**Please note the minutes below include an abbreviated notes of the meeting. You are welcome to watch the full recording to get a full update. You can view recording at https://us02web.zoom.us/rec/share/vN3pToYvCRd5G9KZdrx32qkT0CAIQSlhhxqhLJl6iNXEKzNckwUyNp6zfUbmEqmr.BN6qBxNQwmnyDvZ-**

**TOPIC:** 2022 May Mental Health Month Planning Committee  
**DATE:** Thursday, February 24, 2021  
**TIME:** 3:30-5:00pm  
**PHONE:** +1 669 900 6833 US (San Jose) (Meeting ID: 863 9218 5483)  
**VIDEO:** https://us02web.zoom.us/j/86392185483 (Meeting ID: 863 9218 5483)

Minutes taken by Ankitha Neelavar and added by Sylvia Tang.  
43 participants attended this meeting.

<table>
<thead>
<tr>
<th>Item</th>
<th>Time</th>
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<tbody>
<tr>
<td>• WELCOME &amp; INTRODUCTION</td>
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<tr>
<td>• Agenda, Minutes, Stipends</td>
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| • Share in Chat Window: | | 3:30 – 3:45pm
| o Name, pronouns, affiliation(s) | |
| o Email if not on mailing list | |
| (you can direct message for privacy) | |
| o Any announcements | |
| • Announcements | |
| o Past | |
| ▪ Black History Month: Intergenerational Dinner is happening tomorrow! more info and registration: https://star-vista.org.zoom.us/meeting/register/tZUqfu6grjgtGdRdvB72MUbFLoZZqAJfV9Q | |
| ▪ This Saturday’s Black History Month event 10am-12pm: https://us02web.zoom.us/webinar/register/WN_BZX8IMDKTAyQ0aAlolS0JA? x zm_rtaid=i5w101MeSVqkA8zBeYiemQ.1645744270498.2acae11283ae91553d551d0085034b92& x zm_rhtaid=633 | |
| o Upcoming | |
▪ March 2: National Recovery Month Planning Committee—September is National Recovery Month and the planning committee for this year's events starts meeting March 2, 2022 from 12 to 1 pm. Zoom Link: https://us06web.zoom.us/j/87817700511

▪ March 2: MHSA Annual Update – 30 Day Public Comment Period
  - The Mental Health and Substance Abuse and Recovery Commission (MHSARC) will vote on Wed, March 2nd to open a 30 Day Public Comment Period for the FY 22-23 MHSA Annual Update. Visit the MHSARC site for the meeting details and Zoom link.
  - An Executive Summary, the MHSA Annual Update full document and presentation slides are now available and posted on the MHSA website, under “Announcements” tab.
  - Tip: Easiest way to navigate the full document on the website is the Table of Contents, each area of focus including the appendices are linked on the Table of Contents.
  - Comments can be submitted as follows:
    - Email: mhsa@smcgov.org / Phone: (650) 573-2889 (leave a message)
    - Optional Public Comment Form: online entry or download document

▪ March 5: Youth Commission Health & Wellness Conference
  - Gloria C. González, LC Co-Chair (She, Her, Ella): Youth Commission Conference March 5th: Register at: bit.ly/HealthandWellnessConference

▪ March 14: Medicare workshops from HICAP, Public Hearing notice for Area Agency on Aging Area Plan for FY 22-23 on March 14th, from 9:00-11:00

▪ March 15: New Beginning Coalition meeting on March 15th, 9:00-10:30 am with a presentation by CAFE
(Center for Age-Friendly Excellence
(https://www.smchealth.org/new-beginning-coalition)

- **March 19:**
- **April 1:** Clarise Blanchard from Star Vista is retiring
- Peer Counseling training in Spanish by Peninsula Family Service
  https://www.peninsulafamilyservice.org/our-programs/older-adult-services/

- **Media Notice**
  - The meeting is being recorded. Slides and recording will be shared with those on the mailing list.
  - Image of photo and video notice shared (see slides)

- **Land Acknowledgement**
  - “We at San Mateo County acknowledge the land that originally belonged to the Ohlone people and was stolen as a result of colonization. In addition to acknowledging the land, we acknowledge the Ohlone people, including ancestors who lived before us and elders and communities living with us today. This land and people acknowledgement is a small starting point in helping advance equity among our local indigenous communities. We are grateful for the work of NIPI and want to support (not burden them) in advancing wellness in the indigenous community.”
  - Learn more about SMC BHRS Native Indigenous People's Initiative (NIPI) at smchealth.org/native-and-indigenouspeoples-initiative
  - Slide includes specific Ohlone tribe names/pronunciation and image of local native land

- **Welcome**
  - Housekeeping: Stipend, Zoom (Chat, Raise Hand)
    - Attendees who identify as a behavioral health client/consumer or family member of a behavioral health client/consumer, qualify for a $30 stipend for attending this 2 hour meeting
    - If you have not received a stipend in the past and qualify, please email Sylvia and/or Kristie (stang@smcgov.org or kflu@smcgov.org)
  - Image of Cultural Humility Agreements shared
Since this meeting is open to the public, we want to create a respectful space that advances Mental Health Month

