

# SanaMente

Movimiento de Salud Mental de California

SanaMente: Resources for Latino Communities



April 4, 2017

## **&** Introductions



## & Welcome!

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



### & Agenda

- An overview of the SanaMente campaign, materials including the website and resources
- An overview of the SanaMente Minigrant Program
- A discussion of awareness activities and examples from county and community organizations
- An opportunity to ask questions

### **X** Reaching California's Latino Community



Movimiento de Salud Mental de California





<u> http://www.sanamente.org/historias/</u>





Ponte en mis Zapatos







TRANSLATION

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www.SanaMente.org

## & SanaMente

- What is it?
- Why is it important?
- Resources Available

"When people with mental health challenges feel accepted rather than excluded and isolated, we can create a state of better mental health in California, and reduce the toll untreated mental health problems have on California's communities especially those underserved such as Latinos."

-Dr. Sergio Aguilar-Gaxiola, Director of the UC Davis Center for Reducing Health Disparities

### SanaMente.org



Tienda | Contactanos Each Mind Matters C REDRE ATUSA ANDES NUMB

(Sahiat Que? Retor de Salud Mental Testimonion



## & Engaging All Californians: Education



#### Audiences:

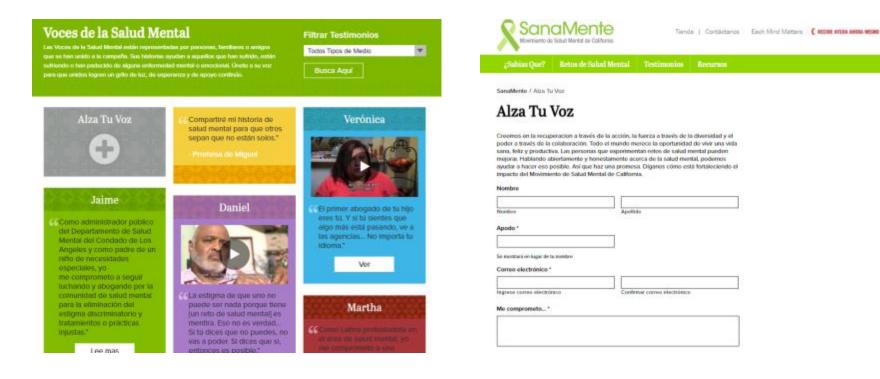
- Parents
- Children
- Young Adults
- Older Adults
- Farmworkers



#### **Common Mental Health Challenges:**

- Depression
- Anxiety
- Suicide Prevention
- Trauma
- Alcohol/ substance abuse

#### & Engaging All Californians: Shared Experiences



#### **Testimonios:**

- Watch, listen, or read personal stories from people living with a mental health challenge
- Submit your own story or pledge about mental health

### & Engaging All Californians: Resources

#### Available resources include:

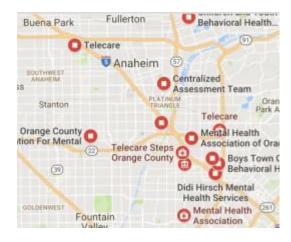
- Mental Health Support Guide
- Fotonovela's & Activity Guides
- Mental Health Fact Sheet
- SanaMente Poster: Myths vs. Facts

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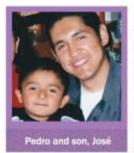
#### Reprint Phase 2: SanaMente

#### **Resource Locator**



#### Blog

#### Pedro's Story



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#### **Events/Get Involved**





#### Youth Mental Health 04/04/2017-04/05/2017 | 4/4/17 8

Yolo County Office of Education 1280 Sente Anite Court Conference Re

Mental Health First Aid (Youth) Tuesday to 12.30pm each day (must attend both Education/SELPA 1280 Santa Anita Cox 95776 Youth Mental Health First ...

Rend more .

