



Sacramento County Steering Committee:

Statewide PEI FY 23-24



**Jessica Watts**  
**Senior Program Manager**  
[Jessica.Watts@CalMHSA.org](mailto:Jessica.Watts@CalMHSA.org)

# Agenda



INTRODUCTIONS



REVIEW OF FISCAL YEAR 2022-  
2023 RESOURCES AND  
MATERIALS



OVERVIEW OF FISCAL YEAR 2023-  
2024 PREVENTION AND EARLY  
INTERVENTION PROGRAM PLAN



QUESTIONS



An illustration of several hands of different skin tones (brown, orange, red, pink) holding yellow ribbons. The ribbons are a symbol of mental health awareness. The background is a light green gradient with faint white lines.

# Mental Health Matters Month 2023

# May Impact Report



**TAKE ACTION**

FOR MENTAL HEALTH

**TOMA ACCIÓN**

PARA LA SALUD MENTAL

# Physical Toolkit

**Included:** Resource booklets distributed in English and Spanish, recipes cards for wellness and self-care, green ribbons, pop-It keychains, wristbands, and toiletry kits!



Keychain + Wristband



Toiletry Kit

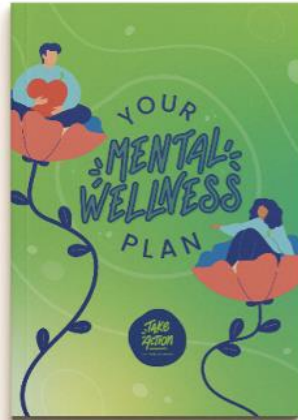
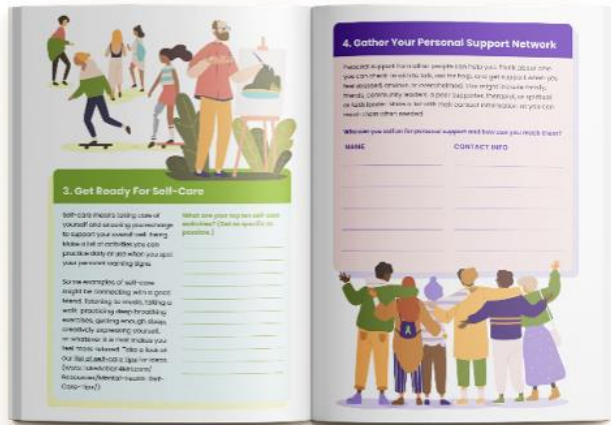


Green Ribbons

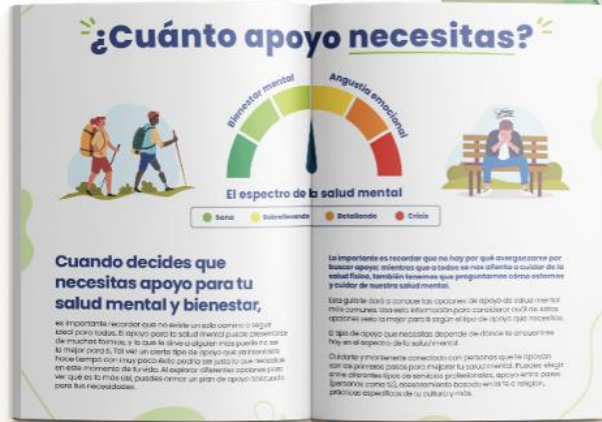




# Physical Toolkit



Your Mental Wellness Plan / Tu plan de bienestar mental



Wellness + self-care recipe cards



What Might Work For You? / ¿Qué podría servirte?

# Digital Toolkit

**Included:** 2023 Proclamation, web banners, eblasts, social media kit, Spotify playlist, digital versions of the resource books and recipe cards, billboard, and radio script.



Web banners



Digital billboard



Spotify playlist



2023 Proclamation





# Digital Toolkit



Social Media Kit



# Influencers





# Influencers

Partnered with mental health advocates to share their mental health stories and *Take Action* resources, and to encourage Californians to do the same.



**Amber Dee**

@blackfemaletherapists



**Juan Acosta**

@juanacosta\_



**Anysa & Amaya Gray**

@grayytwins



**Owin Pierson**

@owinpierson



# IG Live

Brought Californians together to have a roundtable discussion about mental health and how they get support with an interactive conversation hosted by our influencer partners.



**blackfemaletherapists** • [Follow](#)  
Paid partnership with **takeaction4mh**

**blackfemaletherapists** Take Action for MH  
5w

 **wearethechrysalis** 🌱🌱🌱❤️  
4w Reply

 **juanacosta\_\_** So great to be a part of this with you all 💙💚  
5w 2 likes Reply

 **owinpierson** 🌟 Such an uplifting, important and inspiring conversation together! Thanks for having us!  
5w 1 like Reply

— View replies (2)



**10,453 views**  
MAY 18





# Media



Eblasts



Display



Spotify

# Statewide Campaign Reach





# Organic Social

Posted engaging messaging throughout month that highlighted new mental health resources, key dates, encouraged sharing of resources, and promoted user-generated content.



