinos.

    - 2. To improve community well-being.

    - 3. By supporting promotores and community health workers.

The geographical location of services:

  - 1. Western Region: the western region serves Riverside, Jurupa, Moreno Valley, Norco, Rubidoux, Pedley, Sunny slope, Mira Loma, Glen Avon, and other surrounding unincorporated areas.

  - 2. Desert/Eastern Region: The Desert region serves areas east of Moreno Valley, Including all cities and surrounding unincorporated areas found between

Banning/Beaumont and the Arizona state line, cities include, but are not limited to Palm Springs, Cathedral City, Desert Hot Spring, Indio, Coachella, Thousand Palms, Mecca, North Shore, Oasis, Thermal, and Blythe.



Promotoras are:

- Trusted Community Leaders
- Deeply rooted in their desire to promote awareness
- Increasing access to needed services including PEI programs.

➤ How do promotores reach people?

Promotores bring the education and information where it is needed:

- Family Resources Centers
- Faith Organizations
- School Districts
- Senior Centers
- Libraries
- Parks
- Apartment Complexes
- Mobile Home Parks
- Health Fairs/Community Events
- Residences

▪ **FY 20-21 Data**

Vision y Compromiso has been contracted with RUHS-BH for 3 years, with a lot of success stories.

- ✓ 1,637 presentations in the West and Desert Regions of Riverside.
- ✓ 6,500 participants attended presentations.
- ✓ Topics included Anxiety, Depression, General Mental Health, Suicide Prevention, Trauma, Effects of Drugs & Alcohol, and more.
- ✓ A majority of those who attended were female (1,740 Male, 4,760 Female)
- ✓ 83% of participants were adults between 26-59 yrs. old.
- ✓ 618 individual consultations
- ✓ 575 referrals made to support groups.
- ✓ A majority (91%) spoke Spanish as their primary language or were bilingual.

▪ What was helpful about the presentations?

- Participants strongly agreed they felt confident in seeking help and finding resources, sharing information with family and friends, and they got a better understanding for mental health issues, and they had a great experience with the promoters.
- ✓ Other PEI community Mental Health promotion programs –CMHPP
  - **Native American** (1,114 participants attended 185 presentations) 24 individual consultations resulting in 28 referrals.
  - **Black/African American** (1,468 participants attended 588 presentations) 99 individual consultations resulting in 148 referrals.
  - **Asian/ Pacific Islander** (950 participants attended 62 presentations) The majority of presentations targeted to the Filipino community, followed by Chinese and Korean. 22 individual consultations resulting in 46 referrals.
  - **LGBTQIA+** 324 participants attended 123 presentations. 42 individual consultations and 93 referrals. 32 male, 19 female, 43 transgender, 65 Non-Binary.

**“There is no power for change greater than a community discovering what it cares about.”**

Margaret Wheatley

- ✓ **May is Mental Health Month (MIMHM) (by Mindy McFarland)**
  - For this year’s MiMHM theme we will be focused on Taking Action for Mental Health. Take Action for Mental Health is the campaign for California’s ongoing mental health movement. The primary goal for this campaign is to help Californians support their mental health and the mental health of people they care about. The campaign’s underlying goal is to support prevention and early intervention efforts that promote mental wellness and offer Californians the tools to seek help for themselves or a loved one.
  - Take Action for Mental Health is an evolution of the Each Mind Matters campaign. Over the last decade, Each Mind Matters has had a positive impact on reducing stigma of mental illness and increasing awareness of mental health needs and resources. Take Action for Mental Health builds on this progress and asks Californians to take action to support ourselves and the people we care about.

- PEI developed a calendar for activities and plans which was promoted on the Up2Riverside web page, with activity guides in English and Spanish.
- We also collaborated with Community Mental Health Promoter programs. We worked with them to create weekly video announcements about those activities on the calendar in English and Spanish.
- We also worked with the Asian Pacific Counseling and Treatment Center to create some short videos in Korean, Chinese, and Vietnamese for all the videos we had 572 views.
- We also had both virtual and in-person trainings during the month of May, and that includes topics such mental health 101, Self-Care and Wellness, Building Resiliency and Understanding Trauma, and Know the Signs with total attendance across all the trainings: 148 community members.
- We had a virtual Stand Against Stigma presentation, which was open to the community. These are presenters who shared their own lived experience of mental illness and their recovery journey to demonstrate how recovery is possible, and spread messages of hope and decrease stigma related to mental illness.
- We also worked with a local church (the First Congressional Church) to have one of our presentations at their site on a Sunday and we had 67 Community members in attendance.
- The PEARLS program posted a virtual event in English and Spanish called “PEARLS on Wisdom” and they presented a short presentation on mental health as well as the LEARN more material for the TAKE ACTION campaign, that was followed by a Bingo Game; it well received by the attendees.
- The Up2Riverside campaign included an increase in media presence: cable TV (48,972 spots across 71 cable TV Networks), radio/streaming Audio (395 Spots aired across 7 stations) and online videos viewed in full 314,000 times, and Up2Riverside website had more than 72,000 visitors during the month of May including more than 68,000 unique visitors.
- Partnership this year included:
  - Directing Change, Riverside County Office of Education, Suicide Prevention Coalition, and Public Health for a Directing Change local art contest.
    - Directing Change:
      - ❖ Art contest for the Hope and Justice Category targetes youth from kindergarten through age 25 The theme was: Dear Me, in which youth shared hopeful messages for their future self.

