

COUNTY SNAPSHOT – CALAVERAS COUNTY

CONTACTS

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Suicide Prevention Activities:

Christa Thompson (*see above*)

Public/Media Relations:

Christa Thompson (*see above*)

Stigma & Discrimination Reduction Activities:

Christa Thompson (*see above*)

Student Mental Health Contact:

Christa Thompson (*see above*)

Crisis Hotline Contact:

Christa Thompson (*see above*)

OVERVIEW

Method of Data Collection Utilized: In-Person Interview December 19, 2011

Calaveras County, in California's Gold Country, was one of the original counties in the state of California, created in 1850 at the time of admission to the Union. It covers an area of almost 1,037 square miles. The county seat is San Andreas, one of 15 unincorporated cities and towns in the county (the only incorporated city is Angels Camp).¹

The 2010 U.S. Census reported Calaveras County's population as 45,578, with a 12.4% population increase in the past decade. The racial makeup is: 88.9% White, 0.8% African American, 1.5% American Indian or Alaska Native, 1.3% Asian, 0.2% Native Hawaiian or other Pacific Islander, 3.9% reporting two or more races, 10.3% Hispanic or Latino, 83.5% White persons not Hispanic.²

Strengths: Strong interagency collaborations and partnerships; strong interest and capacity to engage in marketing; community passion and drive to address suicide prevention and stigma issues, especially through the consumer leadership team and the Mental Health Board; outreach for suicide prevention has been extensive in Calaveras County—over 1,500 community members have been given brief training in suicide prevention and bracelets with crisis number and over 600 people are trained in QPR

Challenges: Limited staff time and resources; hard to retain part-time support staff for assistance; funding limitations

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

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06009.html>

Government Advocacy: Mental Health Directors, Board of Supervisors, and Mental Health Board as well as the community at large are very supportive of stigma reduction and suicide prevention programs.

Centralized Website(s): Calaveras.networkofcare.org

Resource Directory: “Calaveras County References” magnet with phone numbers; also refer to the Network of Care; there is also a resource directory published by the Resource Connection, a local nonprofit in the community (www.theresourceconnection.net)

Social Media Presence: County Behavioral Health Department does not have a Facebook or Twitter Page. Live On nonprofit suicide prevention advocacy organization has a Facebook page.

Task Forces/Councils: Live On nonprofit organization and Suicide Prevention Collaborative (through County Behavioral Health Department, the Mental Health Services Act Advocacy Committee and the Mental Health Board) are also active regarding suicide prevention and stigma reduction.

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO

Suicide Prevention: YES

“Live On” Start Date: October 2008 End Date: October 2010

“You Are Not Alone” Start Date: October 2010

“Ask the Question” Start Date: Still under development

Bartender Outreach Campaign Start Date: 2012

Target audience: “Live On”—youth, high schools; “You Are Not Alone”—general community; “Ask the Question”—general community; Bartender Outreach Campaign—middle-aged/older men

Marketing Strategy: “Live On”—bracelets, print ads (outreach to high schools encouraging students to “become a champion for suicide prevention”); “You Are Not Alone”—bracelets featuring crisis number, print ads; “Ask the Question”—print flyers; Bartender Outreach Campaign—trainings for bartenders (as gatekeepers for their clients: traditionally middle-aged men), print ads, business cards that identify warning signs of suicide

Source of Materials: All campaign materials were created, not used from existing source.

Evaluation Plan: The “Live On” campaign monitored call volume to crisis hotline to see if calls increased between the hours of 3 P.M. and 5 P.M., the hours in which high school students come home and before their parents come home. An increase in calls was seen. A similar evaluation plan will be used for other marketing campaigns.

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	X	X	
Stigma Reduction		X				X		

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Live On nonprofit organization hosts a local walk during Suicide Prevention Week and an annual vigil. “Day of Hope” event (for suicide prevention and stigma reduction) was held on May 13, 2011, sponsored by the Calaveras County Behavioral Health Department and River Academy. It promoted events and activities that inspire hope, especially for youth. The Live On nonprofit organization also participates in events such as the local county fair, health fairs and pizza night for high school students. Trainings include QPR and brief suicide prevention awareness training (covering risk factors and warning signs) and Mental Health First Aid training. County also provides Crisis Intervention Team training to law enforcement.

Stigma Reduction: Mental Health First Aid and Crisis Intervention Team training.

Media: Christa Thompson (*see above*) writes press releases to announce events and invites media to cover local suicide prevention activities and events.

COUNTY CRISIS NUMBERS AND RESOURCES

- Suicide Crisis Hotline: Calaveras County Crisis Line 800.499.3030
National Suicide Prevention Lifeline 1.800.273.TALK (8255)
- Mental Health Crisis Hotline: Calaveras County Crisis Line 800.499.3030
- Senior Warm Line: The Friendship Line 800.971.0016

DIGITAL STORIES

A *Book of Hope* with stories of individuals’ experiences with suicide is in PDF form, and was distributed for the “Day of Hope” event in May 2011. There are no videos or recordings available.

HEALTHCARE PROVIDERS

For both county and private providers, contact the Mark Twain Hospital and its satellite clinics in the towns of Valley Springs, Angels Camp, Copperopolis, Arnold and San Andreas.

ADDITIONAL INFORMATION

NONE

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish (threshold language)

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				X				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 TV ads to reach older adults who own guns (suicides by firearm are the highest in the county)—possibly create a TV ad to market gun locks.

County would be very interested in having a webpage created through the statewide website.

Budgetwise, some funding for marketing efforts is available, but not much—Calaveras County could potentially match the cost. The county has a good relationship with potential radio stations.