FOR MENTAL HEALTH



CalMHSA  
California Mental Health Services Authority



PARA LA SALUD MENTAL

# Workgroup Feedback

---

MENTAL:  
HEALTH  
MATTERS





# Take Action for Athlete Suicide Prevention

[Student Athlete Suicide Prevention Archives - Take Action for Mental Health \(takeaction4mh.com\)](https://takeaction4mh.com)



# Share Hope Together FOR SUICIDE PREVENTION

KNOW THE SIGNS. FIND THE WORDS. REACH OUT.

[suicideispreventable.org](http://suicideispreventable.org)

SUICIDE PREVENTION WEEK: SEPTEMBER 10TH - 16TH, 2023  
WORLD SUICIDE PREVENTION DAY: SEPTEMBER 10TH, 2023



# Share Hope Together FOR SUICIDE PREVENTION

KNOW THE SIGNS. FIND THE WORDS. REACH OUT.

**Suicide Prevention Resources:**  
All resources available 24/7

**988 Suicide & Crisis Lifeline**  
Call or text 988 or chat 988lifeline.org  
Veterans: Press 1  
En Español: Presione 2  
For TTY Users: Use your preferred relay service or dial 711 then 988

**Crisis Text Line**  
Text HOME to 741741  
Text with a trained counselor for free

**The Trevor Project**  
1-866-488-7386  
[www.thetrevorproject.org/get-help-now/](http://www.thetrevorproject.org/get-help-now/)  
Phone, cat, and text support for LGBTQ+ youth

**The Friendship Line**  
1-800-971-0016  
Crisis and warm line for adults 60+ years operated by Institute on Aging

For mental health resources visit the Take Action for Mental Health campaign at [www.TakeAction4MH.com](http://www.TakeAction4MH.com)

To learn the warning signs, visit:  
[suicideispreventable.org](http://suicideispreventable.org)



Funded by counties through the voter-approved Mental Health Services Act (Prop. 63)  
Photo By: The Gender Spectrum Collection



# Share Hope Together FOR SUICIDE PREVENTION

KNOW THE SIGNS. FIND THE WORDS. REACH OUT.

**Suicide Prevention Resources:**  
All resources available 24/7

**988 Suicide & Crisis Lifeline**  
Call or text 988 or chat 988lifeline.org  
Veterans: Press 1  
En Español: Presione 2  
For TTY Users: Use your preferred relay service or dial 711 then 988

**Crisis Text Line**  
Text HOME to 741741  
Text with a trained counselor for free

**The Trevor Project**  
1-866-488-7386  
[www.thetrevorproject.org/get-help-now/](http://www.thetrevorproject.org/get-help-now/)  
Phone, cat, and text support for LGBTQ+ youth

**The Friendship Line**  
1-800-971-0016  
Crisis and warm line for adults 60+ years operated by Institute on Aging

For mental health resources visit the Take Action for Mental Health campaign at [www.TakeAction4MH.com](http://www.TakeAction4MH.com)

To learn the warning signs, visit:  
[suicideispreventable.org](http://suicideispreventable.org)



Funded by counties through the voter-approved Mental Health Services Act (Prop. 63)  
Photo By: The Gender Spectrum Collection



# Share Hope Together FOR SUICIDE PREVENTION

KNOW THE SIGNS. FIND THE WORDS. REACH OUT.

**Suicide Prevention Resources:**  
All resources available 24/7

**988 Suicide & Crisis Lifeline**  
Call or text 988 or chat 988lifeline.org  
Veterans: Press 1  
En Español: Presione 2  
For TTY Users: Use your preferred relay service or dial 711 then 988

**Crisis Text Line**  
Text HOME to 741741  
Text with a trained counselor for free

**The Trevor Project**  
1-866-488-7386  
[www.thetrevorproject.org/get-help-now/](http://www.thetrevorproject.org/get-help-now/)  
Phone, cat, and text support for LGBTQ+ youth

**The Friendship Line**  
1-800-971-0016  
Crisis and warm line for adults 60+ years operated by Institute on Aging

For mental health resources visit the Take Action for Mental Health campaign at [www.TakeAction4MH.com](http://www.TakeAction4MH.com)

To learn the warning signs, visit:  
[suicideispreventable.org](http://suicideispreventable.org)



Funded by counties through the voter-approved Mental Health Services Act (Prop. 63)  
Photo By: The Gender Spectrum Collection



**TAKE ACTION** | **TOMA ACCIÓN**

FOR MENTAL HEALTH

PARA LA SALUD MENTAL

**CHECK IN LEARN MORE GET SUPPORT  
CÓMO ESTAMOS APRENDA MÁS CONSIGA AYUDA**



Know the Signs.  
Find the Words.  
Reach Out.

suicideispreventable.org



## Suicide Prevention Activity Tip Sheet

Share Hope Together  
for Suicide Prevention

Know the Signs. Find the Words. Reach Out.