#### Mental Wealth: A Cor Mental Health

04/08/2017-04/08/2017 | 4/8/17 5 UCLA Covel Commons

#### 200 De Neve Drive, Los Angeles, CA 1

Come join the conversation in a confer health, through a series of speakers, w long event will feature interactive work

Boart more +

### Additional SanaMente Resources



Ponte En Mis Zapatos presentations and related curricula utilize real stories from teens and young adults to teach youth about mental health challenges and mental wellness.

#### PonteEnMisZapatos.org

This campaign is intended to educate Californians how to recognize the warning signs of suicide, how to find the words to have a direct conversation with someone in crisis and where to find professional help and resources.

#### ElSuicidioEsPrevenible.org



### **&** Ordering Materials

If you are interested in requesting any SanaMente materials or promotional items, please visit:

#### sanamente.org/tienda



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### **&** SanaMente Minigrants

- Overview of Grant Program
- 2017 Recipients
  - Health Education Council
  - The LGBT Center of OC
  - Transitions-Mental Health Association
  - Latino Service Providers

### **& Health Education Council**

A 501(c)(3) nonprofit organization dedicated to providing access, education, advocacy and training to empower individuals towards healthy lives.

Work to promote health and prioritize prevention in underserved communities.



### **& Health Education Council**



#### Health Happens Together:

Improving Community Health through Cross-Sector Collaboration



### & Ventanilla de Salud

- The Health Education Council operates the Ventanilla de Salud (Health Window) within the Mexican Consulate General of Sacramento.
- Provide various health screenings including:
  - blood pressure
  - blood glucose
- Sacramento to be first Mexican
  Consulate to launch onsite mental health screenings.



### & SanaMente Outreach

Ventanilla partners, providers and nursing interns to be trained on SanaMente materials to aide in ease of referral.

Hard copy materials will be housed and disseminated from the Ventanilla de Salud to the patrons of the Mexican Consulate (200-300 daily visitors).



### & SanaMente Outreach

Digital versions of the SanaMente material will be shared via email blast to all constituents on the Mexican Consulate email distribution list

Digital versions of the SanaMente materials will housed on a Spanish-language landing page within the Health Education Council website



## & Thank You!

Amelia Marquis Anderson Communications Director Health Education Council Phone (916) 556-3344 www.healthedcouncil.org



HEALTH EDUCATION COUNCIL





### **%** The LGBT Center OC

The LGBT Center OC's mission is to advocate on behalf of the Orange County Lesbian, Gay, Bisexual, and Transgender Community and provide services that ensure their well-being.

- Mental Health and Wellness
- HIV Prevention
- Youth Programs
- Trans\*itions Health & Wellness
- Immigration Outreach and Education
- Trainings and Curriculums
- www.lgbtcenteroc.org



### **& Integrating SanaMente**

- Mental Health and Wellness
  Services in English and Spanish
  LGBTQ Affirming Therapy Training Program
- Youth Programs
  School Trainings
  Club Outreach
  School 1:1 Counseling
- Trans\*itions Health & Wellness
  Community Events & Group
  Trainings
  - Gender and Name Change Clinic



### **& Integrating SanaMente**

#### Immigration Outreach and Education

- Linking Immigration services
- Gender and Name Change Clinic

#### **Outreach at Community Events**

- Health Fairs
- Community Resource Fairs
- College Campus Outreach





### & SanaMente in the Future

#### Where will this be integrated?

- Continue to integrate in our programs
- Social Media Outreach
- More information on our Website

#### LGBTQ+ Latinx Immigrant Youth Handout

- Frame
- Coming Out
- Immigration Status
- Gender and Orientation
- Systems and LGBTQ Youth
- Mental Health Professionals



## &Thank You!



empowering lgbt orange county

Ann Mason—Associate Director of LGBT Center

Tony Ortuño—Youth Program Coordinator

LGBTCenterOC.org

facebook.com/LGBTCenterOC

714-953-5428





#### **X** Transitions-Mental Health Association



*Inspiring hope, growth, recovery and wellness in our communities.* 

Transitions-Mental Health Association is a nonprofit organization dedicated to eliminating stigma and promoting recovery and wellness for people with mental illness through work, housing, community and family support services.

