SHASTA COUNTY MENTAL HEALTH, ALCOHOL AND DRUG ADVISORY BOARD (MHADAB)
REGULAR MEETING
Minutes
January 3, 2018

Members: Charles Menoher, Dale Marlar, David Kehoe, Michele Wright, Sam Major, Sonny Stupek and Steve Smith
Absent Members: Carol Zetina, Kari Hess, Kerrie Hoppes, Marvin Peterson and Ron Henninger
Shasta County Staff: Donnell Ewert, Dean True, Dianna Wagner, Cara Schuler, Kerri Schuette, Amy Sturgeon and Teri Linson
Guests: Kristie Waller, Kristen Schreder, Susan Power, Art Seville, Marjeanne Stone, Genell Restivo, Monique Welin and Susan Wilson

Agenda Item	Discussion	Action	Individual Responsible
I. Introductions	➢ Chair extended a warm welcome to all attendees. Chair also read the Public Comment requirements. ➢ Board members and staff introduced themselves.		➢ Charlie Menoher, MHADAB Chair
II. Public Comment Period	➢ None.		
III. Provider Reports	➢ NAMI OF SHASTA COUNTY: President advised how to join NAMI. Family Support Groups will take place the 1st and 3rd Tuesday of every month. Family to Family classes will begin in February. ➢ EMPIRE RECOVERY CENTER (Alcohol and Drug Treatment): The exterior renovations are now complete on the 100-year-old building. Will begin indoors with new offices, ADA room and unisex bathroom with roll-in shower.		➢ Susan Power, President NAMI of Shasta County ➢ Marjeanne Stone, Empire Recovery Center
IV. Approval of Minutes	➢ Minutes from the November 1, 2017 meeting were presented in written form.	➢ Approve the November 1, 2017 minutes as submitted.	➢ Steve Smith (Motion) ➢ David Kehoe (Second)
V. Announcements and Review of Correspondence	➢ None.		
VI. Presentations	A. MEN'S MENTAL HEALTH CAMPAIGN – "CAPTAIN AWESOME": A PowerPoint presentation regarding Captain Awesome, A Men's Mental Health Campaign was provided by Amy Sturgeon and Sarah Adams. [See Attachment A] B. YOUTH SUBSTANCE USE DISORDER (SUD) TREATMENT: A PowerPoint presentation regarding Youth Substance Use Disorder Treatment was provided by Dianna Wagner, Children's Services Branch Director. [See Attachment B]		➢ Amy Sturgeon, Community Education Specialist and Sarah Adams, Epidemiologist ➢ Dianna Wagner, Children's Services Branch Director
VII. Director's Report	➢ The Directors' Report was sent out prior to the meeting for the Board and guests to review. [See Attachment C]		

VIII. Discussions/ Updates	A. <u>DATA NOTEBOOK:</u> The 2017 Data Notebook was sent to out to Board members for review. Discussion took place and the Board agreed that the Data Notebook is ready for submission. B. <u>PRESUMPTIVE TRANSFER:</u> Branch Director Wagner advised that she was asked to make the Board aware that on July 1, 2017 AB1299 Presumptive Transfer was put into effect so that foster youth placed out of county would be provided with quick and easy access to mental health services. She is requesting an additional $2 million dollars into the mental health budget to cover Presumptive Transfer to care for youth coming into Shasta County that we become responsible for. C. <u>2018 GOAL PLANNING:</u> Member Major advised that the Ad Hoc Committee created a poll to determine the top 3 priorities of the Board based on the MHADAB Bylaws. The consensus was that the number one responsibility of the Board is to review and evaluate the community's mental health, alcohol and/or drug treatment needs, services, and special problems as related to the above. It was decided that the Board will consider future meetings where they can get more feedback from the community in regards to meeting these services and needs.		➢ Charlie Menoher, MHADAB Chair ➢ Dianna Wagner, Children's Services Branch Director ➢ Sam Major, MHADAB Member
IX. MHADAB Standing Committee Report	➢ <u>MHADAB EXECUTIVE COMMITTEE:</u> Next Executive Committee meeting will be February 5, 2018 at 11:00 am.		➢ Charlie Menoher, MHADAB Chair
X. Other Reports	A. <u>STAND AGAINST STIGMA COMMITTEE</u>: The Community Education Committee has changed its name to Stand Against Stigma Committee. The ACE's forum went very well with 60 people attending. The presentation at Simpson College to the Diversity class was well received with two Brave Faces advocates from the LGBT community presenting their stories. There was also a presentation at National University in December with four Brave Faces on the panel. Next open mike night will be Friday at the Shasta County Arts Council. January 27 will be the next Becoming Brave training. May 5th will be the Minds Matters Mental Health Faire. B. <u>SUICIDE PREVENTION WORKGROUP:</u> Suicide prevention trainings occur every other month for independent community members, next training		➢ Carrie Jo Diamond, Community Education Specialist ➢ Amy Sturgeon, Community Education Specialist

