

COUNTY SNAPSHOT – GLENN COUNTY

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OVERVIEW

Method of Data Collection Utilized: In-Person Interview January 31, 2012

Glenn County is located about halfway between Sacramento and Redding in Northern California. It is primarily an agricultural community with mountains on the west, the Interstate 5 corridor cutting through rich farm land and the Sacramento River bounding the east side of the county. With over 1,188 farms, agriculture is the primary source of Glenn County's economy. According to the 2000 census, the county has a total area of 1,327.16 square miles.¹

The 2010 U.S. Census reported Glenn County's population as 28,122, with a 6.3% population increase in the past decade. The racial makeup is: 71.1% White, 0.8% African American, 2.2% American Indian or Alaska Native, 2.6% Asian, 0.1% Native Hawaiian or other Pacific Islander, 3.6% reporting two or more races, 37.5% Hispanic or Latino, 55.9% White persons not Hispanic.²

Glenn County's Prevention and Early Intervention Plan (PEI) can be found at:
www.mhsoac.ca.gov/Counties/PEI/docs/PEIplans/GlennApprovePlan.pdf

Strengths: Good outreach; good partnerships with law enforcement, hospitals, and schools; family, youth and consumers are very involved; good cultural competency task force; mental health director has an open-door policy and is very supportive; as a

¹ www.countyofglenn.net/

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06021.html>

recipient of a federal Children’s System of Care grant much infrastructure was built and still has access to much of the technical assistance available through SAMHSA

Challenges: Lack of capacity and funds to implement many great ideas and activities that go beyond service delivery (billable services) such as outreach and presentations; would love to be able to hire a full-time youth who could implement outreach and engagement activities

Government Advocacy: The political environment is supportive. Glenn County has an active advisory board consisting of community members and consumers. It meets monthly and different programs report to it, including ASK, Harmony House, the County Mental Health Department, the County Drug and Alcohol Services Department and Public Health. It has developed a marketing plan. There is also a countywide bullying prevention group and one of its youth is on the board of the CA Youth Empowerment Network.

Centralized Website(s): There is not one centralized website for suicide prevention and/or stigma reduction activities. It was perceived as a useful tool. Glenn County Mental Health Department: www.countyofglenn.net/govt/departments/mental_health/

Resource Directory: www.countyofglenn.net/govt/departments/mental_health/

Social Media Presence: NO, but working on a proposal to implement social media to reach out to youth as well as to those in crisis through texting. The TAY center (through Youth M.O.V.E. N.E.X.T.) currently reaches youth with a yahoo messenger account and is working on implementing Twitter and Facebook (youthmovenext@yahoo.com)

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Suicide Prevention: NO

Stigma & Discrimination Reduction: NO

Other County Activities and Programs:

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

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Youth and adults from Glenn County participated in the Chico “Out of the Darkness” suicide prevention walk and Glenn County Mental Health Department staff and consumers attend the annual Suicide Prevention Forum in Chico. Several youth were able to visit the “Backpack Campaign” at Chico State, a suicide prevention program that displays backpacks decorated with personal stories and memorabilia from students who died by suicide, along with resource tables. Additional activities include the distribution of cards with key phone numbers on one side and a safety/support contact on the other side, as well as magnets featuring the crisis line number. In collaboration with the county pharmacy, pharmacy bags are customized with a suicide prevention message and key crisis and non-crisis phone numbers. As part of the California Network of Mental Health Clients an annual training takes place in Willows, Glenn County. For 2012 one youth and approximately seven adults plan to attend the 2-day ASIST training. In addition one person will attend the “Train The Trainer” training. Trainings for law enforcement are also planned in the future.

