

COUNTY SNAPSHOT – IMPERIAL COUNTY

CONTACTS

Interview Participants:

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Suicide Prevention Activities:

Andrea Kuhlen (*see above*)

Stigma & Discrimination Reduction Activities:

Andrea Kuhlen (*see above*)

Primary/Behavioral Health Care Integration:

Andrea Kuhlen (*see above*)

Public/Media Relations:

Andrea Kuhlen (*see above*)

Student Mental Health Contact:

Andrea Kuhlen (*see above*)

OVERVIEW

Method of Data Collection Utilized: Phone Interview March 1, 2012

Imperial County is located in the Imperial Valley in the southeast corner of California bordering Arizona and Mexico. Established in 1907, it was the last county to be formed in California and is one of the most economically and culturally diverse counties in the state. The Imperial Valley is a melting pot of European, American and Hispanic cultures, with both Mexicans and Americans very influenced by one another's culture. Although a desert region, the county's economy is heavily based on agriculture due to a well-developed irrigation system; agriculture accounts for 48% of employment in the county. Though once a relatively prosperous region, the recession has weighed heavy on Imperial County; the county seat of El Centro now has one of the highest unemployment rates in the nation and Imperial County is ranked as one of the poorest counties in California.¹

The 2010 U.S. Census reported Imperial County's population as 174,528, with a 22.6% population increase in the past decade. The racial makeup is: 58.8% White, 3.3% African American, 1.8% American Indian or Alaska Native, 1.6% Asian, 0.1% Native Hawaiian or other Pacific Islander, 4.4% reporting two or more races, 80.4% Hispanic or Latino, 13.7% White persons not Hispanic.²

Strengths: Good working relationships with other agencies; good collaboration; very conservative; low suicide rate; very young population; close-knit community; good community support

Challenges: Stigma in the Hispanic community; limited funds; high unemployment; no financial help from the county

Government Advocacy: Question not asked

Centralized Website(s): County does not yet have one centralized website for suicide prevention and/or stigma reduction activities. Maybe interested in a simple web page designed by AdEase, pending new department website.

¹ Wikipedia: http://en.wikipedia.org/wiki/Imperial_County,_California

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06025.html>

Resource Directory: County Department of Behavioral Health maintains a directory of community resources.

Social Media Presence: YES—Facebook

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: YES Start Date: Ongoing End Date: TBD

Target Audience: General public, Hispanics, underserved populations, Asians/Pacific Islanders, women

Marketing Strategy: TV, radio (Spanish and English), bus-stop ads, posters, newspaper ads, podcasts, local magazines, features in Spanish and English

Source of Materials: All materials developed in conjunction with a local ad agency

Evaluation Plan: Evaluation based on the rate of penetration

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	
Stigma Reduction								

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Department of Behavioral Health has been training school personnel and community members in suicide prevention. Currently there are 12 ASIST trainers, and the training process is being expanded. The Yellow Ribbon Suicide Prevention Club has activities during suicide prevention week.

Stigma Reduction: NONE

Media: No campaign or organized media effort or designated contact

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: SURE Helpline 24-hour crisis line 760.352.7873

Mental Health Crisis Hotline: Mental Health Hotline 800.273.TALK; Imperial County Mental Health Crisis Number 760.482.4504

Other Resources: The inter-agency steering committee discusses multiple issues and includes representation from groups such as probation, schools, social services, law enforcement and the DMH.

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

Contact Tom Henderson
Imperial County Medical Society, Executive Director
760.554.1901
thoswatland@icmedicalsociety.org
Mail: PO Box 1070, El Centro, CA 92244

ADDITIONAL INFORMATION

There is some budget set aside for suicide prevention/stigma reduction purposes.

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish

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	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: NONE