	February 22 at 5:30 pm at the Library Community Room. MHSA is again sponsoring and promoting their program called Directing Change. This is a statewide contest which engages youth and young adults to create a 60 second video on mental health/suicide prevention. The More Than Sad Program is an educational program for 8th graders to help them recognize signs of depression and how to get help. C. <u>ADP PROVIDER MEETING:</u> Nothing to report. D. <u>HOMELESSNESS MEETING:</u> Preparing for the Point in Time survey. Holding meetings once a month. Workshop held in October, follow up meeting January 17th at 10:00 am at the United Way conference room regarding at risk and homeless youth.		➢ Charlie Menoher, MHADAB Chair
XI. Reminders	➢ See Agenda.		
XII. Adjournment		➢ Adjournment (6:47 p.m.)	

_____
Charlie Menoher, Chair

_____
Teri Linson, Secretary

Captain Awesome

A Shasta County Men's Mental Health Campaign

Presentation for the Mental Health, Drug and Alcohol Advisory Board
January 3, 2018

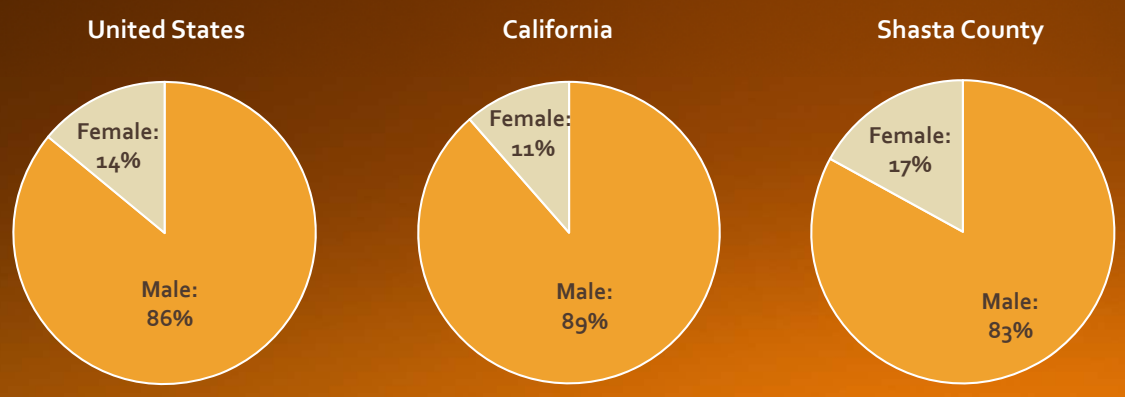
Amy Sturgeon, BS, MPH
Shasta County HHSA, Public Health Branch
Healthy Communities
Suicide Prevention

Why men?

- Men die by suicide 3.5 times more often than women.
- Men between the ages of 45-64 have the highest rate of completed suicides.
- Men tend to choose the most lethal means of completing suicide.

