2023 MENTAL HEALTH MONTH

PLANNING COMMITTEE MEETING



MARCH 2 3:30PM-5:00PM

This meeting is being recorded.





MEDIA NOTICE

This meeting is being recorded. Slides and recording will be shared with those on the mailing list.



PHOTO/VIDEO NOTICE

You are approaching an event area where filming and photography are being done. Your entrance into the event area constitutes your full consent to being filmed and photographed by the County of San Mateo. The County of San Mateo reserves the right to use any photography or film taken in the event area without providing compensation to you. Such use by County may include, but is not limited to, postings to social media or websites, and/or use in promotional or informational materials in any medium.

You agree to release and discharge the County of San Mateo, its agents, representatives, assigns, and licensees from all claims, demands, and liabilities arising out of or in connection with the use of your likeness.

Do not enter this event area if you do not wish to be subject to the foregoing. Alternatively, if you wish to participate/attend the event, but do not wish to have your photograph used in accordance with the above notice, please contact an Event Organizer. County will make best efforts to comply with your wish not to be photographed.

Thank you.

LAND & LABOR ACKNOWLEDGEMENT

We acknowledge that we are each residing on tribal lands of those who have lived on this land from time immemorial.

We pay respects to their elders past and present

We recognize the resilience of those past and present, who work to build a strong & sovereign nation where Tribal members live their values & culture

We must acknowledge that much of what we know of this country today, including its culture, economic growth, & development throughout history & across time, has been possible by the labor of enslaved Africans & their ascendants who suffered the horror of the transatlantic trafficking of their people, chattel slavery, & Jim Crow.

We are indebted to their labor & their sacrifice, & we must acknowledge the tremors of that violence throughout the generations & the resulting impact that can still be felt & witnessed today.

Slide adapted from work by Trauma Transformed (https://traumatransformed.org/)

Learn more about SMC BHRS Native Indigeous People's Initiative (NIPI) at smchealth.org/native-and-indigenous-peoples-initiative and African American Community Initiative (AACI) at smchealth.org/bhrs/ode/aaci.

MENTAL HEALTH MONTH (MHM) PLANNING COMMITTEE MEETING

AGENDA

- 1. Welcome & Introduction
- 2. MHM Introduction
- 3. MHM Measures of Success
- 4. Next Steps
- 5. Announcements & Closing

1. WELCOME & INTRO

In the Chat: Name, Pronouns, Affiliation(s), Announcements

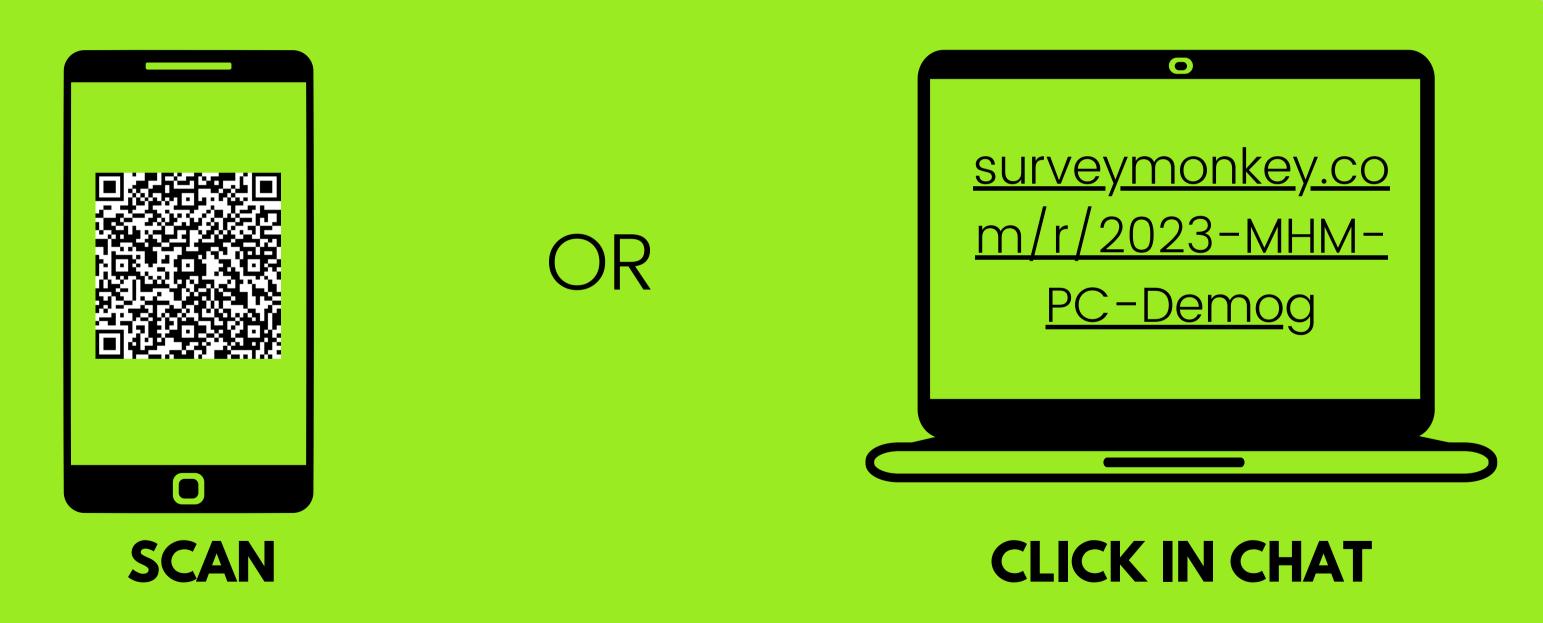
Housekeeping: Group Agreements, Zoom Participation, Stipend, Demographic Survey

