

COUNTY SNAPSHOT – KINGS COUNTY

CONTACTS

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Suicide Prevention Activities:

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Stigma & Discrimination Reduction Activities: Ahmad Bahrami (*see above*)

Public/Media Relations:

Mary Anne Ford Sherman (*see above*)

OVERVIEW

Method of Data Collection Utilized: In-Person Interview March 5, 2012

Kings County is located in California's Central Valley, spanning an area of about 1,391.5 square miles. The county's economy is based on agriculture; other important employers include NAS Lemoore, the U.S. Navy's largest master jet base, and the California Department of Corrections and Rehabilitation, which operates three state prisons in the county. The county seat is Hanford.¹

The 2010 U.S. Census reported Kings County's population as 152,982, with an 18.2 % population increase in the past decade. The racial makeup is: 54.3% White, 7.2% African American, 1.7% American Indian or Alaska Native, 3.7% Asian, 0.2% Native Hawaiian or other Pacific Islander, 4.9% reporting two or more races, 50.9% Hispanic or Latino, 35.2% White persons not Hispanic.²

Strengths: Outreach; cultural competency; small county; good relationships; positive response to targeted outreach; support from leadership

Challenges: Isolation; media shortage; limited staff; stigma; large transient population; heavy Spanish speaking population; difficulty in changing perceptions

Government Advocacy: The political environment is supportive.

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

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06031.html>

Centralized Website(s): www.sptf.org; also Network of Care http://networkofcare.org; county may be interested in a landing page (developed by AdEase)

Resource Directory: YES—www.kingscountybehavioralhealth.com

Social Media Presence: NO, but policies are being developed

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO, but hoping to have one in the future

Suicide Prevention: YES Start Date: Ongoing End Date: TBD

Target Audience: General public, TAY, children and youth, adults, older adults, Hispanics, LGBTQ, middle-aged white men

Marketing Strategy: Radio, TV, outreach materials, trainings, billboards, website, newsletter, movie theater ads

Source of Materials: Developed in-house and customized existing materials

Evaluation Plan: NONE

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		X	X
Stigma Reduction	X				X	X		X

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Festival of Hope; developing cinema advertisements; web banner ads; planning a walk; planning to sponsor a night at the farmers' market; planning events during Suicide Prevention Week

Stigma Reduction: Mental Health First Aid and ASIST trainings; several presentations and public outreach; no active NAMI but county participates in the annual walk in Fresno

Media: Mary Anne Ford Sherman (*see above*) is contact

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: Local Crisis Service Line (24-hour) 800.655.2553
National Suicide Prevention Lifeline 800.273.TALK

Mental Health Crisis Hotline: Local Crisis Service Line (24-hour) 800.655.2553;
2-1-1

Other Resources: Suicide Prevention Task Force (SPTF); Kings Partnership for Prevention; Cultural Competency Committee (contacts: Mary Anne Ford Sherman, Ahmad Bahrami and Jackie Jones-Siegenthaler)

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

County is looking to develop a partnership with physicians to manage prescription drug abuse; 51/50 forum

ADDITIONAL INFORMATION

There is some budget set aside for suicide prevention and stigma reduction efforts.

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

^a E.g., magazines.

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

Additional Information: Materials targeted to LGBTQ, older and youth population would be useful.
Interested in media trainings.