



Suicide Prevention Oversight Committee

1/18/2011

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Agenda

- Welcome
- Introductions
- Overview of Achievements to date
- Role of Oversight Committee
- Confirm Suicide Prevention PEI Project 5 budget
- Next Steps

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Welcome

Nancy Peña, Ph.D.

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Introductions

- Name
- Reason you're here
- What can you contribute?

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Overview of Achievements to Date

Vic Ojakian

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Overview

- **Suicide Prevention Strategic Plan (SPSP)**
 - drafted by SPAC (Dec. 2009- June 2010)
 - approved by Board of Supervisors (BOS) (8/10)
 - created dedicated Suicide Prevention web page on MHD website (Jan. 2010)
 - Two school districts adopted their own SP plans
 - Municipal resolutions to support BOS in adopting SPSP
- **Dedicated Administrative Support**
 - MHD designated Suicide Prevention Coordinator and hired Suicide Prevention Associate (Nov. 2010)

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Overview of Achievements to Date

- Improved Data Acquired on SCC deaths (suicide):
 - Medical Examiner's Office- data summary on 2009 suicide deaths with commitment to provide annually
 - Completed multi-variant statistical analysis on 2009 deaths data
- SCC MHD joined California Mental Health Services Authority, (CalMHSA) contributing \$7.7M of \$116M budget towards PEI Statewide Projects
- MHD collaborating in regional efforts in SP with 8 other counties

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Review of Achievements to Date

Awareness:

- SCC Public Affairs Office now provides SPRC's Media Best Practices guidelines with announcements related to SP
- CalTrain posted new warning signs with local 24 hour hotline number along 10 miles of track in Mountain View
- County hotline (SACS) acquired one toll-free number, 1-855-278-4204 (projected to be publicized widely by May 2011)

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Role of Oversight Committee

Nancy Peña, Ph.D

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Role of Oversight Committee

- Advise the Board of Supervisors on the implementation of the Plan
- Identify means to ensure independent financing of these efforts long-term
- Work closely with lead agency, Mental Health Department (MHD), in an advisory capacity
 - Inform bi-annual progress reports to the BOS Health and Hospital Committee (HHC)

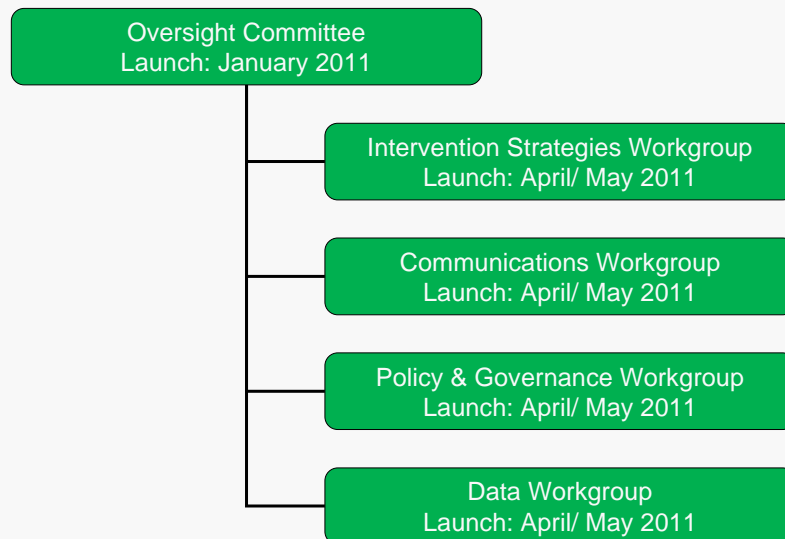
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Primary Role of Oversight Committee

- Ensure implementation of SPSP
- Working Committee: action-oriented
- Oversee progress of workgroups

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Strategy Implementation Structure



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PEI Project 5

Elena Tindall
Suicide Prevention Coordinator

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MHSA Funding Overview

- **Beginning January 2005, California enacted a 1% tax on taxable personal incomes over \$1 million to expand and improve the public mental health system (Prop. 63 → Mental Health Services Act)**
- **Individuals → California → counties (+2 cities)**

