

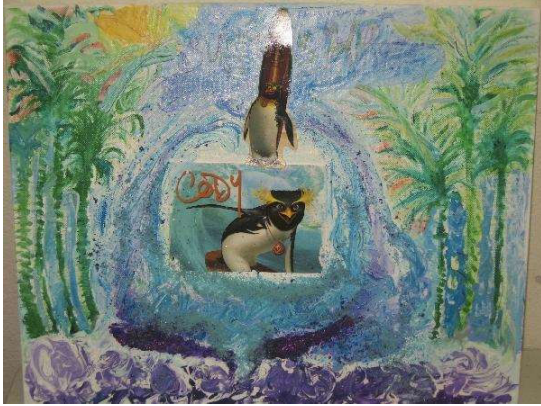


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# **Campaign for Community Wellness Newsletter**

**August, 2007**  
**[www.campaignforcommunitywellness.org](http://www.campaignforcommunitywellness.org)**

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## Welcome to the First Edition of the Campaign for Community Wellness E-Newsletter

The Campaign for Community Wellness is an effort to leverage and coordinate key initiatives of the Mental Health Services Act/Prop.63 (MHSA) and the Substance Abuse and Mental Health Services Administration (SAMHSA) in

Placer County.

Ultimately, the Campaign is striving to reduce stigma around mental health illness, reach underserved segments of the community and help those with severe mental health issues.

This E-Newsletter is an effort to keep our community, family members, consumers and other mental health stakeholders informed about Campaign for Community Wellness efforts, particularly around Mental Health Services Act/Prop. 63 and Substance Abuse and Mental Health Services Administration (SAMHSA) coordination efforts and progress.

Two adult mental health consumers serve on the editorial team for this newsletter, helping to keep the voice of the community throughout the publication.

For article submissions to this newsletter, please contact seana at [seana@streamlineimpact.com](mailto:seana@streamlineimpact.com) or call her at 530-582-6762

## Mental Health Services Act/Prop. 63 Programs in Placer County Off To A Good Start

Placer County was one of the first counties in California to get its Mental Health Services Act/Prop. 63 programming off of the ground in 2006. Led by a Steering Committee of over 45 mental health stakeholders including family members and consumers, the MHSA/Prop.63, as part of the Campaign for Community Wellness, is working to transform the mental health care in Placer County to be more culturally relevant, more consumer/family driven, more community-partnership based, and focused on wellness recovery.



**Highlights from year 1 include:**

- Reducing number of adults in locked facilities by 33%
- Opening a Welcome Center in Auburn serving 50 per day
- Leveraging and integrating with other initiatives
- Implementing a same-day/next day service
- Hiring 22 consumers, 9 family advocates, 15 bi-lingual staff
- Establishing a local, private Board and Care facility
- Serving, combined, over 50 children, transition age youth, adults, older adults with intensive, full-service partnership programs

### **Next Steps: Focus on Prevention & Early Intervention**

The Campaign for Community Wellness Steering Committee is currently working on developing a planning process for the next MHSA/Prop. 63 program, Prevention and Early Intervention. If you would like to get more information or get involved, please contact Michele Zavoras at 889-7256 or go to the website listed below. **Consumers and family members encouraged to get involved.**

**For more information and details about any of the MHSA/Prop. 63 programs please go to [www.campaignforcommunitywellness.org](http://www.campaignforcommunitywellness.org)**

### **Councils: Key to Success in Reaching Underserved Populations & Improving Mental Health Care in Placer County**



Several councils have formed to look at the specific needs and relevant services for the traditionally under or un-served segments of the population. Working independently, but linking with Campaign efforts, these councils include: Latino Leadership Council, Native Network, Youth Council, Tahoe Advisory Council, and a Consumer Focus group.

For more information about any of the above groups, please go to the Campaign for Community Wellness website for contact information at:

**[www.campaignforcommunitywellness.org](http://www.campaignforcommunitywellness.org)**

### **Campaign Outreach Efforts Promote Messages of Anti-Stigma and Children's Mental Health Needs**



May 8, 2007 marked the first annual Children's Mental Health Awareness Day in Placer County. The Placer County Campaign for Community Wellness held the event in Auburn at the Placer County Library Garden Theater. Through a press conference and community fair the event helped raise awareness for the mental health needs of children and youth and worked to reduce the stigma and other barriers to accessing care.

The Campaign for Community Wellness also supported Disability Capitol Action Day on May 23, 2007. Pictured above, Social Marketing Committee members Anne Staines and Katie Carlson stand on the Capitol steps with Senator Darrell Steinberg.

## **Welcome Center in Auburn Serving 50 - 80 People Per Day**

The Welcome Center in Auburn is one of the new program developments that came out of the Mental Health Services Act/Prop.63 funding in year one.

Consumers felt they wanted a place of their own to meet, take classes, have access to computers and connect with friends. "The Welcome Center is sort of like a club house for those who struggle with mental illness issues and often feel isolated," says Jonathan, one of the staff of the Welcome Center who is also a past consumer.



The Welcome Center continues to grow in program/class offering as well as users. The hope is to also start a similar program in the Roseville area in the next year.

The hours of the Welcome Center in Auburn are Monday-Thursday, noon-4PM, and Friday, 12-5pm. A list of classes can be mailed to you, picked up at the Wellness Center or found on the Campaign website at [www.campaignforcommunitywellness.org](http://www.campaignforcommunitywellness.org) in the next month.

For more information about the Welcome Center, please contact Amy Ellis at 886-3415.

## Campaign Social Marketing Committee Looking for Members

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The Campaign for Community Wellness social marketing committee is working to get the word out to the community about mental health issues and the MHSA and SAMHSA programs. Additionally, the committee is working to link the voice from various stakeholder groups into the planning process.

Currently, the social marketing committee is looking for members to join the team and/or serve on the editorial team for this newsletter. Consumers, youth and family members of consumers strongly encouraged to participate. No experience needed.

Please call Seana at 530-582-6762 to find out more. The next Campaign Social Marketing meeting will be in Kings Beach on August 21 from 12-1:30. Transportation can be arranged.

### **Next Campaign for Community Wellness Steering Committee Meeting**

**Friday, August 24, 10-1pm**

**Location: 3091 County Center Drive  
Dewitt Center, Auburn**

**For more information about the meeting or the Campaign, please go to: [www.campaignforcommunitywellness.org](http://www.campaignforcommunitywellness.org) or, call Michele Zavoras at 889-7244**

#### **Quick Links...**

About the Campaign for Community Wellness: [www.campaignforcommunitywellness.org](http://www.campaignforcommunitywellness.org)

About Substance Abuse Mental Health Services Act: [www.samhsa.gov](http://www.samhsa.gov)

About Mental Health Services Act: [www.dmh.cahwnet.gov/MHSA](http://www.dmh.cahwnet.gov/MHSA)

About Placer Collaborative Network: [www.placercollaborativenetwork.org](http://www.placercollaborativenetwork.org)