

COUNTY SNAPSHOT – MARIPOSA COUNTY

CONTACTS

Interview Participant:

John Lawless
Deputy Director
Department of Behavioral Health and
Recovery Services
5362 Lemee Lane, P.O. Box 99,
Mariposa, CA 95338
209.966.2000
jlawless@mariposahsc.org

Public/Media Relations:

James Rydingsword
Director
Human Services Department
5362 Lemee Lane, P.O. Box 99,
Mariposa, CA 95338
209.966.2000
jrydings@mariposahsc.org

Suicide Prevention Activities:

Morissa Holtzman

Student Mental Health Contact:

Karen Rust
Mariposa Unified School District
krust@mariposa.k23.ca.us
209.742.0250

Stigma & Discrimination Reduction Activities:

N/A

Primary/Behavioral Health Care Integration:

John Lawless (*see above*)

OVERVIEW

Method of Data Collection Utilized: In-Person Interview February 17, 2012

Mariposa County is located in the western foothills of the Sierra Nevada Mountains in central California, north of Fresno. The county's eastern half is the central portion of Yosemite National Park. It was one of the original counties of California, created at the time of statehood in 1850, and was also part of California's Mother Lode during the Gold Rush. The county has a total area close to 1,462 square miles. The county seat is Mariposa, a census-designated place (there are no incorporated cities in Mariposa County).¹

The 2010 U.S. Census reported Mariposa County's population as 18,251, with a 6.5% population increase in the past decade. The racial makeup is: 88.2% White, 0.8% African American, 2.9% American Indian or Alaska Native, 1.1% Asian, 0.1% Native Hawaiian or other Pacific Islander, 4.1% reporting two or more races, 9.2% Hispanic or Latino, 83.2% White persons not Hispanic.²

Strengths: Strong coalition; community outreach; behavioral health is heavily advertised; strong staff base; increasing openness to subject matter; high volume of word-of-mouth promotion

Challenges: Primarily Caucasian demographic; stigma within the community; lack of media outlets and coverage; isolated community; high volume of word-of-mouth promotion

Government Advocacy: The political environment is very supportive. Suicide is a big concern.

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

² U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06043.html>

Centralized Website(s): www.mariposacounty.org/index.aspx?nid=250
 Network of Care <http://mariposa.networkofcare.org/mh/home/index.cfm>
 (interested in a simple webpage designed by AdEase)

Resource Directory: Resource directory available on Network of Care site; generic hard copy directory for Mariposa, Fresno and Merced counties

Social Media Presence: NO, but no policy against

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO

Suicide Prevention: NO, but CalMHSA Kingsview/Fresno campaign will soon launch

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

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: Crisis team has been trained in QPR/ASIST; “Just in Case” program speaks on suicide prevention and preparation and refers people to the crisis line

Stigma Reduction: Mental Health First Aid training; no local NAMI chapter but there is a strong connection with Tuolumne County; Stigma Reduction Round Poverty Committee holds monthly meetings; mental health information distributed at the Safe at Home Fair

Media: Contact is James Rydingsword, Director, Human Services Department

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: 209.976.7000
209.966.2000

Mental Health Crisis Hotline: 209.976.7000
209.966.2000

Other Resources: Stigma Reduction Round Poverty Committee

DIGITAL STORIES

NONE

HEALTHCARE PROVIDERS

Behavioral Health through the 209.966.2000 line. This connects to AOD/recovery services. There are no FQHC or health homes in the county.

ADDITIONAL INFORMATION

The only marketing budget set aside for suicide prevention and/or stigma reduction efforts is through the poverty reduction initiative. Unsure of actual budget amount.

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

^a E.g., magazines.

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

Additional Information: Access to other county’s assessments and materials would be useful, as a base to learn and develop own materials from.

Materials targeted to TAY/young adults and older adults would be useful.