Source: WISQARS Fatal Injury Reports, 1999-2015

Firearm Suicides By Gender: National, State and County - 2013-2015



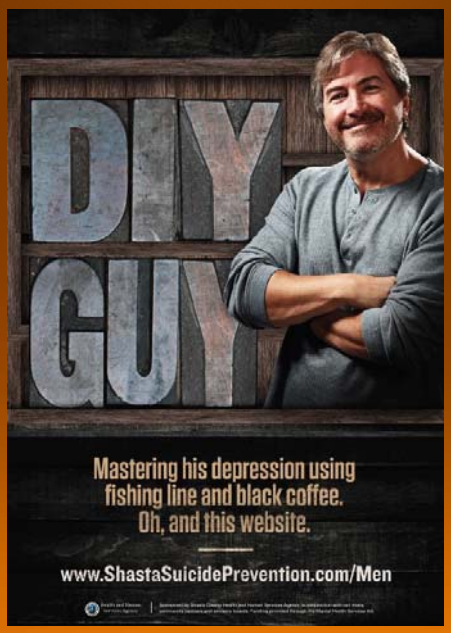
Sources:CDC Wonder, WISQARS

Captain Awesome – the collaboration.

Marc Dadigan
Supervising CES, Community Relations

Carrie Diamond
CES, Stand Against Stigma

Amy Sturgeon
CES, Suicide Prevention



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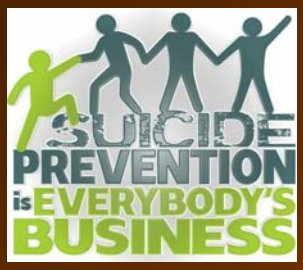

The Shasta Suicide Prevention Workgroup

Our mission is to decrease suicide attempts and deaths in Shasta County through collaboration, advocacy, education, training and evaluation.

The Stand Against Stigma Committee

Our mission is to promote mental wellness, increase community awareness of mental health and end the stigma surrounding mental illness and substance abuse.

The Goal

Create a promotional campaign that acknowledges and represents the men of our community, encourages help seeking, and guides the way to tools for accessing support and resources.

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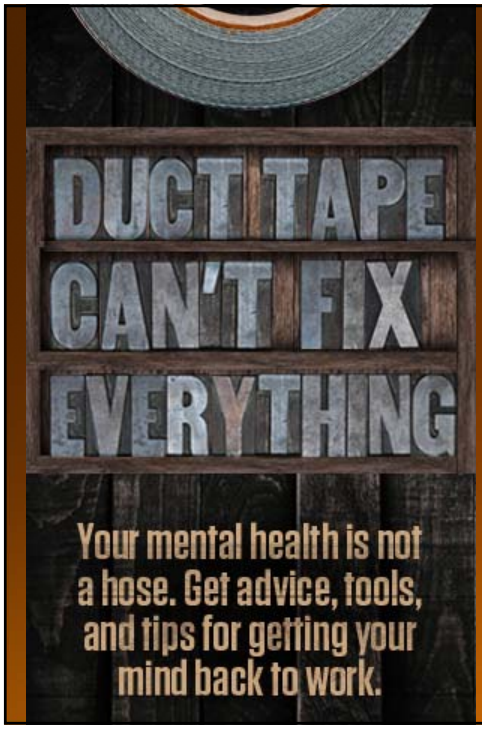
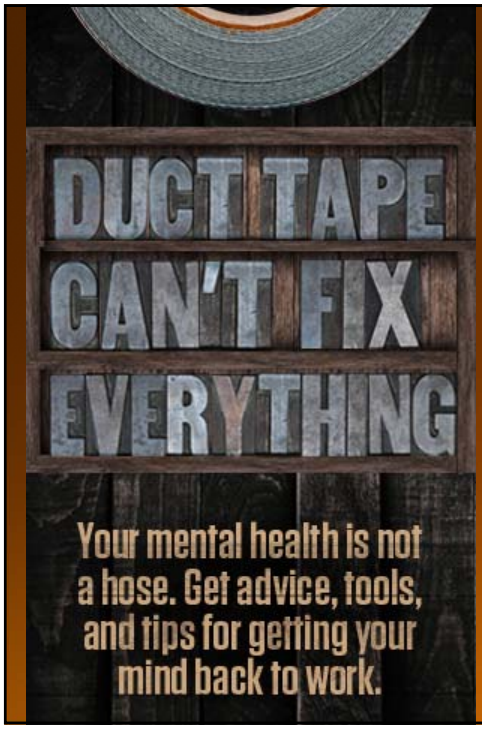


