

COUNTY SNAPSHOT – BUTTE COUNTY

CONTACTS

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Crisis Hotline Contact:

Betsy Gowan (*see above*)

OVERVIEW

Method of Data Collection Utilized: In-Person Interview December 9, 2011

Butte County is located in California's Central Valley, north of the state capital of Sacramento. The county has a total area of 1,677 square miles. There are five incorporated cities or towns: Biggs, Gridley, Chico, Paradise and Oroville, the county seat. The county is home to California State University, Chico.¹

The 2010 U.S. Census reported Butte County's population as 220,000, with an 8.3% population increase in the past decade. The racial makeup is: 81.9% White, 1.6% African American, 2.0% American Indian or Alaska Native, 4.1% Asian, 0.2% Native Hawaiian or other Pacific Islander, 4.7% reporting two or more races, 14.1% Hispanic or Latino, 75.2% White persons not Hispanic.²

Strengths: Community oriented, with a small-town feel where people genuinely try to help each other. Agencies are countywide and very collaborative. Close proximity to CSU Chico and local community colleges provides mental health clinicians (interns) to the community, and a sense of pride and distinction for the county. The university/college systems are also proactive in tracking and acting on issues relevant to the community. A "Book in Common" program gets broad community/organization support, where a book is highlighted with the county and local libraries that highlights particular issues; past books have highlighted social issues, including mental health. (Butte County could possibly use the "Book in Common" program to advertise a suicide prevention or stigma reduction-themed book.) NPR station KCHO and the local radio station KZFR are community-focused.

Challenges: Conservative population. Sometimes suicides are not ruled as such on the official record (perhaps due to stigma or family feeling) but it may come out as a rumor. Stigma around mental illness—it is often associated with homeless individuals or substance abuse.

Government Advocacy: Most of the Board of Supervisor members (and general community) are sensitive to stigma reduction and suicide prevention but they are also fiscally concerned, and want to be "business minded" about their stigma/suicide prevention efforts. The community is generally compassionate but it still promotes self-reliance.

Centralized Website(s): www.buttecounty.net/Behavioral%20Health.aspx; would be interested in having a simple county webpage created by AdEase for the statewide media campaign website

Resource Directory: www.buttecounty.net/Behavioral%20Health.aspx; www.helpcentral.org

Social Media Presence: NO, but developing a Facebook page might be a possibility for the County Task Force.

Task Forces/Councils: The Butte County Suicide Prevention Task Force convened for the first time in December 2011. It hopes to have a steering committee organize a suicide prevention summit, which will then break off into workgroups to address specific issues. The task force will include LGBTQ and older adult suicides. The task force is

¹ Wikipedia: http://en.wikipedia.org/wiki/Butte_County,_California

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06007.html>

countywide and community run, with support from the behavioral health department. There is an active interfaith coalition in the community, and the task force hopes to involve education, families, public health, older adult programs, Stonewall, law enforcement and more.

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO

Suicide Prevention: NO

Other County Activities and Programs:

	Walks/Run	Events	Speaker's Bureau	Media Praise/Protest	Outreach	Trainings (e.g., ASIST or QPR)	Specific Events during Suicide or MH Awareness Week/Month	Other
Suicide Prevention	X	X				X	X	
Stigma Reduction	X	X				X		

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Two walks, the NAMI walk, which raises awareness of mental health issues, and the “Out of the Darkness” walk to raise awareness for suicide prevention. Following the “Out of the Darkness” walk, Stonewall (a center serving the LGBTQ communities) held a “Continuing the Conversation” event. Director is new to the agency and communications efforts are in the early stages of development. There is a new County Communications Workgroup, which will hold training in crisis communications and speak out on mental health/behavioral health issues in the county. The Prevention Unit has done outreach to the media, mostly on AOD issues in youth. The Active Minds group at Chico State had a backpack display during Suicide Prevention Week, which was written up in the local newspaper. Two Butte County staff members went to the CalMHSA ASIST T4T training.

Stigma Reduction: Stomp out Stigma. County hopes to implement NAMI’s “In Our Own Voice” program. NAMI provides training to county mental health providers on the consumer and family perspective when dealing with a mental illness. NAMI also hosts a mental health stigma reduction and awareness walk which is currently in its third year.

Media: Current contacts are Anne Robin or Betsy Gowan. Butte County has a countywide PIO, but the PIO has not reported on suicide prevention or stigma reduction activities in the county. The new Butte County Suicide Prevention Task Force communications team plans to develop a media campaign once it is established; it will be the spokes group for the county with regard to stigma and suicide prevention

activities. Communications team would welcome media trainings for other fields as well, including sheriff's department and first responders.

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: Butte County Department of Behavioral Health Crisis Line 530.891.2810; County Crisis Line 800.334.6622 (averages 1,200 calls per month). Dispatches the Mobile Response Team when necessary (Mobile Response Team provides 24/7 crisis response services to youth, and provides services for older adults up to midnight) and advertises the national Trevor Project hotline (866.488.7386).

Mental Health Crisis Hotline: Butte County Department of Behavioral Health Crisis Line 530.891.2810

Other Resources: Warm line (Northern Valley Talk Line) 888.582.5554 (7 days a week, 4:30 P.M.–9:30 P.M.); interfaces with the crisis line as needed

DIGITAL STORIES

Butte County currently does not have any digital testimonies recorded. However, NAMI's "In Our Own Voice" campaign will have a digital component. The county's Prevention Unit has done AOD digital stories, but none on suicide prevention, stigma or student mental health.

HEALTHCARE PROVIDERS

Primary Contact: Mark Lundberg, MD, President of the Butte/Glenn Medical Society (530.342.4296; 85 Declaration Drive, #200, Chico, CA, 95973; info@bgmsoline.org). Ampla Health health centers have an integration project in which a behavioral health specialist provides mental health care and training onsite. Enloe Health Center has a pediatric warm handoff program. Gridley Hospital is working to implement the 5150 process and integrating with law enforcement. Oroville Clinic does behavioral health assessments once a week, based on referrals. Indian Health Service Clinics has two clinics in Butte County. Health Care Collaborative, a convening of local hospital CEOs, meets monthly (Anne attends these meetings).

ADDITIONAL INFORMATION

NONE

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish and Hmong

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads ^a	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Trainings	"How to" Manuals ^b
			X							

^a E.g., magazines.

^b E.g., how to reach out to the media, how to start a speaker's bureau, etc.

Additional Information: County is very interested in bus kiosk ads, as the local bus system keeps posters in storage so that the displays can be rotated on a regular basis.

County would like to receive more materials targeted for white males and LGBTQ youth, especially concerning bullying.

Budget: Currently, there are no set-aside funds to implement a media or marketing campaign. County can look to redirect funds if necessary. Task Force will be looking at this. The public health budget is larger than behavioral health and could perhaps accommodate a marketing/media implementation expense. Donations may be possible through TV and other media outlets. County has good relationships with the *Chico News & Review*; NPR station KCHO which has *I-5 Live* and a medical interview show; KZFR; and other outlets.