

# **PARTNERING FOR HEALTHY MINDS**

## **“Mental Wellness Matters”**

### **INTRODUCTION:**

Partnering for Healthy Minds (PfHM) is dedicated to improving the lives of individuals affected by mental illness and substance abuse. It is a private-public movement lead by concerned individuals in the Greater Bay Area, in collaboration with businesses, foundations, county/ state representatives, mental health professionals/providers, academia, and youth organizations. PfHM is fiscally administered by the VMC Foundation, a 501c-3 serving the geographic region.

The mental health and wellness issue is one of society’s biggest challenges, affecting not only the afflicted, but all those whose lives are touched. One in four adults suffers from a diagnosable mental disorder and nearly one of every five children experience some degree of an emotional or behavioral difficulty each year. And to compound the issue, mental illness and substance abuse often go hand in hand.

Every day millions of people face mental health issues, depression, stress, anxiety and other related imbalances. Because of the stigma, many of these people feel isolated and alone and do not seek the support or medical treatment necessary to help them heal. The consequences are staggering with the loss of productivity at the workplace, academic failure, incarceration, skyrocketing healthcare costs, homelessness, violence, and suicide.

PfHM is implementing a public information campaign messaging Stop the Stigma, Know the Signs and Mental Wellness Matters as well as connecting partners focused on mental wellness to work together to increase support, awareness, and ultimately improve outcomes for individuals suffering from mental illness and for those whose lives they touch.

PfHM’s was launched in Silicon Valley and includes outreach to eight counties comprising the San Francisco Bay Area, home of many of the world’s largest technology and leading companies and currently experiencing major stressors from rapid population growth and resultant housing and traffic issues.

## **THE BUILDING BLOCKS OF PPHM TO DATE ARE:**

### **VALLEY MEDICAL FOUNDATION**

PfHM is partnered for fiscal administration with the Valley Medical Foundation. Founded in 1988, VMC Foundation is a 501c3 permitting contributions for PfHM to be tax deductible. Mission alignment to improve the health and status in the area of behavioral health is a planned outcome.

### **UNITED WAY SILICON VALLEY -211 CALL LINE**

A critical part of PfHM's outreach is a mental health support and referral phone number. United Way's 211 support line will be promoted as the call line to help people find the local resources they need 24 hours a day, 7 days a week.

### **YOUTH ADVOCATE ADVISORY BOARD**

A Youth Advisory Board, comprised of individuals aged 16 to 25, will play an important role in advising on best approaches and messaging for outreach to youth and young adults. The Board members will also concentrate on expanding outreach and messaging within high schools, colleges, and youth clubs. Fadi Hindi, Youth Director; University San Diego, 2014, is leading this Board.

### **PRxDIGITAL, SILICON VALLEY**

PRxDigital, a Bay Area public information firm specializing in corporate social responsibility since its founding in 1975, is partnering in messaging and media outreach for the three year campaign. PRxDigital's expertise in communication, graphic design, mass communications and the targeting of unique audiences with emphasis in health and community will result in substantially increased awareness of mental illness and wellness issues throughout the greater Bay Area.

### **CAMPAIGN LAUNCH: RESEARCH AND MESSAGING**

PfHM is launching a three-year public information campaign using traditional and social media, focused on the following messages: (1) "**Know the Signs**" (2) "**Stop the Stigma**" and (3) "**Mental Wellness Matters**". The campaign will be launched Silicon Valley and then extended throughout the greater Bay Area to include: Santa Clara, Santa Cruz, San Mateo, San Francisco, Marin, Contra Costa, Alameda, and San Joaquin.

**Research** for PfHM is conducted through:

- Interviews to assess current knowledge and attitudes about mental health, stigma and discrimination
- Defining methods to reach target audiences, and how to best engage them within a geographically large and culturally diverse area

- Understanding key stakeholders--who they are, what they perceive as their role in tackling stigma, how they will benefit from an anti-stigma campaign, and advantages of their partnering role
- Input from initiatives and other successful campaigns with effective outcomes

**Messaging** has been developed by PRxDigital, Inc., leading experts working in the mental health sector, recent mental health surveys, and previously successful campaigns based on Stigma and Mental Health Wellness. **The goals are to educate individuals, corporations and communities to:**

- Recognize the sources and symptoms of mental imbalances
- Cultivate an environment that encourages respect for one another and greater understanding for those affected with or by a mental illness
- Take action that leads towards early prevention or treatment for healthier lives
- Feel comfortable seeking help and know where to find support and resources

## **SOCIAL MEDIA MESSAGING**

Working together with the campaign’s Youth Advisory Board and PRxDigital, PfHM’s social media messaging is designed to reach out to the younger audience by engaging youth to “End the Silence, Reach Out, and Speak Up”, and to share their stories.