The Data

- Insight from The Shasta Suicide Prevention Workgroup and The Stand Against Stigma Committee
- Research informing campaigns with similar aim (international, national and local)
- Community Focus Groups

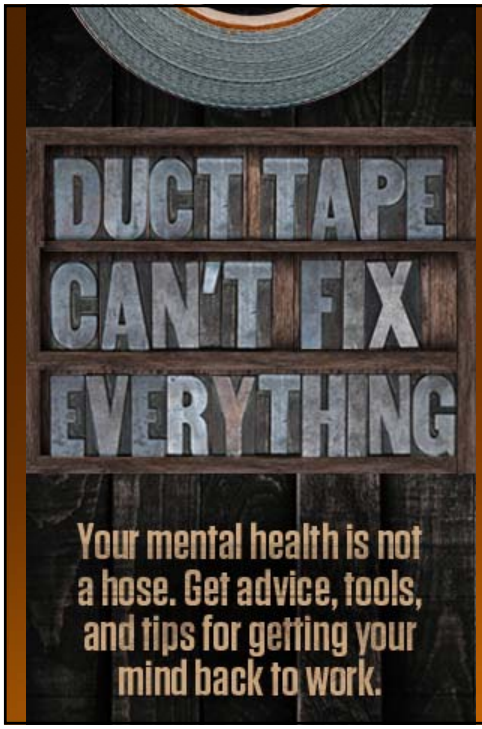


The Data: Community Focus Groups

Methods:

- 3 Focus Groups, 5 Participants Each
- 2 Groups All-Male, 1 All-Female
- Analysis: Answering 5 Questions
  - Questions included men's perceptions of mental health, how men seek out help, barriers to seeking treatment, and preferences for professional and non-professional mental health care.
  - THE KEY QUESTION: What preferences do men have regarding mental health awareness messages?

Sarah Adams, MPH, Epidemiologist
Shasta County HHSA
Office of Outcomes, Planning and Evaluation

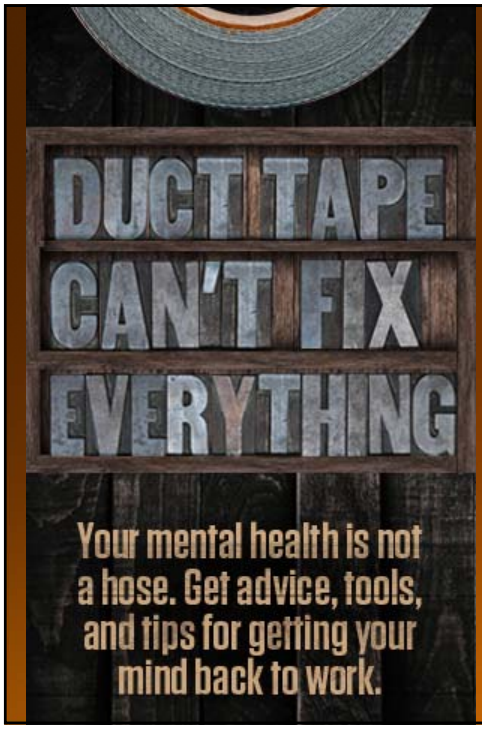


The Data: Community Focus Groups

Key Findings: No Clear Favorite

Campaign	Likes	Dislikes
Man Therapy	Engaging, Click-Bait, Funny/Disarming, Confronts Stereotypes, Engages Mult. Groups. Preferred Duct Tape Ad over Grilling Meat.	Unrealistic/Hokey, not politically correct, may not connect with younger men.
Up2Us	Touching/Sentimental, highly relatable, locally based, stronger basis in reality. Sports/Cars themes relatable. Preferred Garage ad over Sports ad.	Unclear/Unfocused, team sports less popular in Shasta County.
Man-Up (Australia)	Females liked slogan "It takes guts to show pain"	Generated less discussion, disliked slogan/title

