

REVISED

SUICIDE PREVENTION

| Program Name/Number | Recommendation | Funding Amount | Proposed Maximum Contract Amount |
|---|---|----------------|----------------------------------|
| 1 - Suicide Prevention Network Program | Didi Hirsch Psychiatric Services | \$2,055,934 | \$2,055,934 |
| 2 - Regional Local Suicide Prevention Capacity Building Program | Didi Hirsch Psychiatric Services Transitions Mental Health Association Family Services Agency of the Central Coast Family Services Agency of Marin San Francisco Suicide Prevention Institute on Aging Center Kings View | \$9,593,549 | \$9,593,549 |
| 3 - Social Marketing | AdEase | \$10,622,732 | \$10,622,732 |
| 4 - Suicide Prevention Training Workforce Enhancement Program | Livingworks | \$1,029,183 | \$1,029,183 |
| 5 - Suicide Prevention Evaluation and Accountability | TBD | \$1,029,183 | 0 |
| Suicide Prevention Total | | \$24,330,581 | \$23,301,398 |

STIGMA AND DISCRIMINATION REDUCTION

| Program Name/Number | Component Name/Number | Recommendation | Funding Amount | Proposed Maximum Contract Amount |
|--|---|---|----------------|----------------------------------|
| 1 - Strategies for a Supportive Environment Program | 1 - Stigma Discrimination | California Network of Mental Health Clients | \$1,539,225 | \$1,539,225 |
| | 2 - Social Marketing | <i>Pending July 14th Board meeting</i> | \$11,236,334 | \$11,236,334 |
| | 3 - Capacity Building | <i>Pending staff recommendation</i> | \$2,616,687 | \$2,616,687 |
| 2 - Values, Practices and Policies | 1 - Resource Development | Mental Health Association of San Francisco | \$3,000,000 | \$3,000,000 |
| | 2 - Partnering with Media and the Entertainment Industry | Entertainment Industries Council, Inc | \$3,000,000 | \$3,000,000 |
| | 3 - Promoting Integrated Health | Community Clinics Initiative | \$3,000,000 | \$3,000,000 |
| | 4 - Reducing Stigma and Discrimination in Mental Health and System Partners | TBD | \$3,243,628 | 0 |
| | 5 - Reducing Stigma and Discrimination in Mental Health and System Partners | National Alliance on Mental Health | \$3,000,000 | \$3,000,000 |
| 3 - Promising Practices Program | N/A | Mental Health Association of San Francisco | \$2,942,909 | \$2,942,909 |
| 4 - Advancing Policy to Eliminate Discrimination Program | N/A | Disability Rights California | \$2,917,092 | \$2,917,092 |
| Stigma and Discrimination Reduction Total | | | \$36,495,875 | \$33,252,247 |

STUDENT MENTAL HEALTH

| Program Name/Number | Recommendation | Funding Amount | Proposed Maximum Contract Amount |
|-----------------------------------|--|-----------------------|---|
| 1 - Statewide K-12 | California Department of Education | \$1,000,000 | \$1,000,000 |
| 2 - Regional K - 12 | California County Superintendents Educational Services Association | \$14,802,917 | \$14,802,917 |
| 3 - California State University | California State University Office of the Chancellor | \$6,897,652 | \$6,897,652 |
| 4 - California Community Colleges | California Community Colleges Office of the Chancellor | \$6,897,652 | \$6,897,652 |
| 5 - University of California | Regents of the University of California | \$6,897,652 | \$6,897,652 |
| Student Mental Health Total | | \$36,495,873 | \$36,495,873 |

| | Total Funding Amount | Total Proposed Maximum Contract Amount |
|---------------------|-----------------------------|---|
| Total Program Funds | \$97,322,329 ¹ | \$93,049,518 |

Amount represents columns (1) and (2) of the Revised Implementation Work Plan Budget.