2023 Suicide Prevention Activation Kit: [www.suicideispreventable.org/prevention-kit.php](http://www.suicideispreventable.org/prevention-kit.php)

This activity tip sheet is intended to help individuals and organizations across California with planning and implementing suicide prevention activities, during National Suicide Prevention Awareness Week and beyond.

This year, in support of National Suicide Prevention Awareness Week and World Suicide Prevention Day, we are placing a special focus on the act of sharing. The act of sharing, whether that be sharing hope, stories, time, resources, or experiences, can serve as a powerful tool in suicide prevention. By sharing hope with one another and throughout our communities, we can support and help connect individuals to resources. Sharing can create a sense of belonging while also reducing the weight of our burdens - allowing us to take action for suicide prevention together.

For additional support and questions, please email [info@suicideispreventable.org](mailto:info@suicideispreventable.org)

Suicide Prevention Week: September 10th – 16th, 2023  
World Suicide Prevention Day: September 10th, 2023

suicideispreventable.org



### Preparing for Suicide Prevention Activities

- Review suicide prevention data and activities for your county.
- Learn about best practices for effective messaging around suicide prevention at [suicideispreventable.org](http://suicideispreventable.org).
- Plan and schedule your suicide prevention week social media calendar, utilizing the social media guide and images.
- Work with your web development team to add suicide prevention resources to your county or organizations website.
- Send out emails reminding staff and partners about planned activities and resources.

### Suicide Prevention Activity Activation

- Increase knowledge about suicide prevention through suicide prevention activities such as the crossword puzzle, bingo, or trivia, all available in virtual and in-person formats and English and Spanish.
- Hold a 'Lunch & Learn' session and share the Suicide Prevention 101 presentation.
- Share suicide prevention social media posts and captions.
- Set up virtual or in-person resource table to promote local and statewide resources.
- Host an in-person or virtual event focused on wellness and self-care exercises such as breathing, meditation, grounding techniques, or yoga.
- Promote and join in World Suicide Prevention Day to share the importance of suicide prevention and to remember loved ones who died by suicide.

suicideispreventable.org

### Spotlight Activity

Sharing Connected Stories

This activity is rooted in the idea of sharing to discover connections, sources of inspiration, and examples of hope between people. It can be used as an icebreaker or team building activity during presentations, or community events. The objective of this activity is to connect the stories of groups in an innovative way, creating a chain of connected stories, with the group with the longest chain winning.

Materials required:

- Pens
- Sticky Notes
- Notecards or other small slips of paper

### Instructions

- Divide participants into small groups, min 3-5 or max 6-8 individuals per group.
- Ensure each group has a handful of sticky notes and pen, or if participating virtually something to capture notes on.
- Determine on a time for the activity, recommended 5-10 minutes.
- Assign a person within each group to be the note taker, they will write down a few words on each sticky note for each story shared to create their groups story chain.
- To begin, ask people in the group to share an experience that is related to how they cope with tough times, ground themselves, or a memory of when they felt connected.
- One person in the group begins by sharing an interesting memory or experience they have.
  - For example, "When I'm feeling overwhelmed, my favorite thing to do is to meditate. I'll do it for anywhere between 1-10 minutes. It really helps to calm my worries".
- Any other person within the group can tell a related story that has a similar theme or element.
  - For example, "I also practice meditating when I'm feeling overwhelmed, I love to do box breathing and also sometimes I add in stretching."
- Any other person within the group then tells a related story that has a similar theme or element and so on...
  - "I've had to do lots of stretching due to sports that I've played. I played basketball for ten years and this helped me feel connected to a group of people."
- Group members repeat this process until the time is up.
- At the end of the game, the group with the longest chain of connected stories is the winner. You make ask the group to share the chain with the whole group.



TAKE ACTION | TOMA ACCIÓN

FOR MENTAL HEALTH

PARA LA SALUD MENTAL

CHECK IN LEARN MORE GET SUPPORT  
CÓMO ESTAMOS APRENDA MÁS CONSIGA AYUDA



# FY 23-24 Statewide Prevention and Early Intervention Program Plan



Toolkits, Media Campaign Planning, and Content Development



Social Media Content Development, Management, and Reporting



Social Media Strategy, Development, Management, and Reporting



County Support and Special Projects



Storefront and Website Content Development