www.t-mha.org

### **X** SLOtheStigma

#### The Inspiration: Media Campaign Launched in 2010

#### COUNTY SAN LUIS **Understand Mental Health** OBISPO **SLOTHESTIGMA.org** OR CALL 800.549.4499



WELLNESS . RECOVERY . RESILIENCE

### & Superar (To Surpass)

A culturally sensitive 9-minute Spanish film (with English subtitles) that advocates for the awareness of mental illness. The film provides a glimpse into the lives of Latinos that have experienced mental illness and their journey of awareness, and courage to reach out for support, and surpass toward a healthier life. The cast describes symptoms, a definition for mental illness, dispels myths, addresses barriers to services and outlines various types of treatment options.

Directed and produced by Mary Garcia-Lemus and José Lemus.

This project was funded by the Mental Health Services Act, through the statewide Each Mind Matters / SanaMente campaigns, and by Dignity Health.







WELLNESS · RECOVERY · RESILIENCE

### & Superar Campaign: Cal Poly University



#### Goals of the Superar campaign:

- Increase awareness in Latino communities
- Decrease the stigma
- Guide people to local mental health resources through local Hotline

### & Superar Campaign Implementation

- YouTube (youtube.com/watch?v=-L2CFUsB4TQ)
- Hardcopy DVDs
- Social Media
- Print and Radio Advertising (English and Spanish)
- Guerilla Marketing and Outreach Events



### **&** Superar Deliverables

#### What's on the books?

- SLO Film Festival
- Large community forum hosted by Peer Advisory & Advocacy Team
- Latino Outreach Council Screening
- Promotores Collaborative hosting 3 Community Forums
- DVD Distribution
- Spanish Language Survey



Promotores Collaborative of San Luis Obispo County

## X Thank You!

#### To request a DVD, email shannon@t-mha.org OR go to our TMHA YouTube page to watch and share film.

#### Shannon McOuat Community Outreach Manager

(805) 540-6510 |shannon@t-mha.org youtube.com/watch?v=-L2CFUsB4TQ







### **&** Latino Service Providers



#### AGENDA

- About Latino Service Providers
- How we have used SanaMente materials in 2016
- How we plan to use SanaMente materials in 2017-18



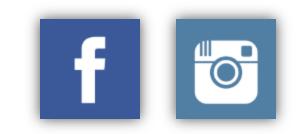
## **& Latino Service Providers**



- A Vision of hope
- A need in our community was identified
- Latino Service Providers, a grass root organization is born
  - Our service begins
  - Building a collaboration to connect people is set into motion
  - Funding made a difference for LSP
- Champions with a common purpose
  - Algeo Casul
  - Linda Garcia
  - Pat Novella

Facebook & Instagram serve as our main platforms. Facebook, we found, engages adults and other organizations and agency providers while Instagram targets youth & young adults.

- Facebook: To share information
- Instagram: To create awareness through artistic images & symbols



## Representation of the second second

If you are presenting a program, providing services, or find yourself attending a workshop or forum related to mental health, take the opportunity to promote SanaMente:

- Try to bring a ribbon, bracelet, or business card with you, take a picture of the event with the item in the background, write a short caption, hashtag, and post!
- The goal: To associate the lime green ribbon and color to events that promote or address mental health awareness and well-being- especially those that are funded by Prop 63.

