

## COUNTY SNAPSHOT – CONTRA COSTA COUNTY

### CONTACTS

#### Interview Participants:

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#### Suicide Prevention Activities:

Mary Roy (*see above*)

#### Stigma & Discrimination Reduction Activities:

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#### Primary/Behavioral Health Care Integration:

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#### Public/Media Relations:

Mary Roy (*see above*)

#### Student Mental Health Contact:

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### OVERVIEW

Method of Data Collection Utilized: In-Person Interview January 10, 2012

Contra Costa County, in the San Francisco Bay Area, has suburban, inner city and some rural areas. It was one of the original counties in California, created in 1850 at the time of statehood. The county has a total area of a little over 802 square miles (of which 10% is water) and is divided into three areas: West County, Central County and East County. The county seat is Martinez, one of 19 incorporated towns or cities in the county.<sup>1</sup>

The 2010 U.S. Census reported Contra Costa County's population as 1,049,025, with a 10.6% population increase in the past decade. The racial makeup is: 58.6% White, 9.3% African American, 0.6% American Indian or Alaska Native, 14.4% Asian, 0.5% Native Hawaiian or other Pacific Islander, 5.9% reporting two or more races, 24.4% Hispanic or Latino, 47.8% White persons not Hispanic.<sup>2</sup>

<sup>1</sup> Wikipedia: [http://en.wikipedia.org/wiki/Contra\\_Costa\\_County,\\_California](http://en.wikipedia.org/wiki/Contra_Costa_County,_California)

<sup>2</sup> U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06013.html>

Strengths: Clear vision for suicide prevention and stigma and discrimination reduction programmatic goals and committed staff; a strong understanding of target demographic, both social and geographical; strong community involvement and support; Suicide Prevention Committee; Social Inclusion Task Force; Office for Consumer Empowerment

Challenges: Resources (financial, staffing and time); affecting cultural change

Government Advocacy: The political environment is supportive of suicide prevention activities (several government officials have been personally impacted by suicide); real commitment on the part of the Mental Health Administration to work on stigma and discrimination issues

Centralized Website(s): Contra Costa County does not have one centralized website for suicide prevention and/or stigma reduction activities, but is in the process of developing a behavioral health identity on its website. Interested in/open to a simple webpage(s) provided through the statewide Suicide Prevention campaign.

Resource Directory: Community Access Site (CAS) through Essential Learning has a resource directory at <http://cas.essentiallearning.com/contracostacas/>.

Social Media Presence: YES—On the Health Services side, but no specific identity for Mental Health or Behavioral Health

## CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: YES

Target Audience: General Public

Marketing Strategy: The Office for Consumer Empowerment is developing four public service announcements. The PSAs emphasize the efforts of the speaker's bureau to educate the local community on mental health recovery and illustrate it with recovery stories from consumers and family members. County has developed a Committee for Social Inclusion, which is overseeing four projects to reach out to the community and targeted audiences to educate about the realities of living with stigma toward persons with lived mental health experience. The projects in development are a PhotoVoice social advocacy project, a social inclusion conference, mental health education for mental health providers and consumers on how to fight stigma and an outreach campaign for mental health consumers to get them involved in learning how to participate in the community mental health planning process and in educating the community through the speaker's bureau, WREACH (Wellness and Recovery Education for Acceptance, Choice, and Hope).

Suicide Prevention: NO

Other County Activities and Programs:

	Walks/Run	Events	Speaker's Bureau	Media Praise/Protest	Outreach	Trainings (e.g., ASIST or QPR)	Specific Events during Suicide or MH Awareness Week/Month	Other
Suicide Prevention	X				X	X		
Stigma Reduction	X	X	X			X	X	

**CURRENT PEI OUTREACH EFFORTS**

Suicide Prevention: Contra Costa Crisis Center annual walk; ASIST trainings provided by Contra Costa Crisis Center; “Train the Trainer” trainings; suicide survivor recovery story videos as part of the speaker’s bureau, created by the Office for Consumer Empowerment in collaboration with the Contra Costa Clubhouse program

Stigma Reduction: Periodic coverage on Contra Costa TV (CCTV) (specifically an episode of show “Get Ready, Get Healthy”) for mental health/stigma reduction and suicide prevention; the episode will be played in the waiting rooms of all of the clinics, and it is hoped it will to turn into a PSA. Development of four half-hour shows created by consumers for consumers that teach wellness activities, resources and segments aimed to decrease internalized stigma; these will be shown in the waiting rooms of adult county mental health clinics and offered to local mental health contract organizations. Participation in the local NAMI walk in San Francisco each year. One-day training event featuring recovery stories, aimed at families. Collaborative picnic with Mental Health Consumer Concerns, NAMI and the Clubhouse, partly funded by the county. Other activities include a potluck lunch during May Is Mental Health Month. Last year had a psychologist teach a 10-week class on mental health including stigma reduction at a local high school on the topics of mental wellness, mental illness and careers in mental health; expanding that to three schools this year. This is part of our Career Academies Program for Mental Health.

Media: Media responses are typically handled by Mary Roy, Contra Costa Mental Health Administration or Susan Medlin, Office of Consumer Empowerment (*see contact details, above*). In general, Contra Costa County Mental Health does not actively reach out to the media.

**COUNTY CRISIS NUMBERS AND RESOURCES**

Suicide Crisis Hotline: 800.833.2900 (Contra Costa Crisis Center)

Mental Health Crisis Hotline: 925.646.2800 or 888.678.7277  
2-1-1

Other Resources: Office for Consumer Empowerment, Committee for Social Inclusion, Susan Medlin 925.957.5104

## DIGITAL STORIES

Stigma reduction: <http://putnamclubhouse.org/member-stories/>  
Suicide prevention episode of “Get Ready, Get Healthy”:  
[www.cchealth.org/topics/get\\_healthy/video\\_suicide\\_prevention.php](http://www.cchealth.org/topics/get_healthy/video_suicide_prevention.php)

## HEALTHCARE PROVIDERS

John Muir Behavioral Health; Kaiser Permanente; Contra Costa Health Services, including Contra Costa Regional Medical Center and Health Centers

## ADDITIONAL INFORMATION

Recently received funding for a position in the Central County region to do a pilot study, including follow-up phone calls, with adults who are released from the county’s psychiatric emergency services, and who live in the Central County (where the most deaths by suicide occur). Contra Costa Mental Health intends to piece together the elements of the successful suicide intervention model implemented by the Henry Ford Health System in Detroit, Michigan to see if it can make a difference in suicide in Contra Costa County.

## SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish, Vietnamese

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads <sup>a</sup>	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Trainings	“How to” Manuals <sup>b</sup>
X						X		X	X	X

<sup>a</sup> E.g., magazines.

<sup>b</sup> E.g., how to reach out to the media, how to start a speaker’s bureau, etc.

Additional Information: Materials targeted at middle-aged, Caucasian men, LGBTQ community and the elderly would be useful.

Brochures teaching mental health providers, family members and consumers how to decrease and cope with stigma would be useful.

Contra Costa would like to continue to increase its ASIST training capacity.