Component	Funding
Community Services & Supports (CSS)	80%
Prevention & Early Intervention (PEI)	20%
Innovation (INN)	(5% of CSS & PEI)
Capital Facilities & Technological Needs (CFTN)	“One-Time”
Workforce Education & Training (WET)	“One-Time”

PEI Plan Projects

annualized amounts in thousands

1. Community Engagement & Capacity Building \$800,000
 2. **Strengthening Families & Children \$6,900,000**
 - Reach Out & Read - \$135,000
 - Parenting Support - Triple P - \$400,000
 - Nurse Family Partnership - \$365,000
 - **Investment Communities - \$6.0M**
 - **Enhanced Parenting Support, Multi-Level School-Based PEI**
 - **Family-Based Interventions, and Child/Skills Interventions**
 3. Early Onset Project (w/psychotic features) \$1,350,000
 4. Interventions for Adults & Older Adults \$3,500,000
 - **PCBH for A/OA, incl. Gatekeepers - \$2.9M**
 - PEI for Refugees - \$600,000
 5. **Suicide Prevention (pending) \$800,000**
- Sub-Total \$13,350,000
- TOTAL (+ County Admin) \$14,550,000**

(Does not include PEI Training & TA: \$290,000 annually for four years)

PEI Project 5- Overview

- Apply for \$800,000 in PEI funds for new PEI Project 5: Suicide Prevention (SP) Efforts, FY 2012-2014 (to be awarded by end of June 2011)
- PEI P5 will include funds for required administrative infrastructure (SP Coordinator) to achieve and administer SP objectives
- Primary Objectives:
 - Decrease number of suicide deaths
 - Decrease rate of suicide deaths
 - Decrease number of suicide attempts
 - Improve data collection related to suicide death

PEI Project 5- Overview

- All Desired Outcomes defined in SPSP will be met with the recommended budget {All sums presented are an average of costs in Fiscal Years (FY) 2012-14}
- Leverage One-Time Funding for key projects in FY 2011
- Leverage State-funded SP Awareness efforts (CalMHSA- slide 7)
- P5 Expenditures categorized into different “buckets”

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PEI P5 Programmatic Snapshot & Associated funding buckets

- PEI Project 5**
- A. Suicide Prevention Coordination & Admin**
 - Suicide Prevention Coordinator
 - Suicide Prevention Associate
 - Evaluation Services
 - Services & Supplies (10% of Personnel)
 - B. Strategy 1 - Prevention & Intervention Services**
 - Expanded SACS & ERIEPS Services**
 - Mental Health Program Specialist III
 - Psychiatric Social Worker III
 - Psychiatric Social Worker III (Xtra Help)
 - Family Partner (PEI)
 - Family Partner (CSS) -for SMI
 - Services & Supplies (10% of Personnel)
 - Stipends for Contractors
 - AAS/LifeLine Materials & Fees
 - Outreach & Marketing Materials
 - Emergency Room/ EPS Posters
 - Gatekeeper Training**
 - Online QPR Training Modules (\$5 per)
 - Face-to-Face Master Trainer Sessions (\$500 per)
 - Purchase Books for Face-to-Face Training (\$2 per Booklet)
 - Strategy 2 - Community Education & Information Campaign**
 - D. Marketing & PR Consultant**
 - Community Education Campaign
 - Listening Campaign
 - More Than Sad DVDs (for HS youth)
 - Regional Online Discussion Forums & Public Awareness Efforts
 - E. Strategy 3 - Communication Practices**
 - ReachOut.Com Media Engagement Materials
 - Media Forums
 - F. Strategy 4 - Policy & Governance**
 - Support SP P&P adoption in Businesses Schools & Govt. Agencies
 - Municipal Suicide Prevention Collaboration**
 - Gatekeeper Training & Master Training Certification
 - Mental Health First Aid Trainer Certification & Community Tng.
 - Resource Development
 - Strategic Planning
 - Promote & Train school district & other staff in Developmental Assets
 - G. Strategy Five -**
 - Programmatic Gap Analysis
 - EDW / Database Consultant

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A. Administration **\$144,232**

(avg. FY 12-14)