## **WEBSITE**

The website is being developed with the help of Ali Barekat, Sr. Program Engineer and Founder of WebMD, Fadi Hindi, our Youth Advisor, and PRxDigital’s team. The website will offer information about the campaign and how to support Mental Wellness. It will also serve as a resource platform offering updated information on Mental Health organizations, providers and programs, and highlight the PfHM sponsors and their commitment to Mental Wellness within the workplace and our community.

## **ABOUT OUR PARTNERS AND COLLABORATORS (a partial list):**

As a community wide campaign, PfHM has met with key leaders and organizations that share the campaign’s vision to initially develop the framework. In order to reach PfHM’s desired goals, the campaign calls for the support of both private and public partners. Discussions with the following partner organizations are in progress:

- **Momentum for Mental Health, David Mineta, CEO, President.**
- **Steven Adelsheim, MD, Director of Community Partnerships, Department of Psychiatry and Behavioral Sciences , Stanford University School of Medicine.** re pilot mental wellness clinic for youth “Headspace”
- **California’s Mental Health Service Act Department: Prop 63 and their Each Mind Matters Campaign.**
- **Santa Clara County’s Behavioral Health Department.**

- **NAMI of SCC** (National Alliance on Mental Illness)
- **Santa Clara County's Behavioral Health Contractors Association**
- **Santa Clara County Behavioral Health Board**
- **Santa Clara County Board of Supervisors.**
- **Steve Preminger, Special Assistant to the SCC Executive**
- **Chantel Garrett, Founding Director, National Psychosis Prevention Council.**
- **Active Minds,**
- **To Write Love on Her Arm.**
- **Project CornerStone/YMCA Anne Ehresman, Executive Director.**
- **LET'S Bring Change to Mind**
- **San Diego County's Mental Health Department**
- **Civilian Ad Agency**

### **ADVISORS (a partial list)**

A Board of Advisors is based on individual's backgrounds and involvement within the Mental Health field.

- **Ali Barekat, Sr. Program Engineer/ Founder WebMD.** Consultant on development of PfHM's website
- **Larry A. Blitz, Director, Clinical Operations HFS CONSULTANTS** ( Hospital/Post Acute Management), First Vice Chair of the SCC Behavior Health Board
- **Brenna Bolger, President, PRxDIGITAL, SILICON VALLEY**
- **Janice Bremis, Founder of Eating Disorders Resource Center (EDRC).** Consultant to Anti Stigma campaign and community stakeholders.
- **Lori Fox, President, Partnering for Healthy Minds**
- **Fadi Hindi, Youth Advisor;** University of San Diego, 2014.
- **Nancy Pena, Former Director of SCC's Mental Health Department.** Liaison in establishing a private-public partnership with state and local governing entities
- **Dr. Gregory H. Sancier, SJP (Retired-Senior Hostage Negotiator-S.W.A.T.).** Crisis & Mental Health Consultant, Crisis Management Unit-CIT Trainer. Consultant on strategies to involve law enforcement and crises management.
- **Chris Wilder, Exec. Director Valley Medical Center Foundation**

### **OTHER CAMPAIGNS:**

PfHM's campaign is based upon information garnered from current successful campaigns throughout the world.

<http://uhaweb.hartfordd.edu/owahl/specificprograms.html> -U.S. and Worldwide campaigns  
[www.time-to-change.org.uk/globalalliance](http://www.time-to-change.org.uk/globalalliance) - Global Alliance Anti Stigma campaigns

[www.togetheragainststigma.org](http://www.togetheragainststigma.org) -7<sup>th</sup> annual Each Mind Matters conference overview  
[www.up2sd.org/](http://www.up2sd.org/) - San Diego's Anti Stigma Campaign  
[Healthymindscanada.ca/anti-stigma-campaign](http://Healthymindscanada.ca/anti-stigma-campaign)  
One of Us, Denmark [www.en-af-os.dk/english.aspx](http://www.en-af-os.dk/english.aspx)  
Time to Change, Wales [www.timetochangewales.org.uk/en/](http://www.timetochangewales.org.uk/en/)  
Green Ribbon Campaign, Ireland [www.greenribbon.ie/](http://www.greenribbon.ie/)  
SANE, Australia [www.sane.org/](http://www.sane.org/)  
One in Four, Spain [www.1decada4.es/](http://www.1decada4.es/)  
Handisam, Sweden [www.hjarnkoll.se/In-English/](http://www.hjarnkoll.se/In-English/) Socialrun,  
The Netherlands [www.socialrun.eu/](http://www.socialrun.eu/) [w.time-to-change.org.uk/node/97949](http://w.time-to-change.org.uk/node/97949)