Cultural Humility Group Agreements

- LISTEN AS IF THE SPEAKER IS WISE; LISTEN TO UNDERSTAND
- PRACTICE "I" STATEMENTS WHEN SPEAKING
- OKAY TO RESPECTFULLY DISAGREE
- TAKE RISKS
- NO PRESSURE TO SPEAK
- BE DISCIPLINED ABOUT NOT MAKING ASSUMPTIONS
- NO BLAMING, NO SHAMING
- CONFIDENTIALITY IF STORIES ARE SHARED
- COURAGE TO INTERRUPT IF SOMETHING IS GOING AMISS OR BEING LEFT UNSAID: MAKE THE INVISIBLE VISIBLE
- VOICES, THOUGHTS, IDEAS, EXPERIENCES WELCOME
- PAY ATTENTION TO WHAT MOVES YOU: USE OOPS AND OUCH

DEMOGRAPHIC SURVEY

Please complete this 6-question survey.



Among the six meetings, we ask that you complete this survey once.

MENTAL HEALTH MONTH (MHM)

2. MHMINTRO

BACKGROUND/HISTORY, PURPOSE, TARGET AUDIENCE

THIS YEAR'S THEME: SHARE

- Advocacy
- Communication
- Events

COMMITTEE MEMBER ROLES

TIMELINE

ADVOCACY DAYS

- Purpose
- Target Audience
- Activities
- Roles





COMMUNICATION

- Purpose
- Target Audience
- Activities
- Roles

May 2022 MENTAL HEALTH MONTH

#SMCTakeAction4MH

Visit **SMCMentalHealthMonth.org** for more info on attending events, getting involved & finding support.

Free virtual and in-person events offered in Spanish and English throughout the month of May.