Suicide Prevention Coordinator & SP Assoc.,

- designated Liaison to State Office of Suicide Prevention
- Provide staff support to implementation of SPSP
- Coordination of efforts related to suicide prevention
- Administer QPR licenses
- Ensure leverage of State-funded SP promotional/ educational materials

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B. Prevention & Intervention Services (Strategy 1) **\$447,000**

+ additional 1-time funding

- Suicide and Crisis Services Expansion and ER/ EPS Services
 - Consolidating SACS three numbers to one single toll free number 1-855-278-4204 (due June 2011)
- Doubling SACS Staff
 - Development of network of services for Suicide Attempters and Emergency Department at Valley Medical
 - Increase Outreach Activities and SOS Groups
 - Support Listening Campaigns
 - Complete American Assoc. of Suicidology Crisis Hotline Certification
 - Improved quality through cutting-edge research on EBP
 - Allow for possibility of Lifeline
 - Increase calls from 36,000 to 42,000 per annum

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C. Gatekeeper Training **\$300,000**

(SPSP Strategies 1&2) (One-Time Funding- FY 11)

Purchase High Volume – best price


- Gatekeeper Online Training- 40,000 licenses
- Gatekeeper Support Materials- 30,000 booklets
- Gatekeeper Training- Embed Instructors in 30 different organizations

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D. Community Education (Strategy 2) Branding, Listening Campaign, Awareness Efforts **\$185,000**

- Branding of effort/ Marketing/ PR Consultant
- Community Education Campaign (developed locally & leveraging state awareness materials)
- Community Listening Campaign
- Materials for High School youth awareness
- Youth-focused forums for SP Awareness and MH support
- Leveraging Mental Health First Aid training provided by ECCAC

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E. Communication “Best Practices” (Strategy 3) \$2,000

- Not fiscally intensive
- Support ReachOut.com National Media Engagement Efforts and materials
- Promote Media awareness of best practices
- Support identified media spokesperson for suicide deaths
- Promote local media engagement
- Manage MHD’s dedicated SP webpage

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F. Policy & Governance Advocacy (Strategy 4) \$2,500

- Not fiscally intensive
- Provide templates of policies for adoption
- Track adoption of SP policies along sectors
- Distribute SCC’s SPSP

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G. Policy & Governance Advocacy (Strategy 4)
\$48,000 **One-Time Funds**

- Promote Strategic Collaboration on SP at municipal level
- Define an Emerging Best Practice for civic engagement in SP
- Build partnerships
- Create and distribute blueprint of EBP among municipalities in our County/ region

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VI. Robust Data Collection and Monitoring System (Strategy 5) **\$45,000**

- Conduct Gap Analysis
- Build buy-in for increased data reporting
- Define and develop new SP data collection norms
- Potentially consult with database consultant to assist in refining monitoring system

