

## COUNTY SNAPSHOT – FRESNO COUNTY

### CONTACTS

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**Primary/Behavioral Health Care Integration:**

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**Suicide Prevention Activities:**

Karen Markland (*see above*)

**Public/Media Relations:**

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**Stigma & Discrimination Reduction Activities:**

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**Student Mental Health Contact:**

Karen Markland (*see above*)

### OVERVIEW

Method of Data Collection Utilized: In-Person Interview January 18, 2012

Fresno County, in California's Central Valley, is the sixth largest county in California covering an area of 6,017.4 square miles. The county seat is Fresno, the fifth largest city in California. Fresno County has a booming agricultural business, primarily dairy production, cattle, turkey, and cotton and fruit crops. It is famous for being the birthplace of raisin production. Fresno County's agricultural production totaled \$5.3 billion in 2007, making it the number one agricultural county in the nation. It is also a major producer of oil.<sup>1</sup>

The 2010 U.S. Census reported Fresno County's population as 930,450, with a 16.4% population increase in the past decade. The racial makeup is: 55.4% White, 5.3% African American, 1.7% American Indian or Alaska Native, 9.6% Asian, 0.2% Native Hawaiian or other Pacific Islander, 4.5% reporting two or more races, 50.3% Hispanic or Latino, 32.7% White persons not Hispanic.<sup>2</sup>

**Strengths:** Strong Survivors of Suicide (SOS) chapter; strong VA system; good subject matter experts; strong partnership with other counties

**Challenges:** Need to increase awareness from within the county to support Prevention and Early Intervention efforts; difficult to reach people that are outside of crisis response treatment

**Government Advocacy:** The political environment is not supportive of efforts, however is in the position to increase awareness and advocacy.

**Centralized Website(s):** NO (interested in simple webpage developed by AdEase)

<sup>1</sup> Wikipedia: [http://en.wikipedia.org/wiki/Fresno\\_County,\\_California](http://en.wikipedia.org/wiki/Fresno_County,_California)

<sup>2</sup> U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06019.html>

Resource Directory: NO

Social Media Presence: NO, but no policy against it; SOS [www.facebook.com/fresnosos](http://www.facebook.com/fresnosos); NAMI [www.facebook.com/pages/NAMI-Fresno/359942764469](http://www.facebook.com/pages/NAMI-Fresno/359942764469)

## 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		X	X	X	X

## CURRENT PEI OUTREACH EFFORTS

**Suicide Prevention:** While the County of Fresno has no specific suicide prevention outreach or events implemented at this time, the local Survivors of Suicide (SOS) chapter oversees a variety of activities. SOS is a very active organization within the community, providing QPR and assisting with the coordination of ASIST training (it has been subcontracted by DBH to do trainings), a speaker's bureau, an annual candlelight memorial, an annual suicide survivors' walk as well as a mentoring program and suicide support team.

**Stigma Reduction:** NAMI has a huge walk in May for May Is Mental Health Month; the Department of Behavioral Health (DBH) is very active and present in that event and a mental health peer support group is present at events. There is a stigma reduction speaker's bureau through Consumer Family Advocates (contracted through the county) of recovering consumers who share their stories. Currently 3 to 4 active speakers travel through the community; they have a heavy Spanish and rural presence, and have achieved great success. There is an MHSA peer support program called Blue Sky, which holds a health fair twice a year with strong DBH presence for stigma reduction. Local artwork from local consumers are featured on the Blue Sky website—all consumers get a small stipend and recognition that their art was used, to encourage people to reach out to DBH. Blue Sky is now a formal stop in the county's Art Hop. Mental Health First Aid is offered continuously and there are over 20 trainers in Fresno County. There is also a community garden program.

Media: Contact is Karen Markland. Currently there are no strong media relationships. Interested in media training.

**COUNTY CRISIS NUMBERS AND RESOURCES**

Suicide Crisis Hotline: National Suicide Prevention Lifeline 1.800.273.TALK (8255)  
 Mental Health Crisis Hotline: NO  
 Other Resources: A regional suicide prevention task force spread across five counties (Fresno, Madera, Merced, Stanislaus and Calaveras). NAMI and SOS have executive committees.

**DIGITAL STORIES**

NO, but digital stories connected with the Blue Sky project are being developed and will launch summer 2012.

**HEALTHCARE PROVIDERS**

Federally qualified health centers are present, two are in contract with DBH as of late 2011. There is a network of communication with PCPs through the Workforce Training and Education program (contact: Pouran Nowzari).

**ADDITIONAL INFORMATION**

Fresno County is looking to be more proactive. Not a lot of activities through Suicide Prevention Week but would like to have more in the future.

**SPECIFIC COUNTY NEEDS**

Additional Language Needs: Spanish, Hmong

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads <sup>a</sup>	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Training	“How to” Manuals <sup>b</sup>
				X		X			X	X

<sup>a</sup> E.g., magazines.

<sup>b</sup> E.g., how to reach out to the media, how to start a speaker’s bureau, etc.

Additional Information: Need materials targeted to older adults and LGBTQ.

County would like to better utilize the Veterans Association (very strong in Fresno) and to strengthen DBH by collaborating with the Veterans Group to discuss awareness and stigma reduction related to suicide.

Would like to have training in dealing with the media.