- We may remove participants who are not respecting this space for everyone’s participation

**Demographic Survey**
- Among the four meetings, we ask that you complete this survey once

### 1. MENTAL HEALTH MONTH (MHM) INTRO

#### Background/History
- 2004 – started Mental Health Awareness Month (MHAM) (record of); Mental Health Services Act passed later that year
- 2013 – started kickoff
- 2017 – started mini-grants
- 2018 – started kickoff outside of central county
- 2019 – started partner with libraries and no kickoff
- 2020 – started virtual
- 2021 – started new name - Mental Health Month

#### Purpose
- To promote help seeking/action
- To reduce stigma around mental health and substance use matters

#### Target Audience
- Everyone who lives, works and plays in San Mateo County of San Mateo
- Especially targeting communities that may experience more stigma and/or need more behavioral health services

#### This Year’s Theme: Take Action
- 2022 MHM statewide theme is Take Action for Mental Health or #TakeAction4MH.
- The primary goal for Take Action for Mental Health 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.
- You can learn more at [https://takeaction4mh.com/](https://takeaction4mh.com/).

#### Activities
- Events
- In-person or virtual
- Hybrid is possible but may be more challenging and require more resources
  - Communication Campaign
    - New website
  - Advocacy Days
- **Committee Member Roles**
  - Host/spread the word about event
  - Advise about countywide Mental Health Month efforts
  - Participate in advocacy days
- **Timeline**
  - Meeting – February-June
  - Outreach/Communication – April
  - Events – May
- **Stigma Baseline Survey**

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2. **ADVOCACY DAYS**

- **Purpose**
  - To give an opportunity for San Mateo County community to advocate for mental health and substance use issues they/we care about

- **Target Audience**
  - Local decision makers
  - Examples: Local county board of supervisor members, local commissioners of the Mental Health Substance Abuse Recovery Commission, local city mayors and city council members
  - Additional examples: state and federal legislators

- **Activities**
  - Public comment – the main activity to be facilitated in this group is public comment at county meetings with decision makers
    - Either County Board or County Commission meeting will kick off May Mental health Month
  - City lighting and proclamation – another activity will be asking our Commissioners to ask local city officials to light up their building in lime green and proclaim May as Mental Health Month
    - Jean: Millbrae has already scheduled MHM proclamation for Tuesday April 26 city council meeting

4:15–4:45pm
Jean: It would be awesome to have SFO light up lime green for a day? Would kickoff day May 4 be the best?
  - Sylvia: Yes that sounds like a good plan and more doable than asking for a whole month.

- Additional advocacy opportunities
  - There are many options to advocate. Examples include: opinion editorial, art installation, doing a project that catches public/media attention
  - Jairo: members of the advocacy council/lived experience workgroup would be a great group to ask for ideas on this!
    - Sylvia: maybe a March panel will be good!
    - William: plans to focus project on emergency mental health response

- Roles
  - Members – make public comment, find alternative/creative ways to advocate (examples above)
  - Commissioners – invite cities

3. EVENTS
- Mini-Grant - Application Due Thursday, March 24
  - 16 $300 grants!
  - Apply at https://www.surveymonkey.com/r/2022MHM-MiniGrantApp

- Questions/Answers and Comments
  - Pat: can the event be something that is still targeted to a specific community?
    - Sylvia: yes! In advertising it, we will change some things so that the event is attended by specific community members.
  - Jairo: what are some examples of these events?
    - Sylvia and Kristie: all sorts of events like film screenings, speaker panels, scavenger hunts and artistic events to name some!
  - Brenda: we used it for a raffle!
  - Jessica Castellanos: fundraising question! Is our event fundraising? From Star Vista
    - Sylvia: we should discuss later I got to double check!
  - Ellen: how to divvy up the money between speakers
    - Sylvia: You can use mini grant funding for non-Lived Experience Academy speakers. There is a
separate funding bucket to pay Lived Experience Academy speakers.

- Ellen: can we use the money as incentives?
  - Sylvia: Yes incentives like raffle prizes do qualify
- Ellen: Are we doing in person events in SMC now with this grant money?
  - Sylvia: Yes make it virtual or in person either or!
- Ellen: May we be connected to partners from past events like the Human Society?
  - Sylvia: Yes!
- Ellen D: Is there a limit to the number of events you can submit?
  - Kristie: Hi, Ellen, there is no limit to submissions, but I believe only one mini-grant will be granted per organization/community member
- Perry Chen (he/him/his): Skyline College will be hosting an Active Minds National Speaker Javier Cabrera Rosales on May 4, 11-12pm, titled: "Cultural Identity and the Struggle to Belong: a Journey of Love, Trauma, and Acceptance"
  - More info on Javier: https://www.activeminds.org/speaker/javier-rosales/
  - I'll leave my email here too in case anyone wants to get in touch: chenp@smccd.edu