# **X** Examples





zz.the.x, mgmartinezphd, vero18psvf, oliveandpoppy and briluvs3 like this

latinoserviceproviders Supporting community defined practices. Getting our cultural Competence on! #latinoserviceproviders #laGenteLatin #sonomacounty



Que

Santa Rosa Junior College 14 likes 8w latinoserviceproviders At Mi Futuro Symposium @ SRJC. LSP Staff Briana & Emilia helping out! #mifuturo #lsp Add a comment...

latinoserviceproviders

**Cultural Summit XX:** Supporting communitydefined practices for mental health programs and services



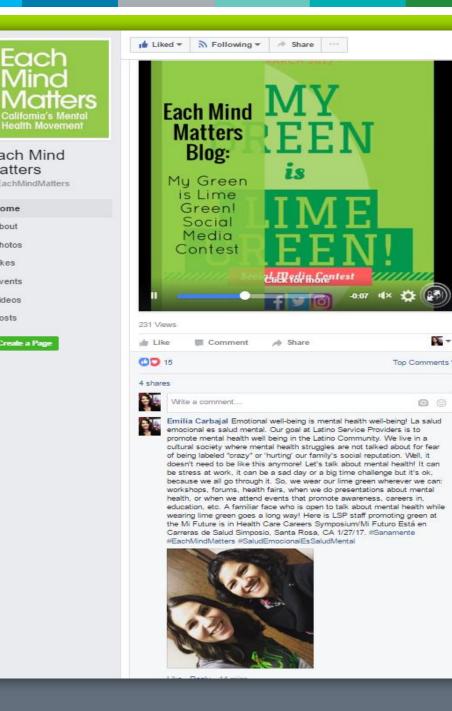
LSP Mi Futuro Está en Carreras de Salud/My Future is in **Healthcare Careers Symposium:** 300+ for high school students. Exposure to mental health and healthcare careers. We made sure to wear our gear!

Promote logo & message: Our funder conducted an MHSA survey and asked us to help promote on social media. So, we created a special post.

## **%** Facebook

**Follow Each Mind** Matters on Facebook. Great content is already posted. So, engage!

Like, comment, and most importantly, share on your organization's page with your own personalized message.



Fach

Each Mind Matters

@EachMindMatters

Home

About

Photos

Likes

Events

Videos Posts

Create a Page

## **X** Spread the Word: E-newsletter 2016

- Create and send out a May is Mental Health Awareness Month e-newsletter using Group Mail or Constant Contact or other related service/program. Or send out an email with promoting Each Mind Matters/Sanamente resources and share local resources
- Promote during other mental-health related awareness months. e.g. National Suicide Prevention Week is Sunday, Sept. 10<sup>th</sup> through Saturday, Sept. 16<sup>th</sup>.
- We find Health Line's list of awareness month's helpful:

http://www.healthline.com/health/direct ory-awareness-months







#### Latino Service Providers Announcements

Latino Service Providers (LSP-SC) works with community partners to engage, collaborate, and exchange valuable information. Information exchange includes educational classes, financial literacy, and job development. LSP strives to increase awareness of available resources, access to programs and services; to influence public policy, delivery of services, enhance inter-agency communication; and services to promote professional development within the Latino population.

#### Become A Member Website Donate Here Unsubscribe Announcement Request

### In this Setpember 7th LSP issue/ En esta edición de LSP 7 de Septiembre:

 National Suicide Prevention Awareness Week September 5-11
 What is Prop 63?
 Pain Isn't Always Obvious, Know the Signs, Suicide is Preventable
 Sanamente es el Movimiento de la Salud Mental de California. ¡Únete!
 The Impact of Listening: A Poweful Story of Surviving Suicide
 4th Annual Santa Rosa Out of the Darkness Community Walk
 Radio Programas Gratuitas: Tercera Edad Fuerte y Feliz & ¡Alerta! Adolescentes, Alcohol y Adicciones
 Free Emotional Well Being and Crisis Warm Lines/ Lineas de Apoyo Para El Bienestar Emocional y Crisis Gratuitas
 Post Traumatic Stress Disorder Basics (Pamphlet)
 NAMI Support Groups/ Grupos de Apoyo de NAMI
 Submit Your Own Mental Health Video & Enter for a Chance to Win \$1,000
 Tuesday Resource Clinic
 Free Showers, Laundry Services & Safe Parking Sonoma County

#### National Suicide Prevention Awareness Week September 5-11

National Suicide Prevention Awareness Week is September 5 – 11, 2016. Suicide is the  $10^{th}$  leading cause of death in the United States. Each year, 42,773 Americans die by suicide. For every suicide, 25 attempts are made. (Statistics provided by the <u>American Foundation for Suicide Prevention</u>).