Sarah Adams, MPH, Epidemiologist
Shasta County HHSA
Office of Outcomes, Planning and Evaluation



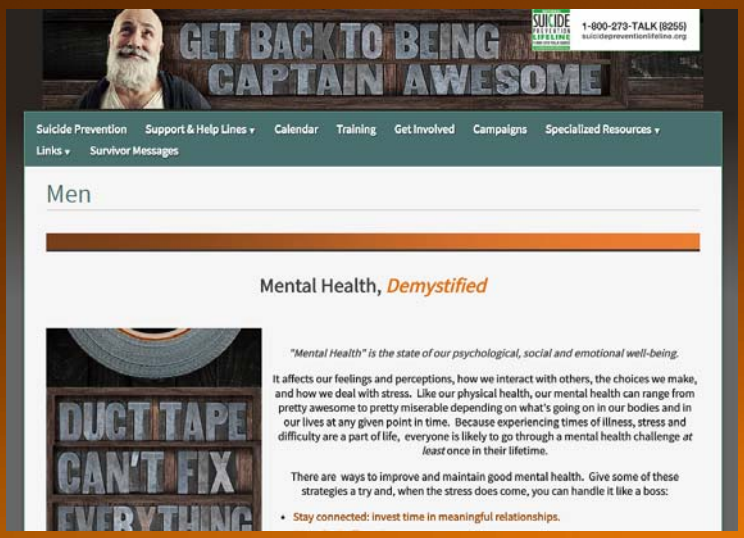
The Data: Community Focus Groups

Conclusions: Future Outreach Should…

- Have info on importance of seeking treatment AND availability of services
- Address internal and external sources of stigma
- Use a variety of approaches to reach different groups (young, old, homeless, vets)
- Make extra effort to reach homeless residents
- Emphasize non-professional, community-based approaches to mental health and mentorship
- Use the best elements of Man Therapy, Up2Us, and Man-Up, for a campaign that is engaging, locally-based, relatable, and specific to the local community

Sarah Adams, MPH, Epidemiologist
Shasta County HHSA
Office of Outcomes, Planning and Evaluation

ShastaSuicidePrevention.com/Men



What's on the website?

- Mental health, demystified
- Sadness vs. Depression
- Crisis and support lines
- Local resources
  - For you
  - For someone you care about

Coming soon…

- Access to health screening module
- Mental health provider directory
- Opportunities for social connection

Promotion Strategy

- Social Media
- Radio
- Web ads
- Print

Community Involvement

Could you be the next "Captain Awesome"?

Amy Sturgeon
530-229-8426
asturgeon@co.Shasta.ca.us

Carrie Diamond
530-229-8484
cdiamond@co.Shasta.ca.us

Youth Substance Use Disorder Treatment

Drug Medi-Cal Grant

Shasta County
Health & Human Services Agency
Children's Services Branch
Dianna L. Wagner – Branch Director

Youth Substance Use Disorder Grant

- Applied for Drug MediCal Capacity Grant through Partnership Healthplan of California – March 2017
- Received $150,000 Grant for Consultation Services – July 2017
- Contracting with expert Rachel Gonzales-Castaneda, PhD, MPH
- Grant Goal:
  - Work with expert and Shasta County Youth Substance Use Disorder Committee to create a uniform substance use disorder program to serve youth

Dr. Rachel Gonzales-Castenada

- Associate Professor, Department of Psychology
- Research psychologist @ Azusa Pacific University
- Integrated Substance Abuse Programs @ UCLA
- Expertise:
  - Adolescent and Young Adult Health Status
  - Disparities in Health
  - Substance Use Disorder
  - Program Development and Evaluation
  - Research Methods