KRISTIE LUI | SHE/HER/她

kflui@smcgov.org

SYLVIA TANG | SHE/HER/她 stang@smcgov.org | 650-578-7165

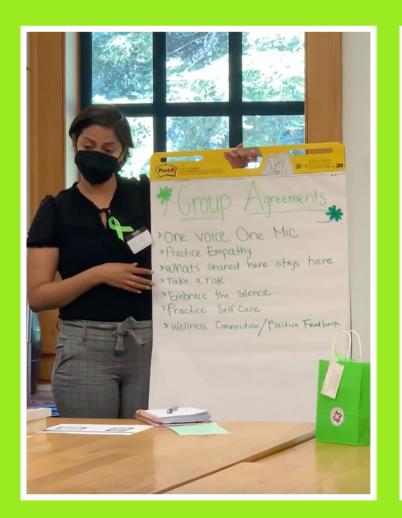
EVENTS

- Purpose
- Target Audience
- Activities
- Roles



MINI-GRANT

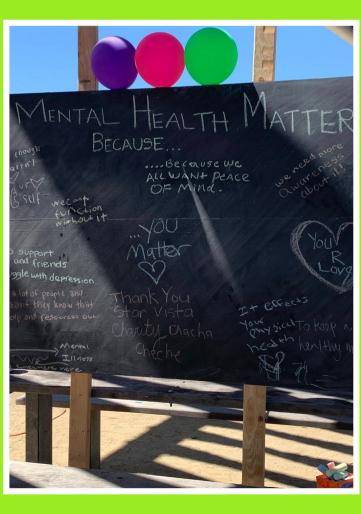
Application is accepted through March 30 or when all 10 grantees are selected.
 surveymonkey.com/r/2023-MHM-Mini-Grant











MENTAL HEALTH MONTH (MHM)

3. MHM MEASURES OF SUCCESS

- Logic Model
- Event Survey
- Stigma Baseline Survey

Logic Model for San Mateo County Mental Health Month (MHM)

Program Goals

- 1. Reduction in stigma and discrimination against those facing mental health or substance use conditions
- 2. Increase in service utilization to address mental health and substance use
- Increase wellness related to mental health and substance use conditions.

Resources we have to work with

- MHM Planning Committee
- BHRS Office of Diversity and Equity staff
- MHM budget
- SMC Health communication channels
- Outreach materials from county and state
- Community partners

Activities that happen in our county

- Advocacy Behavioral Health Commission Meeting
- (May 3) County Board of Supervisor Proclamation (April 25)
- City Proclamations (April and May)

Communications

- Website
- Social media calendar and posts

Events

- Events hosted by community partners
- Mini-grants
- Event support

Outputs (the products of our activities)

Advocacy

- # of cities participating in proclamation and/or
- # of public comments across all public meetings

- · #/rate of engagement
- # of reach · # of impressions

Communications

Events

- · # of events
- · # of attendees across all
- # of survey respondents

Short-Term Outcomes*

- 1. Increases in community members' belief that people with mental health or substance use conditions contribute to society
- Increases in community members' knowledge that mental health and/or substance use services they can reach out to
- Increases in community members' willingness to seek professional support for a mental health and/or substance use condition they needed it.
- 4. High degree of cultural relevance to community members

Long-Term Outcomes*

- Reduction in stigma and discrimination against those facing mental health or substance use conditions
- Increase in service utilization to address mental health to substance use conditions
- Increase wellness related to mental health and substance use conditions
- Diverse participation by race/ethnicity, age, gender identity, sexual orientation and region of the county

LOGIC MODEL

Logic Model for San Mateo County Mental Health Month (MHM)

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DRAFT

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SAN MATEO COUNTY

STIGMA BASELINE DATA

Find Executive Summary and Full Report at:

https://www.bbrableg.org/2020/

https://smcbhrsblog.org/2020/09/02/community-stigma-baseline-survey-mental-health-substance-misuse-knowledge-beliefs-behavior/



Mental Health & Substance Misuse Knowledge, Beliefs & Behaviors: Community Stigma Baseline Survey

