

COUNTY SNAPSHOT – EL DORADO COUNTY

CONTACTS

Interview Participants:

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Suicide Prevention Activities:

Sophie Cabrera (*see above*)

Stigma & Discrimination Reduction Activities:

Sophie Cabrera (*see above*)

Primary/Behavioral Health Care Integration:

Laura Eakin
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Public/Media Relations:

Margaret Williams (*see above*)

Student Mental Health Contact:

Sophie Cabrera (*see above*)

OVERVIEW

Method of Data Collection Utilized: In-Person Interview February 1, 2012

El Dorado County is located in the historic Gold Country in the Sierra Nevada Mountains and foothills, bordering the state of Nevada to its east and Sacramento County to its west. It is part of the Greater Sacramento region. The total area of the county is about 1,788 square miles, of which a little over 77 square miles is water. Lake Tahoe, the largest alpine lake in North America, is partly located in El Dorado. The county seat is Placerville, one of only two incorporated cities in the county.¹

The 2010 U.S. Census reported El Dorado County's population as 181,058, with a 15.8% population increase in the past decade. The racial makeup is: 86.6% White, 0.8% African American, 1.1% American Indian or Alaska Native, 3.5% Asian, 0.2% Native Hawaiian or other Pacific Islander, 3.8% reporting two or more races, 12.1% Hispanic or Latino, 79.9% White persons not Hispanic.²

Strengths: Strong department collaboration; strong community advocacy and support; good relationship with schools and law enforcement; several collaborative groups have active involvement in the county

Challenges: Difficult media market; fragmented geographic barriers between populated areas; limited budget/contracting which presents challenges in reproduce higher level materials; distribution of materials and internet access difficult due to geographic location; illegal immigration a barrier (reluctance to talk to people because they aren't documented); in some populations there is a resistance to mental health issues as some do not acknowledge/accept the behaviors and symptoms of individuals as indicators of mental illness; some distrust of county information among certain populations

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

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06017.html>

Government Advocacy: The political environment is neither unsupportive nor supportive.

Centralized Website(s): www.edcgov.us/mentalhealth (interested in simple webpage developed by AdEase)

Resource Directory: Community communications/access site promotes suicide prevention and stigma reduction resources, linked to county site

Social Media Presence: NO, but HHSA just received approval to launch a Facebook page

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO, but interested in emulating a program similar to Sacramento County's campaign

Suicide Prevention: NO, but hoping to utilize PEI funds for campaign beginning mid-2012

Target Audience: General population, TAY, older adults

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
Stigma Reduction	X				X		X	X

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Participated in the Sacramento Suicide Prevention Conference. There is a Friends of Survivors Group. SPEAR is a group targeted to teens. There is an ASIST program targeted to clinicians and sponsored by county dollars. There are four county trainers for Mental Health First Aid and two for ASIST.

Stigma Reduction: There has been some activity for "May Is Mental Health Month" in the past. The local El Dorado NAMI chapter has an annual walk. PFLAG (Parents and Friends of Lesbians and Gays) has some involvement in the county.

Media: Margaret Williams (*see above*) handles public relations and media requests. She is interested in media outreach training specific to mental health issues.

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: Crisis Hotline 530.622.3345 (Placerville)
Crisis Hotline 530.544.2219 (South Lake Tahoe)

Mental Health Crisis Hotline: Crisis Hotline 530.622.3345 (Placerville)
Crisis Hotline 530.544.2219 (South Lake Tahoe)

Other Resources: Chronic Disease Coalition

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

CHI (Children’s Health initiative); public health nurses; Excel Initiative (Access El Dorado/Excel has provider capacity group)

ADDITIONAL INFORMATION

Word of mouth is very important in this county. Traditional media can be difficult because of geographic location. Marketing campaign would most likely be more local/grassroots efforts. El Dorado County is a CalMHSA member.

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads ^a	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Training	“How to” Manuals ^b
X	X	X	X		X	X	X	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: Would like to have fact sheets, FAQs, talking points, posters and flyers (in English and Spanish). Would like to share media with surrounding counties to combine resources.

PowerPoint presentations for community education would be helpful.

Personal stories/videos would be helpful.

Would like tools for parents.

Resources needed for general population, TAY, older adults, Hispanics and Native Americans.