

**Campaign for Community Wellness
PEI Planning
Depression, Suicide Work Group
Plan as of 3.20.08**

Outcomes:

Reduce depression
Reduce suicide
Reduce stigma
Reduce disparities in access

Target Populations:

11-18 year olds (Universal)
Low-income mothers with children 0-5 (Selective)
Older Adults (Selective)
Native American (Selective)
Latino (Selective)
[Those diagnosed with mental illness, suicide attempt ever, and/or co-occurring—moved to WET MHSA component—better fit with staffing protocol around suicide screening]

Strategies

Universal

- 1) Website—like Beyondblue---ByeByeBlue
- 2) Public education campaign/social marketing (link to website)
-target youth (11-18 year olds)
- 3) Conference: Suicide

Selective

- Screening
- Referral/resources---to new ByeBye Blue website
- Short-term therapy and groups
 - CBT- Cognitive Behavioral Therapy
 - IPT-Interpersonal Therapy
 - Mama y Bebe (Latino) Lynne M.
- Hire therapist to provide CBT and ITP to Mothers of children 0-5
- Hire therapist to provide CBT and ITP to the elderly

Locus Points

- 1) Low Income mothers (0-5 kids)
Screenings, therapy, groups at:
-WIC offices
-Community Health Clinics
-CalWorks
-TANF

-Ped's

2) Older Adults

Screenings, therapy, groups at:

-Primary care

-Senior Centers

-Community Health Clinic