Cindy Ross with the TAY Center noted that a survey by the Suicide Prevention Resource Center of LGBTQ youth ages 13–18 revealed that 65% had been bullied both physically and verbally based on their appearance or perceived sexuality and that 30–40% had attempted suicide. As a result Glenn County is implementing an LGBTQ wristband campaign (I Love Rainbows). The youth-driven campaign (which is still under development) will include a 10-minute presentation by youth peer mentors about bullying and stigma in health classes at schools and the distribution of wristbands and informational cards with key crisis numbers and resources for youth.

Stigma Reduction: Stigma reduction activities are centered around outreach, events and celebrations during Mental Health Awareness Month. Activities include a youth recognition ceremony, the Recovery Happens Event, the Youth Move Next Walk, and a Speaker’s Bureau (ASK—Advocacy, Support and Knowledge). ASK is a consumer-run group that goes out into the community on request and promotes knowledge as well as available support in the drop-in center. There are five youth who are willing to share their stories. Outreach is done at a range of family resource fairs, health fairs and at the county fair. All of these efforts include information about suicide prevention and crisis resources in the county. Through Youth M.O.V.E. N.E.X.T., the TAY center is using social media to reach out to youth.

Media: Glenn County Mental Health Department staff reaches out to the media to promote events and activities. Reporters from the *Valley Mirror* have been supportive and have published a few ads with the crisis phone number and a few articles highlighting Harmony House and resources for youth. As part of the Advisory Board’s marketing plan, they would like to continue to strengthen their partnership with the media and encourage a regular column on mental health. Roxanne Baillergeon writes press releases and interacts with the media, but the majority of media outreach (whether it is responding to media requests or reaching out to the media) is handled by the Mental Health Director Scott Gruendl, who also needs to approve all press releases before they go out. The department is interested in media training, media outreach resources and safe messaging recommendations.

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline:	County Crisis Line 800.507.3530 (24/7)
Mental Health Crisis Hotline:	County Crisis Line 800.507.3530 (24/7)
Other Resources:	The Welcome Line 530.865.6733 (M–F, 1 P.M.– 5 P.M.); non-crisis phone line operated by Harmony House

DIGITAL STORIES

NO, but interested in funding to support software and training to do own story development

HEALTHCARE PROVIDERS

A good resource is Ampla Health, a federally qualified health care center. Glenn County Mental Health received a grant to bring primary care providers into the mental health clinic site (integrated care). Currently doctors and mental health staff meet at the hospital on a monthly basis to discuss what's working and what is not, including integrated care. For more information, contact Cherie Berge.

ADDITIONAL INFORMATION

NONE

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish, Laotian, Hmong

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads ^a	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Training	"How to" Manuals ^b
X	X	X	X			X	X	X	X	X

^a E.g., magazines.

^b E.g., how to reach out to the media, how to start a speaker's bureau, etc.

Additional Information: Interested in materials from the statewide campaign, but since Glenn County has limited or no media budget or funds to produce materials, any provided materials would have to be distribution ready or easily copied or printed on an office printer.

Particularly interested in outreach materials for transition age youth and adults. Materials should be developed with input from youth and consumers and have room for local resources.

Other materials deemed useful include:

- Radio spots with personal testimony and information about crisis services available in the county
- A DVD with culturally competent testimonials and personal stories (ideally software to do on their own)
- Training and a training manual for county crisis team and to train new supervisors and staff
- Youth-friendly print materials (with a look and information relevant to them)

- Welcome package for youth featuring available services, quotes from peers on what made a difference in their recovery, different treatment philosophies and resources
- Educational resources for young parents, e.g., prevention information about bonding with your child
- “How to” tips on how to implement effective strategies for specific audiences on a low budget and on their own; e.g., how to develop a simple YouTube video, interview community members, develop content and put music behind it, etc.
- Case studies of outreach efforts that have worked for different populations
- Information on social media and how other counties have used new media to reach youth in crisis
- Merchandise with local resources such as wristbands, pens, pharmacy bags, T-shirts
- Distribution-ready ads, editorials, drop-in articles, a series of columns and other materials that can aid in media outreach
- Media training and safe messaging recommendations