San Mateo County

Full Report

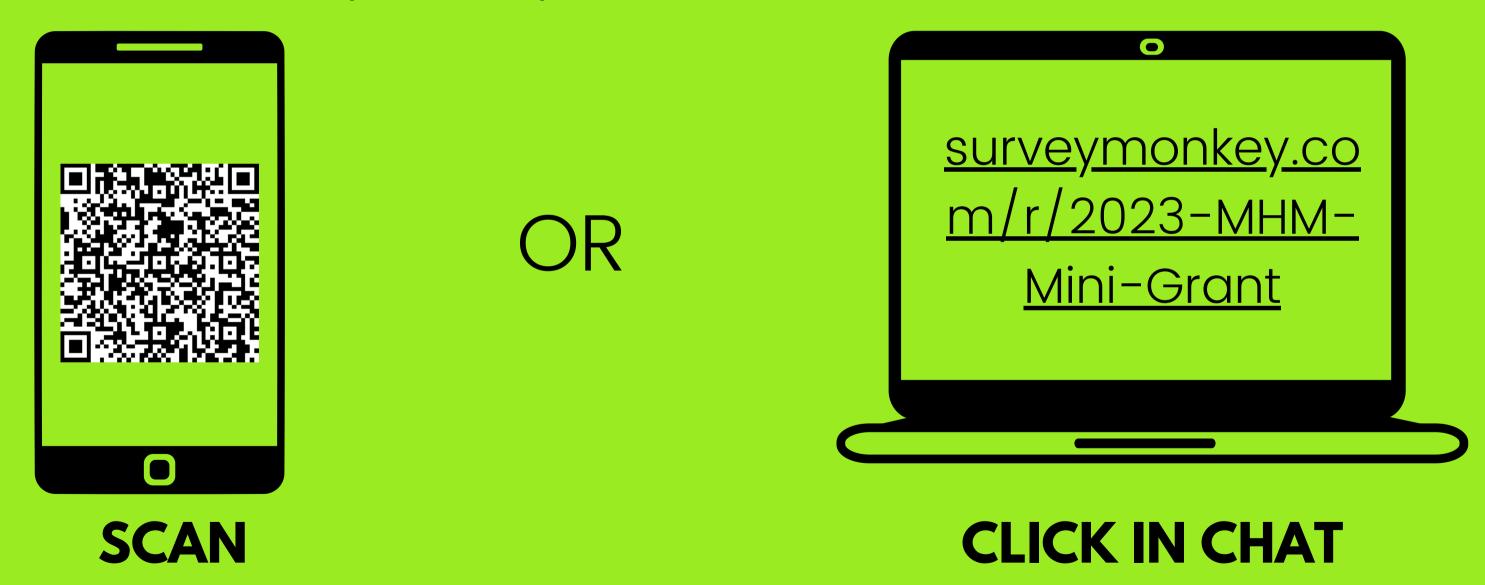
Prepared for
San Mateo County Behavioral Health & Recovery Services –
Office of Diversity and Equity

April 2020

Strata Research, Inc.

MINI-GRANT

Application is accepted through March 30 or when all 10 grantees are selected. surveymonkey.com/r/2023-MHM-Mini-Grant



For programs that receive funding through SMC BHRS Office of Diversity and Equity, please request funds through your usual budget request process.



NEXT STEPS!

- 1. Identify personal next step to accomplish by next meeting
- 2. Apply or share mini-grant
- 3. Invite others to upcoming meetings

MAY MENTAL HEALTH PLANNING COMMITEE

THURSDAYS 3:30-5:00 PM
VIA ZOOM



SCAN TO REGISTER AND JOIN MEETINGS

Stipends are available for those who identify as behavioral health clients or family members

Language
Interpretation
can be provided.
Please contact us at
least one week before
each meeting.



| March 2 | Introduction & Measures of Success |
|----------|------------------------------------|
| March 16 | Events & Advocacy |
| March 30 | Events & Advocacy |
| April 13 | Communication & Outreach |
| April 27 | Communication & Outreach |
| June 8 | Debrief & Appreciation |

KRISTIE LUI | SHE/HER/她 kflui@smcgov.org

ANNOUNCEMENTS

Next Meeting
Thursday, March 16
3:30-5:00pm
Zoom (Registration Required)



SAN MATEO COUNTY

RESOURCES

CRISIS 24/7 RESOURCES

Call 650-579-0350 or 988

Star Vista Crisis Center or National

Crisis and Suicide

Text "BAY" to 741741 or 988

Crisis Text Line or National Crisis and

Suicide Lifeline

NON-CRISIS RESOURCES

NAMI SMC Warmline

650-638-0802

Heart & Soul Peer-Run Warm Line

650-231-2024

smchealth.org/bhrsservices

sanmateocrisis.org/crisiscenter

takeaction4mh.com

CONTACT INFO

Questions or suggestions?

Please feel free to contact Mental Health Month Planning Committee Co-Chairs.

KRISTIE LUI | SHE/HER/她

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THANK YOU