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Proposed PEI P5 Budget

PEI Project 5	FY11	FY12	FY13	FY14
Suicide Prevention Coordination & Admin				
Suicide Prevention Coordinator	\$ 16,697	\$ 33,393	\$ 3,393	\$ 33,393
Suicide Prevention Associate	\$ 37,500	\$ 75,000	\$ 75,000	\$ 75,000
Evaluation Services	\$ -	\$ 25,000	\$ 25,000	\$ 25,000
Services & Supplies (10% of Personnel)	\$ 5,420	\$ 10,839	\$ 10,839	\$ 10,839
Strategy 1 - Prevention & Intervention Services				
Expanded SACS & ER/EPS Services				
Mental Health Program Specialist III/I	\$ 69,270	\$ 138,540	\$ 138,540	\$ 138,540
Psychiatric Social Worker III/I	\$ 62,160	\$ 124,320	\$ 124,320	\$ 124,320
Psychiatric Social Worker III/I (Xtra Help)	\$ 62,160	\$ 62,160	\$ -	\$ -
Family Partner (PEI)	\$ -	\$ -	\$ 50,000	\$ 50,000
Family Partner (CSS) -for SMI	\$ -	\$ -	\$ -	\$ -
Services & Supplies (10% of Personnel)	\$ -	\$ 32,502	\$ 31,286	\$ 31,286
Stipends for Contractors	\$ 40,000	\$ 80,000	\$ 80,000	\$ 80,000
AAS/LifeLine Materials & Fees	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Outreach & Marketing Materials	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000
Emergency Room/ EPS Posters	\$ 15,000	\$ -	\$ -	\$ -
Gatekeeper Training				
Online QPR Training Modules (\$5 per)	\$ 200,000	\$ -	\$ -	\$ -
Face-to-Face Master Trainer Sessions (\$500 per)	\$ 15,000	\$ -	\$ -	\$ -
Purchase Books for Face-to-Face Training (\$2 per Booklet)	\$ 60,000	\$ -	\$ -	\$ -
Strategy 2 - Community Education & Information Campaign				
Marketing & PR Consultant	\$ 15,000	\$ 30,000	\$ -	\$ -
Community Education Campaign	\$ -	\$ 155,000	\$ 155,000	\$ 155,000
Listening Campaign	\$ 10,000	\$ 20,000	\$ 20,000	\$ 20,000
More Than Sad DVDs (for HS youth)	\$ 6,600	\$ -	\$ -	\$ -
Regional Online Discussion Forums & Public Awareness Efforts	\$ 50,000	\$ -	\$ -	\$ -
Strategy 3 - Communication Practices				
ReachOut.Com Media Engagement Materials	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Media Forums	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Strategy 4 - Policy & Governance				
Support SP F&P Adoption in Businesses Schools & Govt. Agencies	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
Municipal Suicide Prevention Collaboration				
Gatekeeper Training & Master Training Certification	\$ -	\$ -	\$ -	\$ -
Mental Health First Aid Trainer Certification & Community Trg	\$ -	\$ -	\$ -	\$ -
Resource Development	\$ 20,000	\$ -	\$ -	\$ -
Strategic Planning	\$ 20,000	\$ -	\$ -	\$ -
Promote & Train school district & other staff in Developmental Assets	\$ 8,000	\$ 48,000	\$ -	\$ -
Strategy Five -				
Programmatic Gap Analysis	\$ -	\$ -	\$ -	\$ -
EDW / Database Consultant	\$ 30,000	\$ 15,000	\$ -	\$ -
SUB-TOTAL PEI Project 5	\$814,306	\$871,254	\$764,878	\$764,878

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Next Steps

By Friday: 1/21/11

- Reply to email invite to indicate **best meeting time** for all
- Ensure that we have your **assistant's contact details**
- Send all comments, questions, approval on **PEI P5 Proposed Budget** to Elena Tindall and Anita Mukherjee (for those who attended 1/18/11)
- If you didn't attend 1/18 mtg., pls. Contact Elena Tindall and Anita Mukherjee by Fri. 1/21/11 to schedule your overview

By next meeting- exact date TBD:

- MHD will vet proposed PEI P5 with public
- Review Outcomes for SPOC
- Anticipate how you can help with the execution of our plans in the different workgroups:
 - Intervention Strategies
 - Communications
 - Policy & Governance
 - Data Collection

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Contact

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Suicide Prevention Coordinator for Santa Clara County

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Or

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Suicide Prevention Associate Santa Clara County

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Anita.Mukherjee@hhs.sccgov.org

Meeting Outcomes

January 2011	March 2011	May 2011
<ul style="list-style-type: none">•Launch SP Oversight Committee (SPOC)•Define role of SPOC•Confirm PEI Project 5 (P5) budget	<ul style="list-style-type: none">•Confirm Meeting Outcomes•Confirm Work plans and timelines & chairs for Workgroups•Confirm items for inclusion in Bi-Annual update to BOS (6/11)	<ul style="list-style-type: none">•Workgroups Launched•Discuss input provided on PEI P 5•Update on Listening Campaigns

Meeting Outcomes

July 2011

- Update on PEI P5 and necessary revisions (if any)
- Prioritize initial projects to fund
- Review needs for BOS updates going forward
- Update on Workgroups

September 2011

- Update on work plans to implement identified strategies
- Confirm items for inclusion in Bi-Annual update to BOS (11/11)
- Confirm outcome measures and goals

October 2011

- Update on Data Reporting efforts
- Update on community Primary Care Integration efforts (PEI P4)