

Behavioral Health Equity Cultural Competence



Community Engagement Activities

BHRS on SOCIAL MEDIA

BHRS is embracing the digital age by transforming our storytelling approach to spotlight the dynamic efforts of our department through videography/photography/graphic design/etc.

From engaging social media content to impactful outreach initiatives, we're here to connect, inform, and engage with our community.

Follow us on Instagram **@stancobhrs** and use the hashtag **#stancobhrs**.



PREVENTION



Prevention Efforts Throughout the last two years, BHRS has engaged in various Community Planning Processes (CPP) to seek stakeholder and community input regarding the services that BHRS provides. A consistent theme was identified that there are barriers in understanding how to access behavioral health services and how to navigate the behavioral health continuum of care. Moreover, stakeholders and broad community members recognize that there is a significant opportunity

in the areas of access and linkage to connect BHSA priority populations and marginalized communities to behavioral health services within Stanislaus County. As a result of this feedback, BHRS recommended BHSA Prevention funding to support increased efforts in the following areas:

Promotores/Community Behavioral Health Outreach Workers (CBHOW)

Outreach for Increasing Recognition of Early Signs of Mental Illness As follow up to the Suicide Prevention Innovations Project that was concluded in September 2019, BHRS recommended utilizing MHSA PEI funding that formed a Suicide Prevention Education Coalition (SPEC) during fiscal year 2023-2024 and continuing in 2024-2025.

Prevention services are intended to prevent mental illnesses from becoming severe and disabling (9 CCR § 3200.245) and the component has five (5) categories:

Prevention is defined as a set of related activities to reduce risk factors for developing a potentially serious mental illness and to build protective factors. The goal of these programs is to bring about mental health including reduction of the applicable negative outcomes listed in Welfare and Institutions Code Section 5840(d) because of untreated mental illness for individuals and members of groups or populations whose risk of developing a serious mental illness is greater than average and, as applicable, their parents, caregivers, and other family members (9 CCR § 3720).

Early Intervention is defined as treatment and other services and interventions, including relapse prevention, to address and promote recovery and related functional outcomes for a mental illness early in its emergence, including the applicable negative outcomes listed in Welfare and Institutions Code Section 5840(d) that may result from untreated mental illness)9 CCR § 3710).

Stigma and Discrimination Reduction services are direct activities to reduce negative feelings, attitudes, beliefs, perceptions, stereotypes and/or discrimination related to being diagnosed with a mental illness, having a mental illness, or to seeking mental health services and to increase acceptance, dignity, inclusion, and equity for individuals with mental illness, and members of their families (9 CCR § 3725).

Access and Linkage to Treatment is a set of related activities to connect children with severe

mental illness, as defined in Welfare and Institutions Code Section 5600.3, and adults and seniors with severe mental illness, as defined in Welfare and Institutions Code Section 5600.3, as early in the onset of these conditions as practicable, to medically necessary care and treatment, including, but not limited to, care provided by county mental health programs (9 CCR § 3726).

Suicide Prevention is organized activities that the County undertakes to prevent suicide because of mental illness. This category of programs does not focus on or have intended outcomes for specific individuals at risk of or with serious mental illness (9 CCR § 3730).

At least 51% of PEI funding must be dedicated to serving individuals 25 years or younger (9 CCR § 3706 (b)).

Below is a breakdown of the goals and objectives conducted by the department for our underserved, hard-to-reach, homeless, and other identified target population during fiscal year 2023-2024.

Suicide Prevention



Suicide Prevention and Education Coalition (SPEC)

Suicide is a complex and tragic public health issue that affects individuals, families, and communities. The **Stanislaus County Blueprint for Action: A Suicide Prevention and Education Guide** comes at a critical moment. In Stanislaus County, the rate of suicide has been a significant concern for many years, prompting the need for a comprehensive and coordinated prevention and education plan.

This Blueprint aims to reduce—and ultimately eliminate—death by suicide through an integrated approach that includes education, intervention, support, and communication strategies. By engaging

various key partners, including healthcare providers, schools, community organizations, and residents, the Stanislaus County Suicide Prevention and Education Coalition (SPEC) is confident we can create increasingly supportive and protective environments that promote mental well-being and prevent death by suicide across the county.

During the period from 2013 to 2016, 207 Stanislaus County residents died by suicide, equating to nearly one suicide death every week. For every suicide, 115 people are directly and indirectly impacted. Suicide takes an emotional toll on families, affects the well-being of the larger community, and carries a heavy societal cost burden.

The primary purpose of these initial Coalition gatherings was two-fold. First, to develop an action plan, which is outlined in the following pages. Second, to design an effective and sustainable coalition of partners who could continue to meet in perpetuity to monitor and respond to suicide data from across the county.

Despite many years of good and powerful work preventing suicide, the service system in Stanislaus County—comprising local agencies, community-based organizations, non-profits, and schools—continues to operate in silos. Based on best practices and widely recognized research on effective strategies to combat death by suicide, including a 2019 recommendation...

Today, we have a deeper understanding of suicide than ever before. Like other public health challenges, suicide is influenced by a multitude of factors, making it a complex issue. Therefore, our strategies and interventions must be comprehensive, forming an ecosystem of activities that prioritize our most vulnerable populations while impacting everyone in our county. Effective suicide prevention efforts require the collective involvement of public health, mental health, healthcare, business, media, faith communities, and more. Both qualitative and quantitative data must guide our direction.

The Stanislaus County Suicide Prevention and Education Coalition (SPEC) emphasizes the need for our work to become more coordinated, innovative, and inclusive of communities, residents, neighbors, people with lived experience, and all those closely affected by the issue. A well-organized system of service providers alone is not sufficient.

With this in mind, we present an initial set of strategies and concepts aimed at reducing and ultimately eliminating death by suicide in Stanislaus County. We are committed to the long journey ahead, working together to learn and adapt so that all residents and families in Stanislaus County can thrive.

2023-2024 BHRS highlights of events!

Prevention

A video compiling the Prevention events for the FY 2023-2024 can be seen at this link:

<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fio%2FpC2dO433&data=05%7C02%7CLErvin%40stanbhrs.org%7C06592647f0224f2814ca08dce25afb50%7Ce73b77d83dbd4d4e8d82f3153670356d%7C0%7C0%7C638634127720464531%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTil6lk1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=6Dp4lh0o2PYKFkeDJ2939xm8VEoKfQkTCbzskcA2mEw%3D&reserved=0>

Modesto Out of the Darkness Walk 2024



BHRS Prevention Services is joining the local chapter of the American Foundation for Suicide Prevention (AFSP) again in its mission to save lives and bring hope to those affected by suicide. We are inviting you to join **Stanislaus BHRS "Live Vive" Team** on **Saturday September 28, 2024**, for the Modesto Out of the Darkness Walk at **MJC West Campus**.

The Modesto Out of the Darkness Walk 2024 had **742** registered participants.

Not My Child 5K Walk/Run

REGISTER NOW!
08/31/24
8am - 11am
MJC - West Campus

5K
Walk/Run
Information/Registration
visit www.StanRx.net,
scan, or click the QR code
below:



Not My Child



IT COULD HAPPEN TO ANYBODY'S CHILD!

Join us for the 3rd Annual
Stanislaus County 5K Run/Walk
RAISING AWARENESS OF DRUG POISONING AND OVERDOSE DEATHS.



¡Regístrese Ahora!
08/31/24
8am - 11am
MJC - West Campus

5K
Caminata/Carrera
Información/Registración
visite www.StanRx.net,
escanee o haga clic el
código QR:



No a Mi Hijo



Acompáñenos para la tercera caminata/carrera anual de 5K del condado de Stanislaus para aumentar el conocimiento sobre los envenenamientos y sobredosis fatales por el uso de sustancias

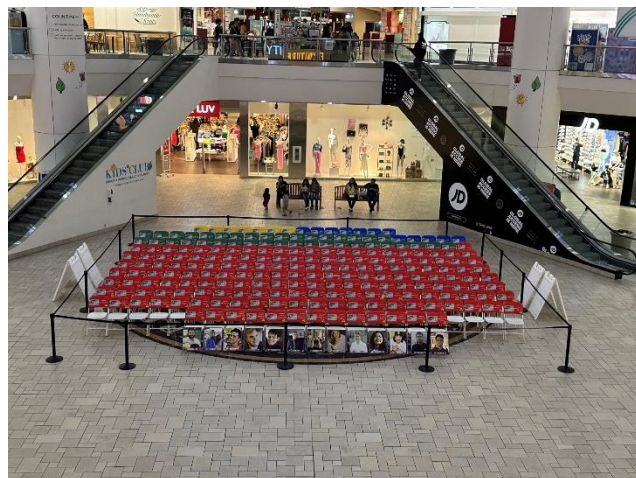
¡LE PODRÍA PASAR AL HIJO DE CUALQUIERA!



The Not My Child 5K Walk/Run is fast approaching! This free event aims to raise awareness about drug-related poisoning and overdose deaths and to reduce the associated stigma. The event will be held on Saturday, August 31st, from 8 am to 11 am at the MJC West Campus. Registration is open now through 7:30 am on the event day. However, only those who register before July 31st are guaranteed an event shirt and finisher medal. You can register here, [2024 Stanislaus County Not My Child - 5K Walk/Run Tickets, Sat, Aug 31, 2024 at 8:00 AM | Eventbrite](#).

The Not My Child 5K Walk/Run had **659** registered participants.

FENTANYL IN STANISLAUS COUNTY



Stanislaus County Behavioral Health and Recovery Services recently hosted an event to raise awareness of drug-related poisoning and overdose deaths. The event took place May 3rd through May 7th (National Fentanyl Awareness Day). The event was organized by Prevention Services and held at Vintage Faire Mall in Modesto, 213 empty chairs were on display to commemorate Stanislaus County victims lost to drug-related poisoning and overdose in 2023, plus our StanHOPE families. The event offered information, resources, Fentanyl and Xylazine test strips, and Naloxone to mark National Fentanyl Awareness Day. Attached is a photo of this powerful display.

Please click the link here for KCRA's coverage of the event. [Fentanyl overdose victims memorialized at mall in Modesto \(kcra.com\)](https://www.kcra.com/story/news/health/2023/05/07/fentanyl-overdose-victims-memorialized-at-mall-in-modesto/7025557002/)

Fentanyl Facts:

- Fentanyl is involved in more deaths of Americans under 45 than any other cause.
- Fentanyl is involved in more American youth drug-related deaths than heroin, methamphetamine, cocaine, benzodiazepines, and Rx drugs combined.
- Fentanyl-involved deaths are fastest growing among 14-23-year-olds.
- Overdose deaths linked to synthetic opioids, like fentanyl, tripled among teenagers in the last two years.
- In Stanislaus County we're losing an average of **4 – 5** community members **every week**. Most of these deaths are fentanyl related.

Change 2024 Regional High School/Youth Film

Johansen High School wins **First Place** in the Directing Change 2024 Regional High School/Youth film contest. Directing Change is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and promote the mental health and wellness of students. In collaboration with Stanislaus County Behavioral Health & Recovery Services and Directing Change, we want to congratulate the JHS students on their Prevention work: Dominic Gonzalez, Shivikaar Singh, Cesar Corona, Devin Appleby, and their dedicated advisor Nicolas Garcia, for making history as the first-ever First Place award recipients from Stanislaus County! Check out their award-winning short film "Fortress" here, <https://vimeo.com/918506357>

BHRS Prevention Radio Station Program

The Radio UPCM (Unidos Por Cristo y Maria) is a non-profit Catholic radio station broadcasting on three frequencies: 1390 AM, 102.1 FM, and 105.9 FM (Spanish). Additionally, there is an app available for listening on smartphones called UPCM Official. We record our programs on Facebook, Twitter, YouTube, and Instagram, and we receive messages via WhatsApp.



There are various providers and partners from across the county to share the services they offer to our communities, especially those most in need and underserved. Radio coverage includes Fresno, Merced, Los Banos, Stockton, Lodi (San Joaquin County), Stanislaus County, Alameda County, Merced County, Mother Lode County, and other areas where people use the app. Jose's Radio program airs weekly on Thursdays from 4:00 PM to 6:00 PM.

The content is solely for informational, educational, and resource purposes for the Latino community, and the presenters are responsible for their expressions and the context of the material presented. Attached is the outline radio station use every week, along with the names and institutions of those who will be presenting in the month of October 2024. During the program, Jose includes a *disclaimer stating that Stanislaus County is not responsible for the material presented during those hours.*