

## Prevention and Early Intervention Quarterly Collaborative Meeting

### Meeting Minutes

Wednesday May 29, 2019

12:00pm – 2:00pm Rustin Conference Center

- **Introductions**

- Went around the room and all attendees introduced themselves and shared where they were from. We had providers and community members from all regions of the county.

- **Program Highlight – Up2Riverside.org**

- Civilian is a San Diego based marketing agency that rebranded its name in 2015. The agency takes on recycling, conservation and public education problems.
- Civilian presented slide show regarding their campaign that is focused around the word UP, opposite of feeling down and lifting someone up.
  - The campaign is built around positivity, targeting residence of Riverside County, Spanish market and English speakers.
  - Target outreach: Older adults, veterans, LGBTQIA, married woman ages 35-54, transitional age youth, first responders, hospital and clinic-based providers, bilingual Hispanics, Asian/Pacific Islanders.
  - Current campaign in Riverside, Temecula and Hemet, target middle aged white men to educate them to know the signs. And target reach out to promote local communities.
  - May is Mental Health Month and Pain isn't Always Obvious, media campaign consists of cable TV, radio, streaming online video and face book to drive awareness.
  - Campaign findings: Action research work with us regarding public awareness, 77% of Riverside County residence are aware of It's Up 2 Us campaign.
  - Campaign messaging topic: Stigma reduce, or Suicide Prevention and target is to help one's self or someone.
- Questions:
  - Where would we find middle aged white men in Murrieta to target? -Reports will be sent out which will include venues such as gyms, mom and pop shops and liquor stores where Up2Riverside.org is advertised. Campaign is posted 6 to 8 months during May is Mental Health Month and suicide Prevention week.
  - Are there plans to include individuals who have relapsed? -Good question, something we will consider for future as we evaluate and look at methods and strategies. That particular group may be difficult to target. Resources can be added to website, please let Allison or Diana know.
  - Are the videos on YouTube captioned for Deaf and Hard of Hearing population? -Good question, we'll look into that, our streaming videos are captioned.

-People respond to adds on TV, websites and radio, but how do people respond to posters? -Posters are effective, we are trying to develop a better understanding of how to outreach with posters. As of right now we track by how many posters and flyers are taken in from venues. We are going through campaign findings now so we will look further into that.

- **Send Silence Packing Exhibit Report**

- Lynnette presented: Focus on suicide prevention to spread suicide awareness, primarily on College Campuses and designed by Active Minds.
  - 1,100 college students die each year from suicide.
  - Families of a loved one lost to suicide donate a backpack attached with their loved one's story.
  - Dr. Chang and Kevin Briggs attended as well as 50-100 people who listened to Kevin Briggs story of his Mental Health story of his son.
  - Kevin Briggs also attended Moreno Valley Colleges Active Minds event.
  - PEI sponsored SSP with Active Minds in the Western and Mid County Regions at Mt. San Jacinto College with Active Minds and at College of the Desert.
  - No report from Active Minds yet.
  - Future plans will be to collaborate with Active Minds to sponsor ASIST and safeTALK trainings.

- **Directing Change 2019 Film Contest Winners**

- Provides students a voice through a video of their own, there are 6 categories and the newest being Walk in Our Shoes, for Middle School students. Other categories are Suicide Prevention, MH Matters, Animated, Through the Lense of Culture and Santé Mente.
  - 1,063 films were submitted from 170 schools and 29 counties were represented.
  - 29 schools, 658 students and 33 advisors participated.
  - Inland Empire hosts a ceremony at local level, judged by Riverside County Community. 482 people attended as guest.
  - State Ceremony hosts in LA for local winners to recognize state level winners.
  - Lynnette presented and played winning videos: "Keep an Eye on Me" won at I.E. event and 2<sup>nd</sup> place at state level, "Falling in Silence" won at I.E. event and 3<sup>rd</sup> place at state level, "Frozen Sunshine" won at I.E. event and at state level, "Bursting Bubbles" wont at I.E. event and at state level, "Mi Abuela" won at I.E> event and at state level, "La Vida Nunca Nada" won 2<sup>nd</sup> at state level, "A Journey you Don't Fight Alone" wont 3<sup>rd</sup> at state and "Direct Message" won 1<sup>st</sup> at state level.
- Questions/Comments:
  - Impressed with films from students!
  - Can we get links of videos? -Yes, DirectingChange.org or email Lynnette for the links.

- **PEI Provider Updates**

- Jennifer Carson with Help Line
  - Awarded with a Riverside County Suicide Award for saving a teen after an attempt who is now recovering.
- Phyliss Clark CEO of Healthy Heritage
  - "Broken Crayons Still Color) is an 8 week faith based program, classes are held at churches in both San Bernardino and Riverside.
- Tara Batter new CEO of MFI Recovery

-Community outreach team will support events like “Daisy Walk” and will support both Riverside and San Bernardino and get out into community and partner to help.

- Victor Alvarez with Contact for Change

-Speaker Bureau designed “Darkness, Enemy of Mental Health” to change the stigma of mental health and conducted 18 presentations in schools to educate educators with alike experiences.

- **Community Roundtable/Announcements**

- Sheri Parker of Hemet USD thanked PEI for providing their school district with MHFA, ASIST and safeTALK.
- Ginger Galloway with BRAAF Perris office asked for referrals of boys interested in BRAAF that would benefit.
- Cathy Andre with PEARLS stated they are still building caseload and reaching out to seniors and if you know anyone please inform her and/or her staff.
- Lucas with RUHS just started with the Teen Suicide Awareness Program.
- Diana Brown with PEI
  - Announced that the updated plan will be sent to state and can be reviewed.
  - Announced Newsletter will be sent out.
  - Asked that providers review grid for PEI Plans.
  - PEI offers free trainings to anyone who lives or works in Riverside County (safeTALK, MHFA for youth and adults, ASIST)

- **Complete your MHSA Survey**

Reminder to please complete your survey!

- **Next Meeting:** July 31, 2019, 12pm – 2pm

Rustin Conference Center, 2085 Rustin Ave. Riverside, CA 92507

Lunch will be served!