**SP Program 2:
The Regional and Local Suicide Prevention Capacity-Building Program (RLSPCBP)**

Next Steps – San Francisco Suicide Prevention

Deliverables

San Francisco Suicide Prevention (SFSP) will lead a Regional Suicide Prevention Capacity-Building Program in San Francisco, Contra Costa, San Mateo and Santa Clara Counties. The four agencies participating in this grant will be San Francisco Suicide Prevention, Contra Costa Crisis Center, Youth and Family Enrichment Services (San Mateo County) and the Santa Clara County Mental Health Department, and will be referred to as the Bay Area Partnership in this contract. The Bay Area Partnership will develop the programs and achieve the deliverables as follows:

Deliverable No. 1: Electronic Crisis Counseling

Summary, Deliverable #1: Using the expertise within Bay Area Suicide and Crisis Alliance (BASCIA) and outside consultation (AAS, other agencies pursuing electronic crisis counseling, businesses using electronic crisis counseling, businesses using electronic crisis counseling), assure that all Bay Area Partnership agencies (San Francisco Suicide Prevention, Contra Costa Crisis Center, Youth and Family Enrichment Services (San Mateo County) and the Santa Clara County Mental Health Department) have thriving crisis intervention service capacities that include the use of chat, text and other electronic communications media, including websites with significant self-help and referral information.

Deliverable No. 2: Rural Outreach

Summary, Deliverable #2: Rural Outreach will develop strategies that improve outreach to rural communities in San Mateo, Marin, Alameda and Contra Costa counties.

For contract years 2 and 3, three Bay Area Partnership agencies crisis agencies will be able to identify a 5% increase in clients per year from their rural areas, contributing to an overall 5% annual decrease in suicides in the community. Increases will be identified through each county's tracking system including region of residence.

Deliverable No. 3: Warm Line Outreach

Summary, Deliverable #3: Bay Area Partnership agencies will provide outreach and training to warm line agencies in the four counties so that these agencies/warm lines furnish adequate suicide prevention assessment to their clients and can coordinate protocols for immediate referral or call forwarding an AAS certified agency when a client is at high risk for suicide.

Within three years, over 80% of warm lines in the four Bay Area counties will establish a Letter of Cooperation (LOC) with their local AAS Certified Crisis Center and goals of LOC will be implemented, contributing to an overall 5% annual decrease in suicides in the community. A list

of warm lines in each of the four counties as well as the letters of cooperation will be documented.

Deliverable No. 4: Increase Outreach to Target Populations

Summary, Deliverable #4: For each target population, program staff of each agency will meet to compare programs/strategies to serve targeted population; each agency will contact key agencies in their communities serving targeted groups for advice; Bay Area Partnership agencies will conduct at least one meeting with representatives of the agencies for input on suicide intervention techniques for the community, research and assessment through consumer focus groups for each community to increase understanding of community; each agency will implement a plan for improved services in their communities for the targeted group, and a working group of representatives from each agency will meet quarterly for the remainder of the Agreement term to discuss activities and evaluate improved strategies.

Deliverable No. 5: Emergency Plan

Summary, Deliverable #5: Within two years, Bay Area Partnership agencies Executive Directors will develop an emergency plan for the region, assuring a continuation of services for all Bay Area residents in the case of emergency. The written emergency plan will be developed and posted at each agency and posted on the Bay Area Partnership agency websites. Annual staff training of the emergency plan will be provided and documented.

Deliverable No. 6: AAS Accredited

Summary, Deliverable #6: Within two years, all Bay Area Partnership agencies will be accredited by the American Association. Each agency will be able to submit the certificate of accreditation to CalMHSA.

Deliverable No. 7: Technical Support of Other Agencies

Summary, Deliverable #7: On a continuing basis, Bay Area Partnership agencies will post on its website any program updates or progress for all California Crisis Centers to view. Bay Area Partnership staff that is familiar with the AAS certification process will provide technical assistance to agencies outside of the Bay Area, resulting in increased crisis intervention expertise and capacity for the entire State of California. The number of consulting hours will be documented. BASCIA website will remain public for all three years.

Deliverable No. 8: Statewide Coordination and Representation

Summary, Deliverable #8: SFSP will participate in and coordinate activities with the statewide Suicide Prevention Hotline Consortium, the Statewide Coordination Workgroup, the California Suicide Prevention Network and other PEI programs, including Student Mental Health and Stigma and Discrimination Reduction programs.

Deliverable No.9: SFSP – RLSPCBP Evaluation

Summary, Deliverable #9: The SFSP will implement a comprehensive data collection, outcomes-based program designed with specific, measurable, achievable, relevant and time-bound objectives (SMART).

Evaluation of data throughout the RLSPCBP will allow SFSP to make modifications throughout the three-year period. For overall program effectiveness, SFSP will identify key performance indicators as tied to specific outcomes.

Deliverable No. 10: Participation in CalMHSA Statewide Evaluation

Summary, Deliverable #9: TBD

Deliverable No. 10: Contract Management and Reporting

Summary, Deliverable #10: TBD

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