Drug Medi-Cal Grant Progress

- Dr. Rachel Gonzales-Castenada hosted 2 webinars in November for Shasta County Youth Substance Use Disorder Committee:
  - Identifying & Addressing Youth Substance Use Risk & Disorders
  - Developmental Framework
- Identifying an evidence based substance use screening tool for youth:
  - CRAFFT (Car, Relax, Alone, Forget, Friends/Family, Trouble)
  - S2BI (Screening to Brief Intervention)

First Step should be Screening

Routine screening for substance use health behaviors aligns with:

- ✓ The EPSDT Medi-Cal benefit
- ✓ National recommendations as a Best Practice by professional bodies:
  - National Institute of Drug Abuse
  - National Institute of Alcohol Abuse and Alcoholism
  - American Academy of Pediatrics
  - Substance Abuse Mental Health Service Administration
  - California Society of Addiction Medicine

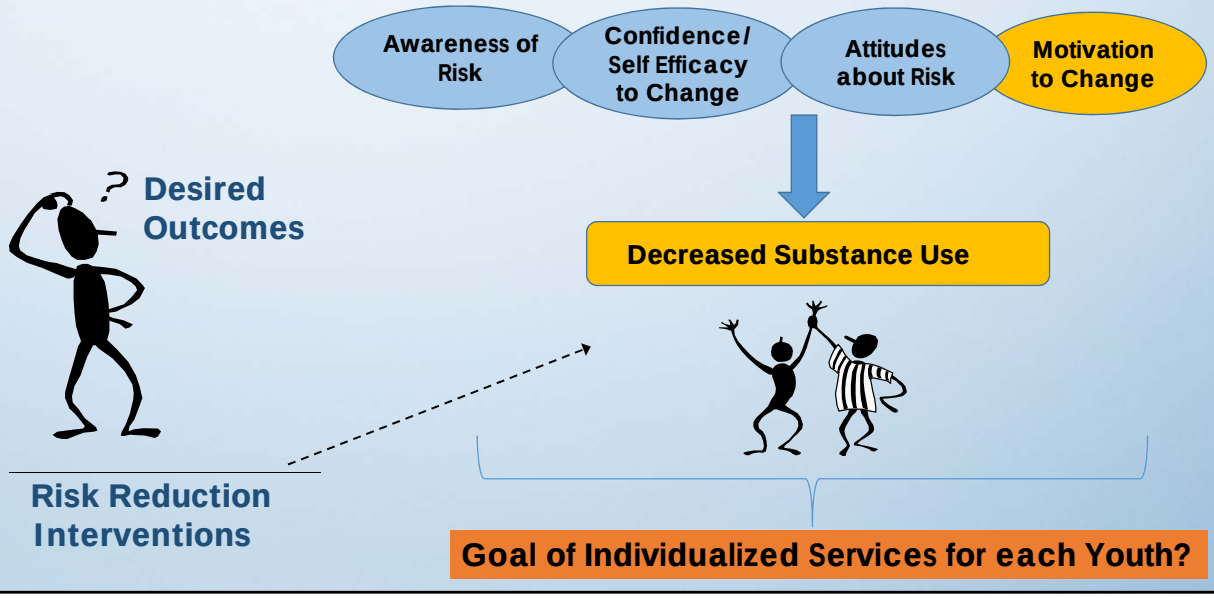
- o Identifies (flags) Risk that **warrants further assessment**
- o Helps reduce stigma and increase engagement in necessary services

Principles of Effective Screening

- ❖ **Efficient** - Quick, easy to administer, and compatible with electronic medical records
- ❖ **Comprehensive** - screens for tobacco, alcohol, other drugs commonly used by youth
- ❖ **Effective** – validated to identify risk among youth populations

NIDA, 2016; Adolescent SBIRT Toolkit for Providers. May 2015. https://www.mcpap.com/pdf/S2BI%20Toolkit.pdf

Risk Reduction Intervention Target Outcomes (compared to SUD Treatment)



Best Practice: Coordinating Provision of Services that Address Risk and Promote Protective Factors