We all know someone- a loved one, a family member, friend, neighbor, or client that has experienced mental illness and in some cases a person who took their life. Mental illness and the contemplation of suicide are related. Resources in our community for

## **X** A look ahead to 2017 & 2018

#### Facebook:

- Share #EachMindMatters and #Sanamente posts on our organization's page
- Create posts with upcoming materials using canva.com

#### Instagram:

Incorporate #EachMindMatters #Sanamente and symbols into Mental Health events funded by Prop 63 MHSA.

#### NEW!

- Table at relevant events, lime green ribbon giveaways, Fotonovela prize giveaways
  - Cinco de Mayo- May
  - Día de Independencia-September
  - Día de Los Muertos-October/November

### **E-Newsletter:**

- Creating special announcements celebrating awareness months with materials and/or symbols
- May for Mental Health Matters Month
- September for Suicide Prevention Week

### & A look ahead to 2017 & 2018 cont'd

**NEW! LSP Youth Promotores Program.** A new full-year program that will expose youth 16-24 to Mental Health awareness, education, and inspiration to pursue mental health/behavioral health academics and careers. **Youth Promotores** will conduct pláticas (conversations) about mental health and survey Latino/a community members regarding the same and incorporate the new SanaMente materials into the pláticas. Students will also embark on 6-month community engagement projects to spread the message of mental health stigma reduction and mental health awareness and incorporate Sanamente materials.





Wanda Tapia, Executive Director Briana Fernandez, Programs Coordinator Emilia Carbajal, Workforce Development Specialist

### **Latino Service Providers**

930 Shiloh Road, Building 40, Ste. A, Windsor, CA 95492

wanda.tapia@latinoserviceproviders.org

Ph 707.837.9577

LSP Website: www.latinoserviceproviders.org

Follow us on Facebook and Instagram @latinoserviceproviders







### **X** Each Mind Matters - Join the 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.









Share Your Story

Share how you're part of the movement by taking a piedge to advance mental health in your own way. Learn more about the movement and get tools to help inform others. 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".

Take a pledge

#### Stories

Californian's Mental Health Movement is made of up millions of people who believe that everyone experiencing a mental bealth challenge densitives the opportunity to live in healthy, heppy and mesuringful ble. See what people are seying and sharing – and add your voice to the moutement with your own commitment to advancing mental health.





### Mental Health Matters Month

www.eachmindmatters.org/getinvolved/spread-the-word/toolkit-maymental-health-matters-month-2017/

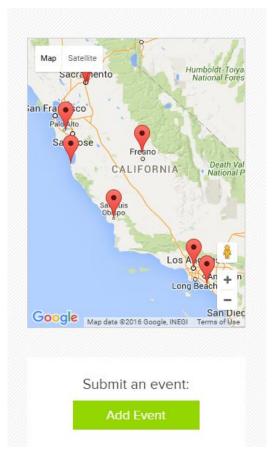
## **%** Find and Share Events

Mental Health Stories Get Involved

ved Events

Resources

es Blog



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

http://www.eachmindmatters.org/events/

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store

## **X** Save the date!

### Directing Change Award Ceremony and Screening May 11<sup>th</sup>

May 11, 2017 | 11-2 p.m. San Diego County

The 5<sup>th</sup> annual **Directing Change** Award Ceremony will be hosted at the Center for the Arts and will include a red carpet reception, films screening and award ceremony. To RSVP visit: www.directingchange.org

To find out about other upcoming events visit: http://www.eachmindmatters.org/ events/



### Mental Health Matters Day Building Momentum and Strength TOGETHER

May 24, 2017 California State Capitol East Steps





California's Mental Health Movement