- ❖ The contest was grouped by ages TK to 2<sup>nd</sup> grade ,3<sup>rd</sup> grade to 5<sup>th</sup> Grade , 7<sup>th</sup> to 9<sup>th</sup> grade, 9<sup>th</sup> to 12<sup>th</sup> grade, and beyond high school to 25.

✓ **Annual Directing Change Program and Film contest - Myeshia Bobo**

The Directing Change Program and Film Contest is part of California's mental health movement: Take Action for Mental Health and several statewide efforts to prevent suicide, reduce stigma related to mental illness, and to promote the mental health of students. These efforts are funded by counties through the Mental Health Services Act, formerly known as Prop 63. When students participate in the Directing Change film contest they are given knowledge about mental health and suicide prevention, then asked to apply this knowledge with their experiences and perspective to create 60 second PSAs on various topics surrounding mental health and suicide prevention. Students receive support from school advisors and Directing Change staff throughout the filmmaking and submission process.

The contest allows students to submit films within the following categories...

**Suicide Prevention** – the goal for these films is to share information about suicide prevention, resources, and the warning signs for suicide in a way that is hopeful and encourages people to ask for help.

**Mental Health Matters** – films in this category help to end the silence about mental illness by openly talking about mental health using a positive and educational story line that emphasizes the importance of seeking help when you need it and supporting a friend to get help.

**Through the Lens of Culture** – explore the topics of suicide prevention and mental health with a focus on how culture can influence how and if we talk about these topics, whether we seek help, and what kind of help and from whom.

**Animated Short** – filmmakers share information about the warning signs for suicide and how to support a friend through the magic of animation.

**Walk in Our Shoes (Middle Schools only)** – these films show what it's like to "walk in the shoes" of someone experiencing a mental health challenge. The films intend to stir up compassion for others and show actions that can be taken to help. This includes the sub-themes of:

- **The Superhero in Each of Us** – focuses on strengths, purpose, and what happens when we lose them.

- What is Mental Health – teaches the truth about what mental health is and how someone can build better mental health.
- Words Matter – encourage people to use kind, non-stigmatizing, and accurate words to talk about mental health.

Hope & Justice category (monthly contest):

Students submit film/artwork that instills hope to help others get through rough times, tells a story that provides knowledge and encourages young people to take a stand against injustice. Monthly prompts are also provided on various topics.

At the Statewide level:

There were 939 films submitted from 135 schools and Community Based Organizations across 35 counties from a total of 2,434 youth.

Of those, Riverside County youth submitted 164 films representing 19 schools and CBOs from a total of 460 youth.

To view the winning student films please visit :

[www.directingchange.ca.org/riversidecounty](http://www.directingchange.ca.org/riversidecounty)

Films from the first Directing Change contest through this year are easily found listed by County and year. These can be used in a clinical setting to start discussions with youth and can also be used to increase education and awareness of mental health and reduce the stigma associated with mental illness.

We encourage youth age 12-25 to participate in the Directing Change program and Film Contest during the 2022-2023 academic year!

✓ **PEI providers Announcement**

- Crisis HELPLINE announced they can provide Know the Signs trainings for the community in English and Spanish and In person or Virtual.
- PEI will have safeTALK, ASIST, and MHFA trainings available in September and throughout the year as we are back to in-person trainings, if interested please contact [pei@ruhealth.org](mailto:pei@ruhealth.org).

- Dakota Brown shared that July is Disabilities Pride Month, and announced her new presentation with the PEI Providers which will be on 6.30.2022 under the title “Strong Together”.
  - Truevolution offers either free or low cost therapy, which can help with people with lack of documentation, or no insurance, therapy is available either virtually or in-person.
  - Peace from Chaos announced their event in September and they are open to share any resources about suicide prevention.
  - Suicide Prevention Coalition Quarterly meeting coming up in July with a presentation by Dr. Andres Sciolla:  
*“Adverse Childhood Experiences and Resilience (ACE|R) Within Marginalized Communities”.*
- ✓ Next Meeting:
- August 31 at 12pm - 2pm Via Zoom.
  - Next Quarterly Suicide Prevention Coalition Meeting is Wednesday, July 27<sup>th</sup> at 9am - 11am Via Zoom.