- Positive health – physical development and regulation
- Healthy emotional development and management skills (anger, mood, self-esteem)
- Efficient cognitive skills (problem-solving skills)
- Supportive social relations (family, peer relationships)
- Presence of mentors and support for development of skills and interests
- Opportunities for engagement within school and community (dealing with legal issues)
- Physical and psychological safety

Linkages | Support Groups | Advocacy | Monitoring

Next Steps

- Grant funding ends June 2018
- Training in the Spring 2018 with Dr. Rachel Gonzales-Castenada to include:
  - Motivational Interviewing
  - Implementing the evidence based screening tool
  - Serving the Family Systems
  - Importance of peer roles in culture
  - Cognitive Behavioral Therapy
  - Co-occurring Case Management

Directors' Report – January 3, 2018

Mental Health, Alcohol and Drug Advisory Board (MHADAB)

CURRENT ISSUES:

- **Community Education Committee:** The Community Education Committee has changed its name to the Stand Against Stigma Committee. The committee's work has evolved since it was formed in 2006, when MHSA was first implemented in Shasta County. Stand Against Stigma has become the name the community associates with the group's mission, "To work to promote mental wellness, increase community awareness of mental health and end the stigma surrounding mental illness and substance abuse." The change provides clarity of purpose and more accurately reflects what those involved in the program do today.

Adult Services Branch Update

- **Assisted Outpatient Treatment / Laura's Law:** The county is planning on providing an informational update presentation to the Shasta County NAMI chapter in February (time and location TBD). The county has been in meetings with the contracted provider (Hill Country) to finalize important referral processes and documentation requirements.

- **Whole Person Care (WPC) Pilot Project:** The pilot continues to move forward and increase the number of individuals enrolled.

- **Crisis Intervention Team (CIT) training:** The Shasta County AB 109 Community Corrections Partnership approved training dollars to provide 2 local trainings during 2018. The first 3-day training is tentatively scheduled for April 23-25. The lead trainer is a retired law enforcement officer who has gathered a team of professionals to provide a truly 'law enforcement' focused training. The trainer works with local agencies, including NAMI, to provide a well-rounded educational opportunity that truly benefits officers on the street. Feedback from other counties who have received the training from this group have been extremely positive.

- **Alcohol and Drug Programs:** Aegis's methadone medication dispensing office continues to provide services to Shasta County residents. On December 12, 2017, the Board of Supervisors approved an agreement with Aegis in a unanimous vote. To date the office has been running smoothly, and the plan is still to consider expand services to a full Narcotic Treatment Program (NTP) clinic sometime later in 2018.

- The next ADP Provider meeting is scheduled for Wednesday, February 28, 2018, 10:00 am at the Boggs Building.

Children's Branch Update:

- **Youth Substance Use Treatment:** On site trainings set to begin in March 2018 to increase mental health professional's knowledge and skills regarding SUD treatment.

- **Adverse Childhood Experiences:** Master trainers are busy making presentations about ACEs all over the county. Anyone interested in having an ACE master trainer present to you or a group you know please request the training at http://www.shastastrongfamilies.org.

- **Children's Services Branch:** Outpatient Mental Health Services are moving downtown to 1560 Market Street! In January 2017, all Children's Services will be located downtown in or near the Downtown Promenade.

Board of Supervisor Staff Reports (November-December)

- California Department of Health Care Services Performance Agreement for Fiscal Year 2017-18
- Reappointments to the Shasta County Mental Health Alcohol and Drug Advisory Board (MHADAB).
- Agreement with the State of California Department of Health Care Services for Substance Use Disorder Services
- Agreement with Gold Home for Residential Care Facility Services
- Intergovernmental Transfer Letter of Interest
- Renewal agreement with Wright Education Services, A Licensed Clinical Social Worker Corporation
- Agreement with Shasta County Office of Education
- Renewal agreement with Family Dynamics Resource Center
- Agreement with County Medical Services Program Administered by Advanced Medical Management, Inc.
- Agreement with Aegis Treatment Centers, LLC for Narcotic Replacement Therapy Services