- Collaboration – Please read below for invitations to collaborate! When available, contact information is provided so you can contact directly.
  - General Comments
    - Sylvia: we encourage collaboration and partnerships to capture more attendees
    - Jean: Keep at top of mind that we want to reach people we have not reached before and who may need this programming the most
  - Canva Training (Jean and Andrea)
    - Jean: let's do trainings with this mini grant money, like Canva!
      - Three to four people raised their hand!
      - People might want this!
    - Andrea (Youth Leadership Institute): yes we can definitely accommodate this training. We do digital trainings.
  - Latino Collaborative (Gloria)
    - Gloría C. González, LC Co-Chair (She, Her, Ella): Thanks everyone! The Latino Collaborative would
love to participate in hosting an event in Spanish (with interpretation provided). With focus in North Fair Oaks, East Palo Alto and/or Coastside. My County role is through Health Policy and Planning, and our other LC Co-Chair is Pati Ramirez from ALAS with Dr. Arriaga as our mentor. Please reach out to partner/collaborate and apply for the grant! gcgonzalez@smcgov.org

- Dyan | she/her | Redwood City Library: Gloria, I can host/sponsor a Spanish language event to the North Fair Oaks community. Dyan de Jager, ddejager@redwoodcity.org

- Emergency Mental Health Response (William)
  - William: Emergency response advocacy project has been really great. Goes over changes in law enforcement. Last year, housing event collaborated with several groups including NAMI, and got a really big turnout. He wants this next event to bring in a lot of different people for this extremely multi-faceted issue. Cross collaboration with Star Vista!
  - William E (he/him/his): WilliamElting@Comcast.net

- Substance Use (Jean)
  - Jean Perry she/her: Anyone have an interest in having an event for family members who have concerns about substance use with their loved ones (youth & adult) Jean Perry jeanpv78@gmail.com

- Older Adults (Cristina)
  - Cristina Ugaitafa/Aging & Adult Services (she/her): I probably won’t be able to host an event aimed at older adults, we’re already planning an event because it’s Older Americans Month in May too, but I’d be happy to work with anyone that would be interested in planning an event for older adults.
    - Cristina Ugaitafa: Cristina Ugaitafa CUgaitafa@smcgov.org

- Adult Schools (Marina)
  - Marina Kravtsova (she/her): I believe Adult School can be open to collaborating with community partners in order to host the Mental Health event/s appropriate for adult English learners and immigrants in general.
Marina Kravtsova  
(she/her): mkravtsova@smuhsd.org

- Latino/a/x Former Inmate (Ellen)
  - Ellen: William Pious and I are working on an event related to former inmates looking for a “Latino to speak” about prison and/or fam with prison.

- Spirituality (Bill and John)
  - Bill: John Butler and I want to do something with spirituality and MHM… hit us up to collab!

- Spirituality Initiative (Pamela)
  - Pamela Ward Pious (she/her): The Spirituality Initiative is interested in collaboration

- Supporting Local Restaurants (Jessica)
  - jcastellanos: We are planning a Mental Health Awareness event to highlight these programs:
    - School-Based and Clinical Services
    - Youth Empowerment Services
    - Wellness and Recovery Services
  - Family and Community Services
  - Jessica, development coordinator for Star Vista
  - Jessica.castellanos@star-vista.org

- Mental Health Film Screening (Brendan)
  - Brendan VORSMC: VORSMC put on a MHM movie screening last year and we are looking to do something similar this year. Looking for appropriate films to screen hopefully something impactful that will speak to the community and raise awareness.
  - bwinans@vorsmc.org

- NAMI Film Screening
  - Jean Perry she/her: There’s a wonderful documentary (name is not remembered currently) based on story of world class symphony conductor who lost ability to work during increased symptoms. He and his partner started a community orchestra composed of individuals who also are living with mental health challenges. The healing power of music and community, acceptance, stigma free zone. This is a NAMI film, anyone want to collaborate in having a screening, possibly panel Jean Perry
  - jeanpv78@gmail.com

- Suicide Prevention Trainings Available for Events (Sylvia)
  - Trainings Options
• Be Sensitive Be Brave for Suicide Prevention
• Be Sensitive Be Brave for Mental Health
• Mental Health First Aid – Adult
• Mental Health First Aid – Youth
  ▪ Sylvia Tang stang@smcgov.org 650-578-7165

4. NEXT STEPS
   • Share personal next step
     - Ellen D: Reach out to Pathways
     - Dyan: I am going to attend the YLI Youth Summit
     - Brendan: I'm going to bring back what I learned in this meeting to the next VORSMC staff meeting
     - Jean: Set up Canva training with YLI
     - William: Reach out to Adezen at SV.
     - Jairo: Contacting the Advocacy Academy and recruit them for presentations
     - Marina: I am going to talk to the Consortium and School admins in order to plan Mental Health events
     - Jessica: need to hop off. Thank you for this opp to collaborate :)
     - Andrea: Going to connect with MHSARC Youth Committee
     - Brittany: Encourage community re-engagement and hope to get them involved with mental health work
     - May C: advocate for Suicide Prevention Awareness and "988".

   • Invite others to future meetings
     - Meeting schedule: