

Now Playing:
Never a Bother Spotify Playlist

← Scan the code in your Spotify app



Quarterly Public Webinar

September 12, 2024



OFFICE OF THE CALIFORNIA SURGEON GENERAL



Agenda

Topic	Sub-topics
Welcome and Today's Agenda CYBHI Initiative-Wide Updates	<ul style="list-style-type: none"> • Media Acknowledgement • Back to School Toolkit
California Department of Public Health, Office of Suicide Prevention	<ul style="list-style-type: none"> • Suicide Prevention Awareness Month • Youth Suicide Reporting and Crisis Response
Office of the California Surgeon General	<ul style="list-style-type: none"> • Live Beyond • Safe Spaces
Department of Health Care Access and Information	<ul style="list-style-type: none"> • Wellness Coaches • Broad Behavioral Health Workstreams • Open Doors
Department of Health Care Services & Department of Managed Health Care	<ul style="list-style-type: none"> • Behavioral Health Continuum Infrastructure Program (BHCIP)
California Department of Public Health, Office of Health Equity	<ul style="list-style-type: none"> • Local Level Campaign • Youth Co-Lab
Q&A	

Initiative Wide Updates

Dr. Sohil Sud (CalHHS/CYBHI)



OFFICE OF THE CALIFORNIA SURGEON GENERAL





Back-to-School Month Campaign



Social Media



Free Downloads



Quiet the Inner Critic

The words you say to yourself matter. When the harsh words begin, take a moment to pause and be kinder to yourself - as if you were talking to a friend.

Instead of...	Try...
I don't know what I'm doing. This is too difficult.	I can do hard things. I can learn. I can try again.
I'm scared.	I've made it this far and I am capable of facing the challenge.
I'm not good enough.	I am good enough and I trust myself to succeed.
I need to do this perfectly.	Progress and growth over perfection. Let's take it one step at a time.
I made another mistake. Why am I like this?	I'm only human and humans make mistakes. What can I learn from this?
I'm worthless.	I am deserving of love, peace and happiness. Just like everyone else. I owe it to myself to keep going.

This is a Safe Space.

5-4-3-2-1 Grounding Practice

Use this practice to ground yourself in the present moment. This can be helpful when you're feeling overwhelmed, anxious or stressed.

- 5 things you can see**
- 4 things you can feel**
- 3 things you can hear**
- 2 things you can smell**
- 1 thing you can taste**

This is a Safe Space.

Tips



AT THE CENTER

BACK-TO-SCHOOL TIPS



ft.
shailen
dawkins

CYBHI
Children and Youth
Behavioral Health Initiative



Shailen Dawkins



Resources such as palm cards, posters, talking points, and more to learn about youth suicide prevention and how to support youth before, during, and after a crisis.

[Learn More ▶](#)



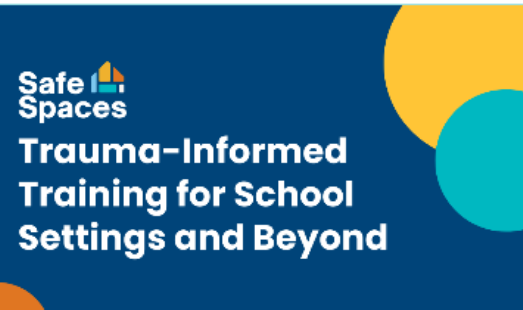
Resources to learn about Adverse Childhood Experiences (ACEs) and toxic stress, along with strategies to heal.

[Learn More ▶](#)



Practical, evidence-based information and skills to address common parenting challenges.

[Learn More ▶](#)



An online training for TK-12 educators, early care providers, and all who interact with children and youth to recognize and respond to trauma and stress.

[Learn More ▶](#)

...and the library of resources across CYBHI.

Suicide Prevention Awareness Month

Sara Mann, MPH
Section Chief



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL



Please Take Care of Yourself

Suicide is a very delicate topic.
Emotions may rise to the surface.

*Many of us are loss survivors, attempt survivors, and
people with lived experience.*

Please make taking care of yourself a priority,
during and after the presentation.

If you or someone you know needs support
Call or text 988 to reach the Suicide and Crisis Lifeline

Office of Suicide Prevention (OSP)

Mission Statement

The mission of the OSP is to address the root causes of suicide and self-harm injuries through strong partnerships, dissemination of data, and promotion of evidence-informed public health prevention strategies that create safe and healthy communities across California.

- Focus on groups disproportionately impacted by suicide, including youth, Native American youth, older adults, veterans, and LGBTQ people.

Never a Bother

Youth Suicide Prevention Media and Outreach Campaign

Co-created by youth, the goal of the [Never a Bother](#) campaign is to reduce suicide ideation, attempts, and deaths by increasing awareness and utilization of resources, services, and supports among California youth up to age 25 who are disproportionately impacted by suicide.

Key Activities:

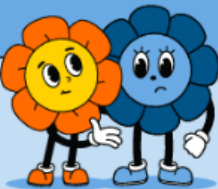
- Media campaign in 46 counties (digital statewide)
- [33 local grantee programs](#) amplifying the campaign and implementing local youth suicide prevention programming
- Comprehensive project evaluation



Every person and organization in California can play a role in suicide prevention.

I'm here for: Me **My friend** Youth in my care

Suicide warning signs



Warning signs.
*Be especially concerned if behavior is new, increased, or seems related to a painful event.

- Talking/texting about — or making plans for — suicide
- Expressing **hopelessness** about the future
- Showing **severe emotional** pain or distress
- Showing **worrisome behavior changes**, like:
 - Withdrawal from or changes in social connections
 - Changes in sleep (increased or decreased)
 - Increased irritability
 - Anger or hostility that seems out of character/out of context
- Giving away **things** they care about (e.g. jewelry, clothing, tech)

- Learn the **warning signs of suicide, crisis resources, and how to support yourself or a friend** and familiarize yourself with the [988 Suicide & Crisis Lifeline](#).
 - For Youth: [Never a Bother](#)
 - For Youth and Adults: [Know the Signs and Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#)
- Check out [how to message](#) about **suicide prevention** safely and effectively.

Suicide Prevention Awareness Month

September 2024

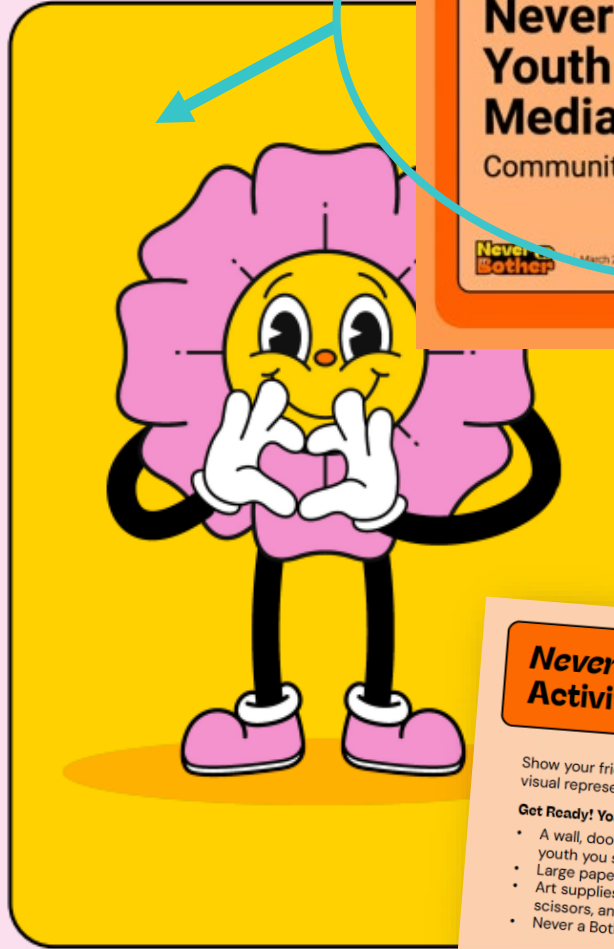
- **World Suicide Prevention Day – Tuesday, September 10th**
 - [World Suicide Prevention Day Toolkit](#) **#ChangeTheNarrative**
- **Suicide Prevention Week – Sunday, Sep 8th – Saturday, Sep 14th**
 - [Never a Bother School & Community Activities](#)
 - [BeThe1To Activities](#)
 - [Youth Creating Change Suicide Prevention Month Activities & Resources](#)
 - American Foundation for Suicide Prevention [Out of the Darkness Walks](#)

Never a Bother Activities

Create *Never a Bother* Spaces

Feeling supported by friends, family, and connected to one's community can be a protective factor for suicide. Identify yourself as an approachable and trusted adult and let young people know that you are comfortable to talk about anything they need, including suicide; and, should they ever come to a point where they are questioning their reasons for living, you will be there to listen and support them. Creating this safe space *at a time when there is no crisis* is one way we can play a role in suicide prevention.

- Decorate your door, youth room, or another space, with welcoming statements that reassure young people that they are never a bother and your door is always open. See [Never a Bother Activity Tip Sheet](#) to get started.
- Download *Never a Bother* [characters](#) and put them up in public and digital spaces, and add them to your email signature.



Campaign Community Partner Toolkit Guide

Never a Bother Youth Suicide Prevention Media Campaign Community Partner Toolkit

Never a Bother March 2024

© 2024 California Department of Public Health. Funded under contract #23-18891.

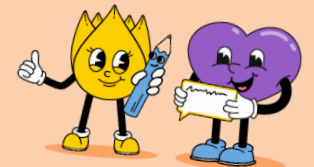


Never a Bother Youth Engagement Activity Tip Sheet

Show your friends or youth in your care that they are never a bother by creating a visual representation that invites them to reach out for support if needed.

Get Ready! You'll need.

- A wall, door, or other space visible to youth you serve or in your community
- Large paper to cover door/space
- Art supplies (colored paper, tape, glue, scissors, and markers)
- Never a Bother prompt bubbles



Step 1. CREATE

The Five Action Steps

#BeThe1To Created by the 988 Suicide and Crisis Lifeline

- **ASK** | Ask the question “Are you thinking about suicide?” and whether they have a plan.
- **BE THERE** | Be physically present, on the phone, or any other way that shows support.
- **HELP KEEP THEM SAFE** | Secure objects like firearms and medication
- **HELP THEM CONNECT** | Help connect them with ongoing supports (like the 988 Lifeline, friends or family). Reassure, comfort, and support.
- **FOLLOW UP** | Follow-up in person, by phone or text to see how they’re doing.

[Visit *#BeThe1To* for more information.](#)



Youth Creating Change

Here are some actions you can take during Suicide Prevention Month and beyond:

- **Download the 2024 Suicide Prevention Week Digital Toolkit** in English ([Word](#) / [PDF](#)) and Spanish ([Word](#) / [PDF](#)).
- **Check in with the young people in your life. Remind them that they are never a bother and that you are here for them.**
- **Share information about the warning signs of suicide.** Pain isn't always obvious. Yet most people considering suicide show warning signs or signals of their intentions. The signs or changes in behavior may appear in their conversations, actions or social media.

These are of most concern if the behavior is new, has increased or seems related to a painful event, loss, or change.

- Download Warning Signs infographic graphic in English ([PDF](#) / [PNG](#)) and Spanish ([PDF](#) / [PNG](#)).



The 988 Suicide and Crisis Lifeline

Learning more about 988

- ▶ [What happens when you call 988?](#)
- ▶ [Personal stories – connecting with the lifeline for yourself or a friend](#)



More videos available on NeveraBother.org

Did You Know? You don't have to be suicidal or in crisis to call the Lifeline.

People call to get help supporting a friend or loved one, and to talk about coping with a variety of struggles: substance use, economic worries, relationships, sexual identity, abuse, mental and physical illness, and loneliness.





Suicide Prevention Awareness Month


OSP Resources

- OSP Social Media Shareables
- Collection of resources and promotional tools from suicide prevention partners

Protect your mental health.

Connect with friends, family and community.

Find coping skills that work for you, like exercise, deep breathing, or listening to music.



Talking about suicide openly and honestly can help save a life.

988 | SUICIDE & CRISIS LIFELINE

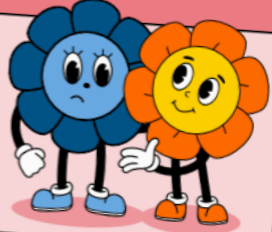


Understanding Why



Healing After Suicide Loss

Grief after a suicide death of a loved one is often more complicated than other losses, we may have experienced. **We may never know the answer to this question. Suicide involves complex factors and is not the result of a single event.** Those who die are usually seeking to end unbearable psychological pain that may have been apparent or hidden and not shared. A point was reached where the pain was greater than the person's resources to tolerate it or to see other solutions.



HEALING COMES FIRST

No two grief experiences are the same. The pain of loss may come and go like waves, or it may feel constant and overwhelming. Though you are in the middle of one of the most painful losses a person can experience, please know you are not alone. Many people find it helpful to connect with others that have experienced the loss of a loved one to suicide. **Below is a list of organizations and resources that can help you learn more about coping with suicide loss and how to connect with others who understand what you are going through.**

WHAT TO SAY

If you know someone who has lost a friend or family member to suicide, **the most important thing you can do is reach out and listen.** You can't solve their grief, but you can help them feel less alone. Offer your condolences and support the way you would to anyone who has lost someone close to them. Offer to help with meals or other tasks. Often loss survivors feel like their loved one has been reduced to how they died, so talk to them about how their loved one lived their life. For example, ask them about the activities their loved one enjoyed or their favorite song.


If you are talking to a child about suicide, it may seem gentler to avoid the conversation or conceal the cause of death, **more often than not children understand more than we realize. Have a conversation that is age-appropriate but also honest.** This can help build their trust and avoid contributing to the legacy of shame and secrecy surrounding suicide that can persist many years into the child's life. **Understand that depending on the child's age, they may have a different understanding of permanence, so be willing to have this conversation with them as often as needed to help them process their thoughts and feelings.**

RESOURCES

Friends for Survival is an organization dedicated to support those who are grieving a suicide death. Call the toll free Help Line at 800-646-7322 or visit [FriendsForSurvival.org](https://www.FriendsForSurvival.org)

Alliance of Hope is an online forum that offers healing and remembrance for those who have lost a loved one to suicide. Visit [allianceofhope.org](https://www.allianceofhope.org).

American Foundation for Suicide Prevention offers online resources for support after a suicide loss and a directory of local support programs. Visit <https://afsp.org/live-lost-someone/>



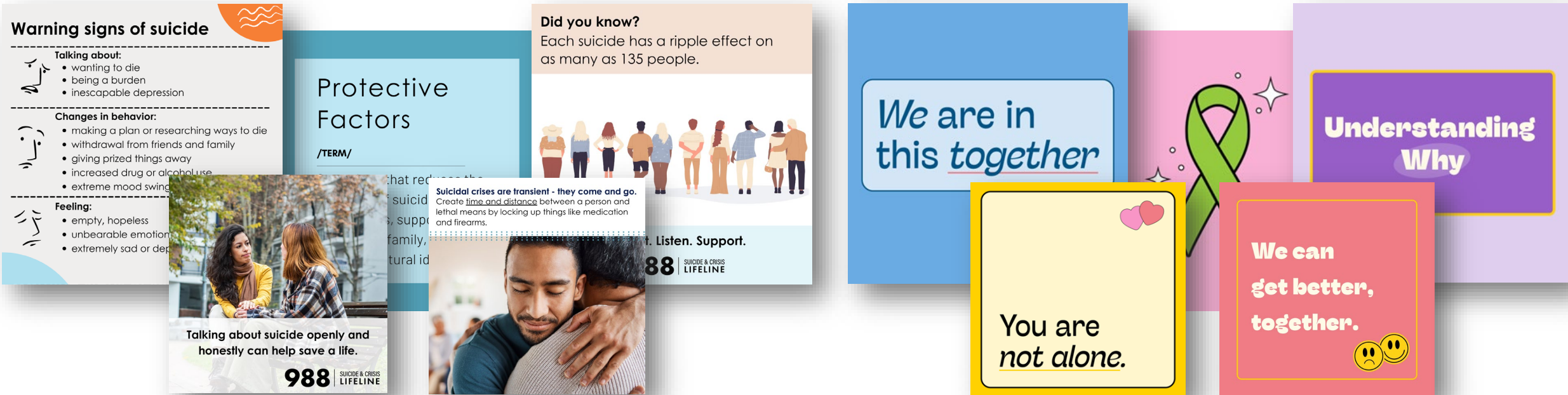
Social Media Shareables & Post-Loss Communications Resources

Suicide Prevention Shareables:

Statistics, Terms, Myth vs. Reality, Warning Signs, Lethal Means Safety, Prompts, Support, and Terminology

Post-Loss Communications:

Community Handout, What to Say, Resource Connections, Reasons for Hope, Reaching Out, and More



Suicide Prevention Awareness Month

Every person and organization in California can play a role in suicide prevention.

Never a Bother Materials

- Virtual Meeting Backgrounds
- Digital Toolkit:
 - 5 social posts
 - Pocket card
 - Affirmation cards
 - Virtual Meeting Backgrounds
 - Posters (Warning Signs, How to Start the Conversation)
 - Training deck on educating caregivers
 - Activity Tip Sheet for Youth



Digital Toolkit Resources

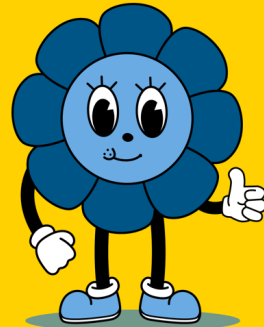
Training deck on educating caregivers + Facilitation Guide

Group Discussion

What I Wish My Parents

Tips for Engaging Parents, Caregivers, Allies, and Other Community Members

- **Offer childcare services.** Provide free or low-cost childcare during events or meetings so you remove the childcare barrier.
- **Provide food and refreshments.** Offering meals or snacks during meetings or events, especially those that are scheduled during meal times can boost attendance. If funding is a concern consider partnering with local businesses, local businesses, use apps like Too Good to Go for discounted food, or host a potluck.
- **Flexible scheduling.** Host events and meetings during evening hours or on weekends to accommodate working individuals.
- **Transportation assistance.** Provide transportation or a transportation voucher.



7

What you're going through is real.

I'm here to listen.

I know it may not always seem like it, but *you can talk to me* about anything. Anytime, anywhere.

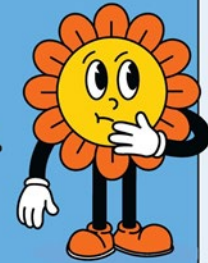
You're not alone, and your feelings matter. *You can count on me.*

Affirmation Cards

Posters

Make sure they know they are never a bother.

I want to talk to them. Where do I start?



Learning that your child is thinking about suicide can be a scary thing for a parent or caregiver. First of all, stay calm. And take their feelings seriously. Encourage your child to talk about why they are thinking about suicide. **Listen without dismissing or judging their feelings.**

- Ask about the behaviors you have noticed.
- Make sure your questions are open-ended.
- Get comfortable with silence and give them time to think.
- Don't worry about getting the words exactly right.
- Validate their feelings and let them know you're proud of them for sharing with you.
- Make sure they know they can come to you anytime, that they're **never a bother**.

Most importantly, ask directly. "Are you thinking about suicide?"

Asking questions won't put the idea in their head. Your child may be relieved that you brought it up.



Learn more icebreakers and responses at NeverABother.org

Call the Suicide and Crisis Lifeline at 988 any time (24/7) to get help right away.

What's Next?



- **Never a Bother Social Media Spotlight**
October 10th, World Mental Health Day
- **Expansion of Caregiver Materials:** Fall, 2024
- **Follow Never a Bother Socials to Stay in Touch!**
 - Instagram: [@neverabother](https://www.instagram.com/neverabother)
 - TikTok: [@neverabother](https://www.tiktok.com/@neverabother)
 - Facebook: [NeveraBotherCampaign](https://www.facebook.com/NeveraBotherCampaign)
 - YouTube: [@NeveraBotherCampaign](https://www.youtube.com/@NeveraBotherCampaign)
 - Spotify: [Never a Bother Public Playlist](https://open.spotify.com/playlist/neverabother)
- **Questions?** info@neverabother.org



Stay Connected with Us!

- Visit our [Suicide Prevention Program page](#)
- [Join our Suicide Prevention network listserv](#) to receive updates on new data and programmatic activities.
- If you have any questions, please contact CDPH's Suicide Prevention Team at Suicide.Prevention@cdph.ca.gov

California Department of Public Health (CDPH) Injury and Violence Prevention Branch (IVPB) Office of Suicide Prevention (OSP)

Sara Mann, MPH
Section Chief



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL



CDPH/OSP Youth Suicide Prevention Media and Outreach Campaign: *Never a Bother*



Campaign Goal: Reduce suicide ideation, attempts, and deaths by increasing awareness and utilization of resources, services, and supports among California youth up to age 25 who are disproportionately impacted by suicide.

Main Audience & Co-Creators: Youth through age 25 who are Black/AA, American Indian or Alaskan Native, and Hispanic/Latinx.

Funded Partners

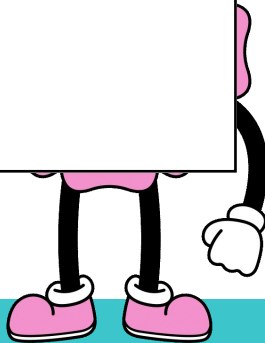
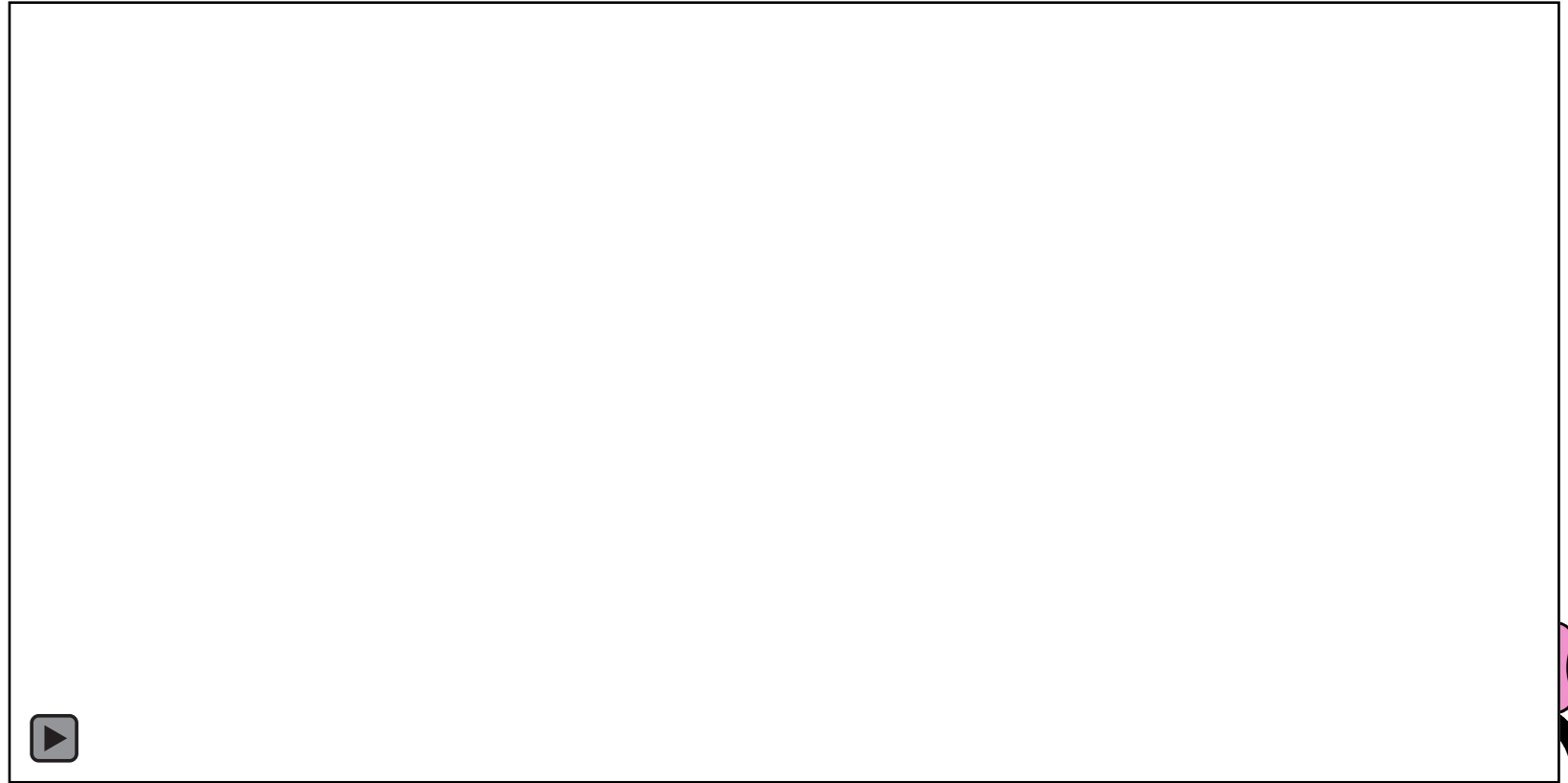
33 [Community-level suicide prevention projects](#) – Reach out to partners in your area and follow their work on social media!



Never a Bother Resources & Messaging

Never a Bother resource website for youth who are struggling, their peers, and adult allies. Community toolkit with campaign activation ideas and printable resources. Social, digital, and community media.

👍 Instagram & TikTok:
@NeveraBother



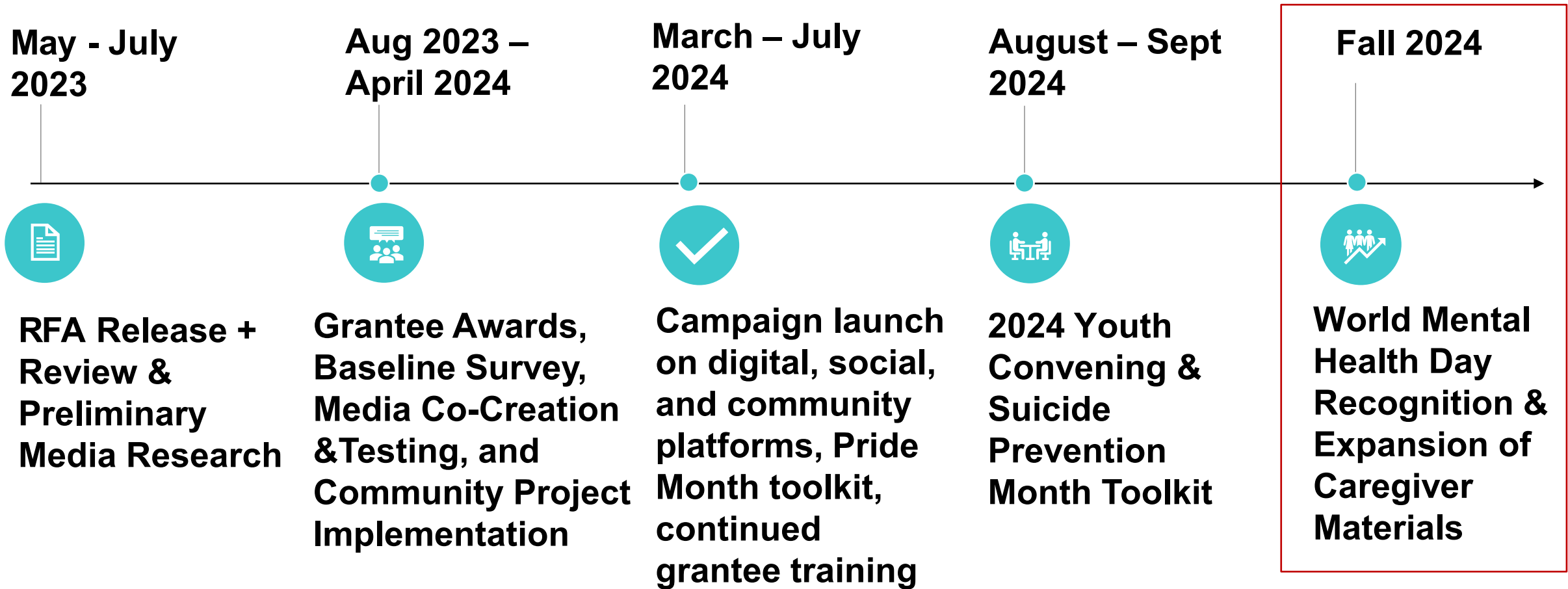
Tomorrow Together

2024 Youth Suicide Prevention Program Summit



CDPH/OSP Youth Suicide Prevention Media and Outreach Campaign

Timeline and Current Status



CDPH/OSP Youth Suicide Reporting and Crisis Response Pilot Program

Program Objective: Develop and test models for rapidly reporting and comprehensively responding to youth suicides and suicide attempts at the county level by providing crisis services and follow-up supports within school and community settings.

Ten counties selected to participate:

Alameda, El Dorado, Humboldt, Kern, Los Angeles, Riverside, Sacramento, San Diego, San Joaquin, and Solano

The pilot program will be designed by each county to:

- Complement and expand upon existing supports and services
- Identify and shrink gaps in rapidly reporting youth suicide deaths and attempts
- Strengthen rapid responses to suicide deaths and attempts to initiate crisis response services

CDPH/OSP Youth Suicide Reporting and Crisis Response Pilot Program

Timeline and Current Status

Jan – Feb
2023



Key Informant Interviews, Counties selected

March – Dec
2023



County Contracts Executed, Implementation Plans Finalized

Jan – June
2024



Activity implementation, Local-level Evaluation Plan Development

July – Sept
2024



Baseline System Flow Mapping

Oct 2024 –
June 2025



Continued Implementation of Activities & Local Partner Engagement

Office of the California Surgeon General

Berit Mansour
CA Health & Human Services Agency



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL





SAFE SPACES

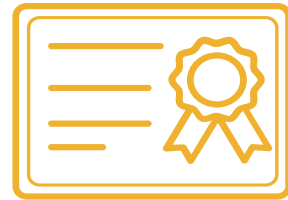
Foundations of Trauma Informed Practice for Educational and Care Settings



OFFICE OF THE
CALIFORNIA
SURGEON
GENERAL

SAFE SPACES PROGRESS TO DATE

4,000+ MODULES COMPLETED



8,000+ MODULES INITIATED



30+ MEETINGS + WEBINARS



15+ CONFERENCE KEYNOTES + BREAKOUTS



40+ PARTNERS ENGAGED



dear

educators,
administrators, and
classified staff



a joint letter from diana
ramos and tony thurmond

“It only takes **one individual** to make a difference for a child or youth who may be struggling. And together, our impact can have a **significant and positive ripple effect** – beyond the walls of our schools.”

MT. DIABLO UNIFIED SCHOOL DISTRICT





OFFICE OF THE
CALIFORNIA
SURGEON GENERAL

Live Beyond Campaign Update

live
beyond

September 12, 2024

HEALING ISN'T
LINEAR

Drew League Summer Partnership Wrap Up

Live Beyond x Drew League summer 2024 sponsorship wrapped with final Championship Game on 8/11

Partnership included:

- Branding/signage and pop up tent in gym
- Website and social media features, mentions, promotion
- Training camp sponsorship with NBA coach
- Content (video) capture and amplification of campaign messaging
- Reach to priority audience
- Opportunities for campaign subject matters experts to participate, including Dr. Eraka Bath, pictured here.

live
beyond



Drew League Summer Partnership Wrap Up

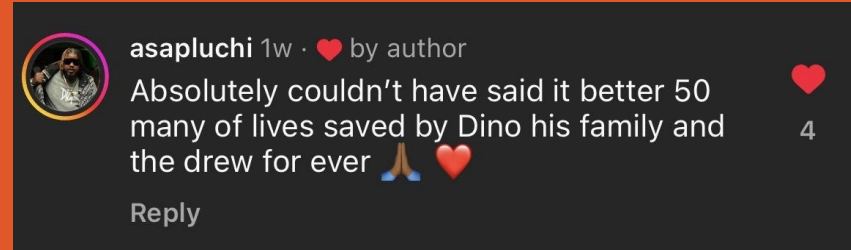
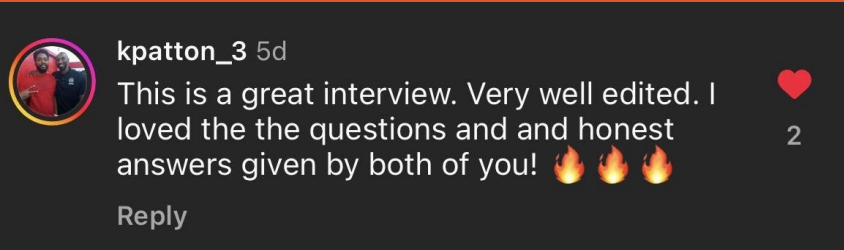
~1.1M impressions earned with partnership through social media as well as in-person camp attendance



Drew League Partnership - Video Collab

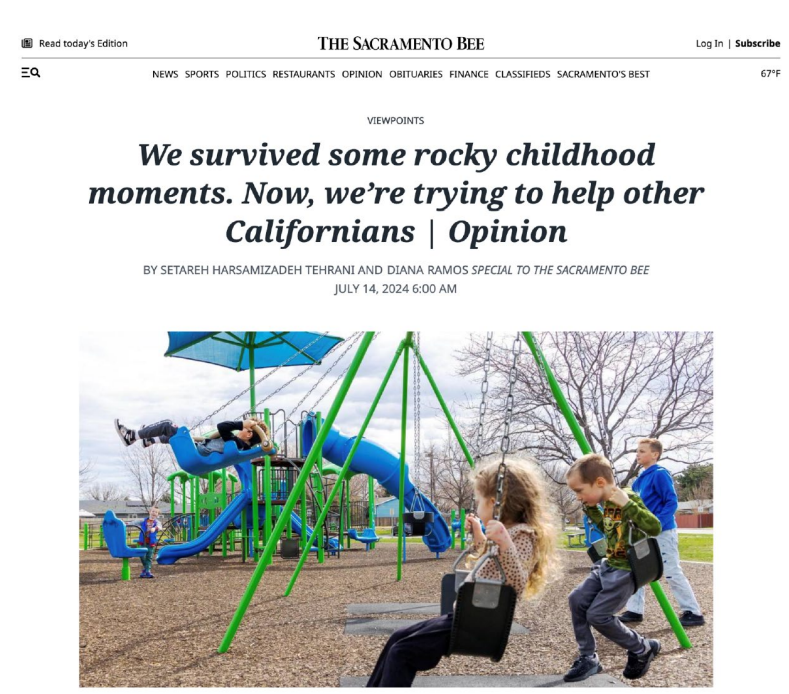
Multiple video vignettes created with

- **Big 50 and his son Tyrone Riley IV** having a conversation about overcoming adversity and managing their mental health,
- Streetball player and pro trainer **Bone Collector** and world-renowned NBA shooting coach **Chris Matthews** discussing trusted adults in their life growing up, how they mentor youth, and give back to their communities,
- **USC player Aaliyah Gayles** discussing how she's been healing from trauma, and a panel conversation with WNBA player and 2x Olympic medalist Angel McCoughtry, WNBA veteran Essence Carson, and Drew League Commissioner Chaniel Smiley talking about ACEs and how they support their wellness.
- Many supportive comments on social media show the content resonated with many.
- Additional vignettes available at <https://www.youtube.com/@livebeyondca>



Live Beyond in the News!

- Op-ed co-authored by Dr. Diana Ramos and Setareh Harsamizadeh Tehrani published in the [Sacramento Bee](#) on Sunday, July 14, 2024.
- The article was also published in the [Fresno Bee](#), [Merced Sun-Star](#), [San Luis Obispo Tribune](#), [Modesto Bee](#), and [Yahoo! News](#).




Read today's Edition THE SACRAMENTO BEE Log In | Subscribe

NEWS SPORTS POLITICS RESTAURANTS OPINION OBITUARIES FINANCE CLASSIFIEDS SACRAMENTO'S BEST 67°F

VIEWPOINTS

We survived some rocky childhood moments. Now, we're trying to help other Californians | Opinion

BY SETAREH HARSAMIZADEH TEHRANI AND DIANA RAMOS SPECIAL TO THE SACRAMENTO BEE
JULY 14, 2024 6:00 AM



I, Setareh Harsamizadeh Tehrani, remember the sound of my parents fighting when I was a child, glasses shattering. I was experiencing something known as an adverse childhood experience, but I didn't know it at the time. Now, I am a youth advisor trying to explain this trauma to others.

- “*My Therapist is Out*” podcast recording with Dr. Blosnich & Juniper took place on 7/12, podcast is now available to stream [HERE](#)



Live Beyond Activations! Community Science Day, 8/3

Live Beyond campaign team connected with youth and families at **Community Science Day in Oakland, CA**, in partnership with ACEs Aware and UCSF Children's Hospital.



Resources Now Available in Spanish, AAPI Languages, Arabic



حملة ما بعد التخطي

(Live Beyond)

إذا كانت هناك صدمة أصابتك فيما مضى، لكنها ما زالت تؤلمك، فلست وحدك.

تجرب الطفولة السلبية (ACEs) شائعة. يمكن أن تشمل تجارب الطفولة السلبية (ACEs) التعرض للإساءة أو الإهمال، وأن يكون المرء قد عاش مقدم رعاية ذا مشكلة نفسية أو مدمناً على المخدرات، أو من بصرية طلاق أو فقدان أحد الوالدين. يمكن للضغوط الضارة الناتجة عن تجارب الطفولة السلبية - (ACEs) باللغة الإنجليزية - التأثير في صحتنا النفسية والجسدية، وكذلك علاقاتنا، حتى في وقتنا الراهن. ولكن، لا يتأخر الوقت أبداً عن الشروع في التعافي.

فالتعافي قاب قوسين أو أدنى.
ابدأ رحلتك عبر livebeyondCA.org.




前方就是疗愈之旅

好消息是，获得支持并开始疗愈从来都不晚。睡一夜好觉、活动身体和关注心理健康等减压活动有助于疗愈。而且我们不必单靠自己。还可以获得训练有素的同伴支持者、心理健康治疗师和医疗服务提供者的帮助。要了解更多信息并查找其他资源，请访问 livebeyondCA.org。



减压良方

- 支持关系
- 优质睡眠
- 均衡营养
- 身体活动
- 正念练习
- 体验自然
- 心理弹性

下文提供一些将减压良方付诸行动的方法：

聚焦感官
如果可以，去散步。格外关注您经历的景象、气味和感受。查看 AllTrails 等应用程序，了解您附近的选择 — 无论您住在何处。

活动
全天休息 5 分钟，让身体活动起来。尝试走楼梯、做 25 个开合跳、瑜伽、跳绳、或者只是跳舞！

写下来
写日记是一种审视自己并了解自己感受的方式。同时能使人平静。回答以下提示：我今天的真实感受如何？我此刻需要什么？

深...
...呼吸。将手放在腹部，深吸一口气，腹部隆起，然后通过嘴慢慢呼气，感受腹部回落。

Empezar a sanar hoy.



puedes vivir mejor
puedesvivirmejorCA.org

puedes vivir mejor
puedesvivirmejorCA.org

Puedes sanar y vivir mejor
puedesvivirmejorCA.org

Puedes sanar y vivir mejor
puedesvivirmejorCA.org

puedes vivir mejor
puedesvivirmejorCA.org


Puedes sanar y vivir mejor
puedesvivirmejorCA.org

puedes vivir mejor
puedesvivirmejorCA.org

© 2024 Office of the California Surgeon General. Financiado por el contrato #2022-238-OSG.

on na nagbibigay ng suporta



Kung nakaranas ka ng mga relasyon mapanakit o nagdulot ng trauma, mahalagang maglaan ng oras para maghilom, at paligiran ang iyong sarili ng mga taong sumusuporta at tumutulong sa iyo na maging pinakamagaling. Ang pagiging bahagi ng mga mga relasyon na nagbibigay ng suporta ay makakatulong sa ating mga isip at katawan na maghilom mula sa stress. Gumawa ng listahan ng mga tao sa iyong buhay na nagpapaganda sa pakiramdam mo, at gumawa ng mga hakbang para makipagkonekta sa kanila sa nalalapat na panahon.



Suporta sa kalusugan ng pag-iisip

Maraming paraan para maka-access ng mga libreng one-on-one na serbisyo sa kalusugan ng pag-iisip na (24/7), kasama ang mga bahasang propesyonal na magbibigay sa iyo ng ligtas na espasyo: at suportang kaalangan mo. Ang pakikipag-usap sa tagapayo — o sa mga taong nagkaroon na mga katulad na karanasan — ay makakapagbigay sa iyo ng lakas at inspirasyon habang nilalampasan mo ang mga pagsubok.

Ang Soluna ay isang app na idinisenyo para sa mga kabataan at nakabatang adult sa California, na nagbibigay ng mga libre at kumpidensyal na session kasama ang mga live na coach at mga online na komunidad. I-scan para magsimula.

Isinasagawa ang paghilom

Mga tool at tip para matulongan kang patuloy na mabuhay sa kabila ng trauma at makontrol ang stress araw-araw.



Box breathing

Ang pagkakaroon ng kalmayan ay tungkol sa pagtuon sa kaalukuyan nang walang panghihanga mula sa nakalipas o mga pang-alala sa kinabanga. Nakakatulong ito sa atin na pagkalmahan ang ating mga isip at katawan kapag may mga nangyayari sa ating mga buhay na nagdudulot ng stress.

Ang box breathing ay isang espesyal na paraan ng paghinga na nakakatulong sa iyong katawan na mag-relax kapag nakakaramdam ka ng stress o pagkabalisa. Kapag ginawa ito, mapapabalag mo ang iyong puso, mapapa-relax mo ang iyong mga kalamnan, at mararamdaman mong mas kalmado ka sa pangkalahatan.



Mag-inhale nang 4 na segundo

Mag-exhale nang 4 na segundo

Pigiling humanga nang 4 na segundo

Pigiling humanga nang 4 na segundo



Meditasyon gamit ang musika

Tingnan ang aming Live Beyond playlist sa Spotify. Pumili ng kanta. Mag-relax at itaong ang iyong sarili. Ano ang nararamdaman ng karawan? ko? Ano ang ginagayon na nararamdaman mo sa pakikiting ng kantang ito? I-scan para i-play.




Pagtuunan ang iyong mga pandama

Kung magagawa mong maglakad, gawin ito. Mas pagtuunan pa ang mga nakikita, naamoy, at pakiramdam na nararanasan mo.




Baka mas malapit pa kay sa inaaasahan mo ang mga bukas na espasyo kung saan maaaring kumalma at magulay. I-scan para maghanap ng mga landas at parke na malapit sa iyo — saan ka man nakatira.

Mag-relax, huminga nang malalim, at tumukoy ng:

- 5 bagay na nakikita mo
- 4 na bagay na nahahawakan mo
- 3 bagay na naririnig mo
- 2 bagay na naamoy mo
- 1 bagay na nalalarahan mo




Matuto pa tungkol sa mga Adverse Childhood Experience (mga ACEs), toxic stress, at kung paano maghilom mula sa mga epekto ng mga ito sa livebeyondCA.org.

© 2024 Office of the California Surgeon General. Pinopondohan sa dalang kontrata #2022-238-OSG.

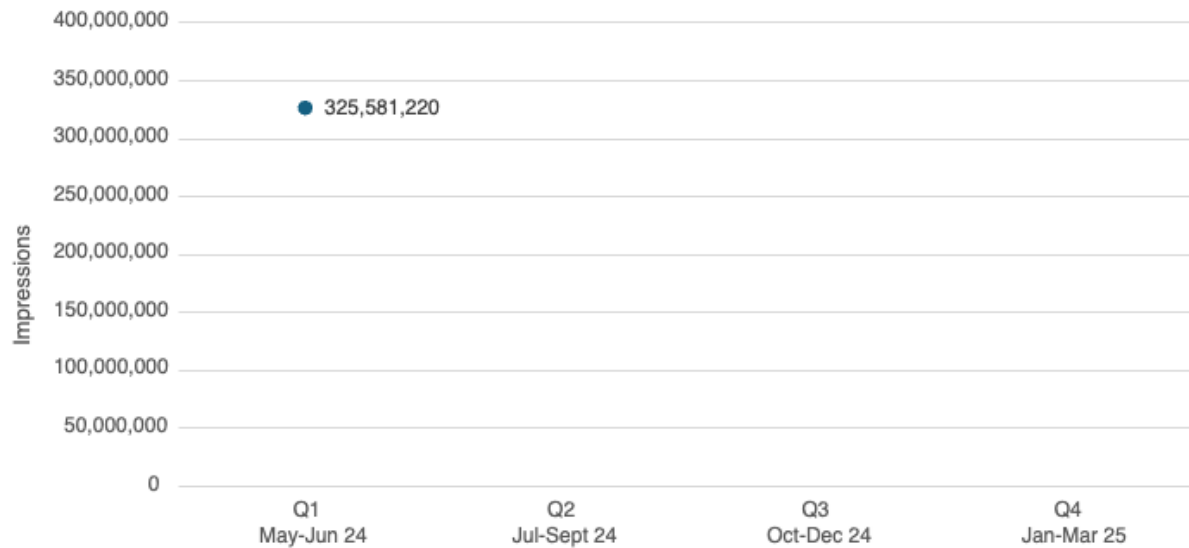
Campaign Reach

live
beyond

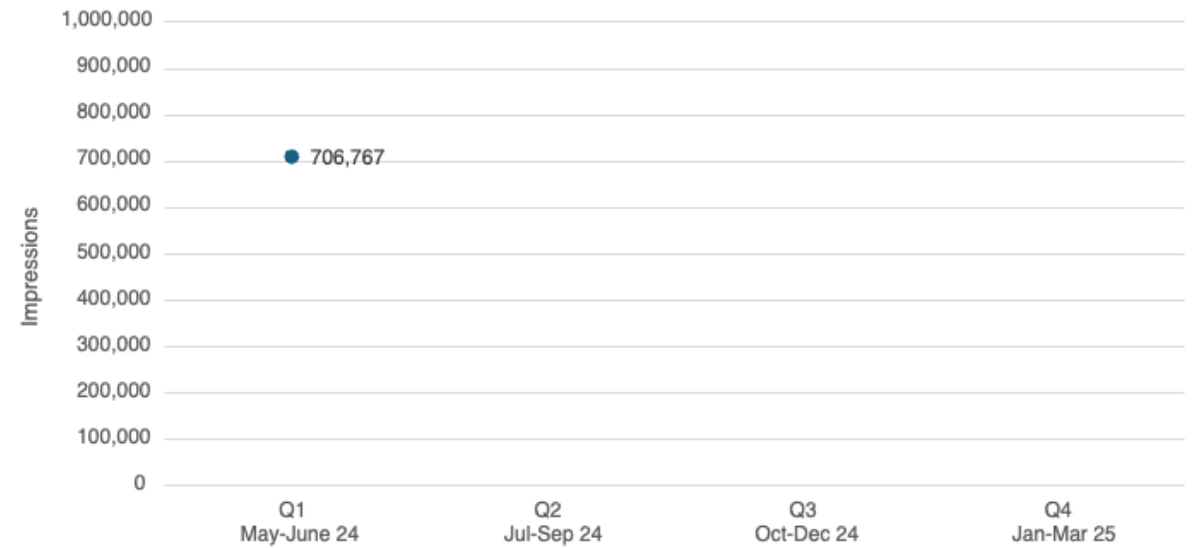


Q1 Campaign Reach, Paid & Organic Media

Live Beyond Paid Media Reach



Live Beyond Organic Social Media Reach



What's Next?

live
beyond



UGC Content Creation with Youth, Caregivers, & Other Adults Supporting Youth

- Through our networks and in partnership with The Social Changery, additional user-generated content for use on website and social is being developed by our audiences.
 - Content to align with phase 2 messaging, more focused on healing strategies and showing stress busters in action
- Working with Native Youth to co-create indigenized campaign elements, messages, and designs to reach Native and Tribal audiences



Photos from recent co creation workshop with Native/Tribal youth

What's Next?

- Live Beyond campaign sponsoring and distributing materials at large and small events throughout the state now through May 2025, starting with SD Wave partnership
- Twitch Live Stream on 10/10, aligned with World Mental Health Day



- Influencer partnerships with seven additional influencers activated in October
- Campaign 2.0 activation in November



The advertisement features a green background. At the top left is a white sunburst icon. To its right is a photograph of two women, one with her arm around the other, looking at something together. The text "We don't have to heal alone." is written in white, with "We don't" and "have to" in a bold sans-serif font and "heal alone." in a script font. Below this is the text "Get help in healing from Adverse Childhood Experiences (ACEs) and toxic stress." in white. Further down is a paragraph of smaller white text explaining ACEs and toxic stress. At the bottom left are the "live beyond" logo and the "OFFICE OF THE CALIFORNIA SURGEON GENERAL" logo. At the bottom right is a QR code and a small text box that says "And, for more information on where to get additional support, check out our patient guide here".

We don't have to heal alone.

Get help in healing from Adverse Childhood Experiences (ACEs) and toxic stress.

Your healthcare provider may screen you for Adverse Childhood Experiences (ACEs), which are stressful, potentially traumatic events that happened before you turned 18. Toxic stress from ACEs can impact your relationships, health, and overall well-being — but there are ways to heal. That includes proven, effective strategies you can start doing today. And, we don't have to do it alone.

Learn more about ACEs, toxic stress, and effective tips on how we can manage stress and heal together at livebeyondCA.org.

live beyond | OFFICE OF THE CALIFORNIA SURGEON GENERAL

And, for more information on where to get additional support, check out our patient guide here

© 2024 Office of the California Surgeon General. Funded under contract #2022-218-0180.

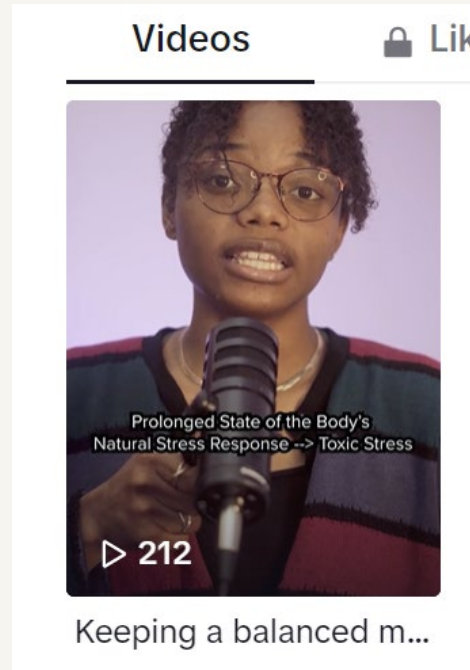
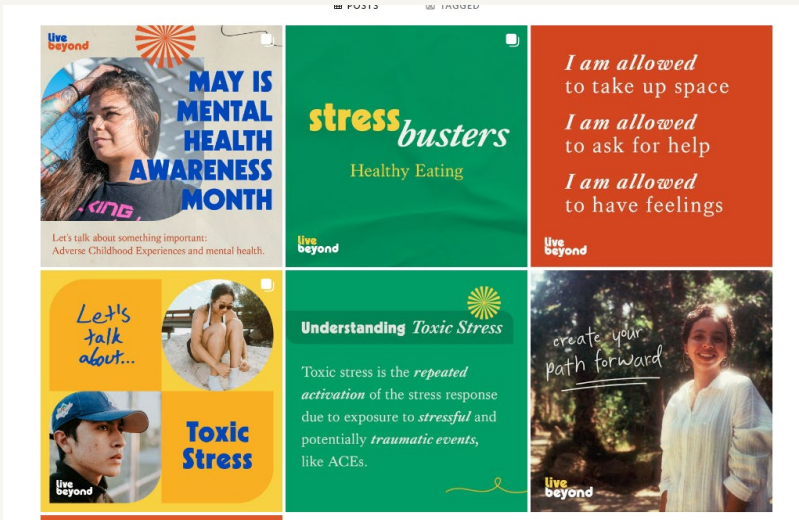
- “Accessing Help” Toolkit with materials to support patients seeking professional help. Launching October in partnership with ACEs Aware.

Follow *Live Beyond* on Social Channels!

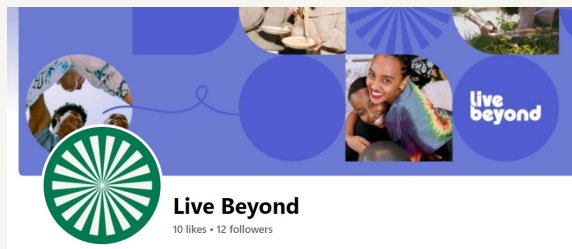
IG: [Instagram.com/livebeyondca/](https://www.instagram.com/livebeyondca/)



[tiktok.com/@livebeyondca](https://www.tiktok.com/@livebeyondca)



[Facebook.com/LiveBeyondCampaign/](https://www.facebook.com/LiveBeyondCampaign/)



Department of Health Care Access and Information (HCAI)

Dr. Sharmil Shah

Assistant Deputy Director

Office of Health Workforce Development



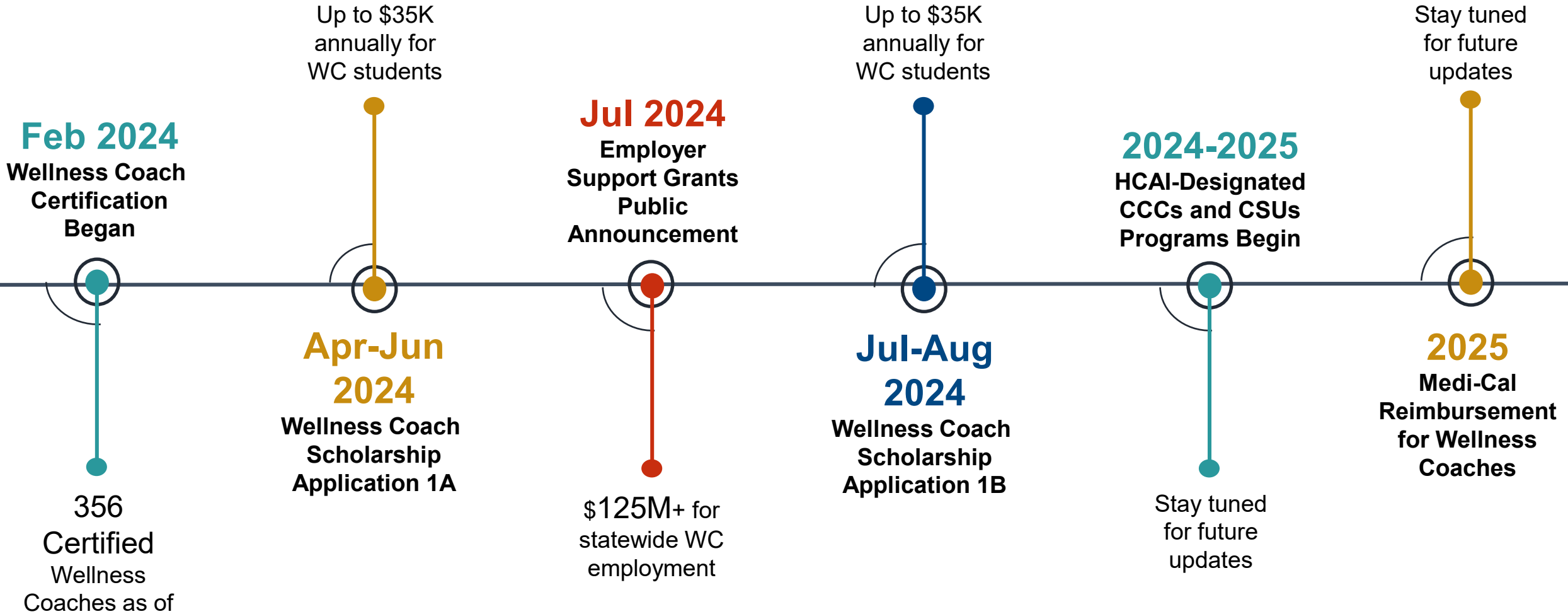
Wellness Coaches



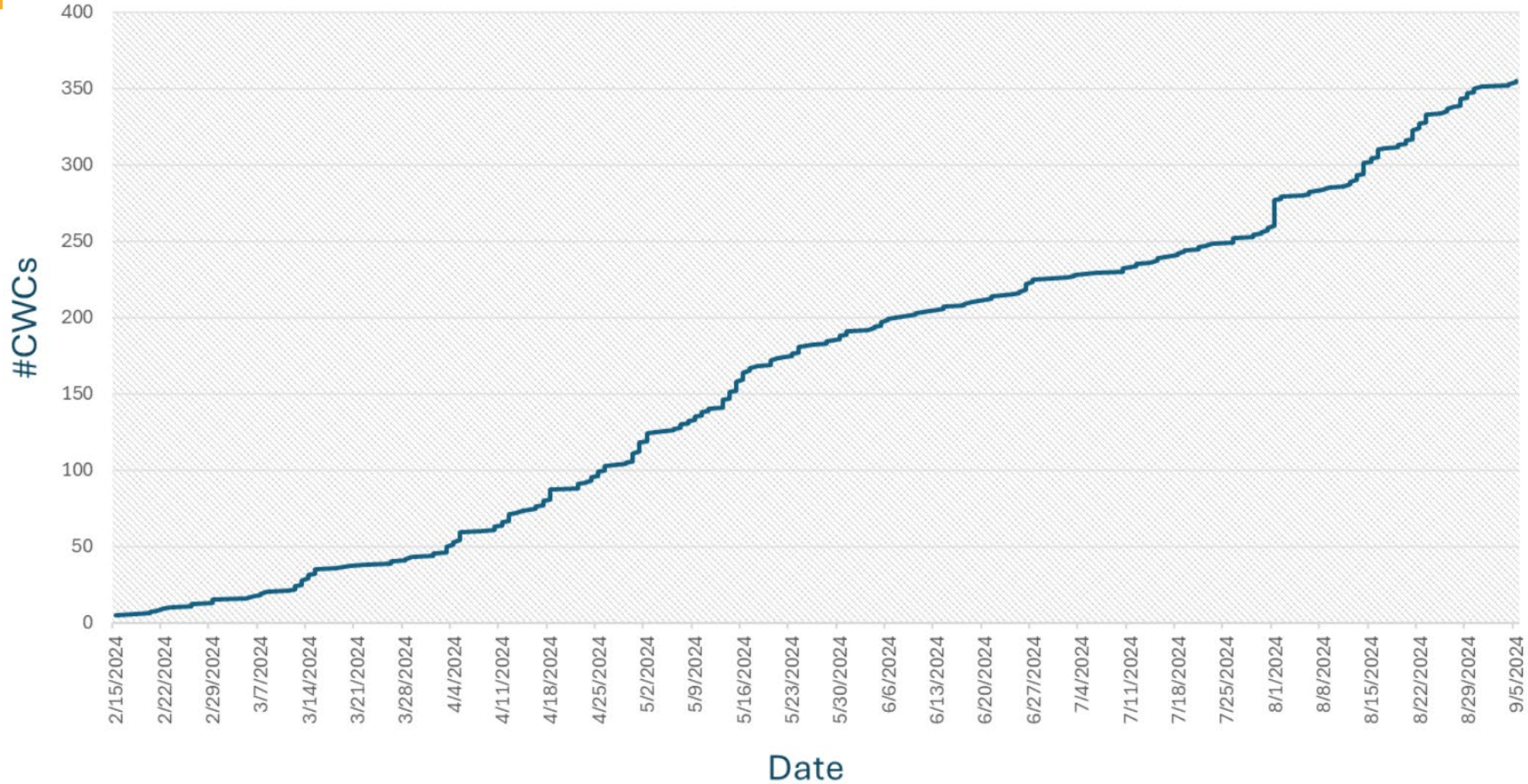
OFFICE OF THE CALIFORNIA SURGEON GENERAL



Wellness Coaches: Implementation Progress



Cumulative # of Certified Wellness Coaches



356
Certified
Wellness
Coaches
(as of 9.6.2024)



The best thing I could do

Certified Wellness Coaches in Schools

The Certified Wellness Coach (CWC) Employer Support Grant program awarded over \$125 million, to [64 awardees](#). Through this program, Certified Wellness Coaches will begin supporting California's youth this 2024/25 school year.

On the next slide, we'll share how one awardee plans to utilize their grant dollars to support their students' mental health.

[San Diego schools expand mental health support with wellness coaches - KPBS](#)



A new California grant program is boosting mental health support in schools. KPBS health reporter Heidi de Marco says certified wellness coaches will help address the rise in students' mental health issues. A word of warning, this story mentions suicide.



Educating Certified Wellness Coaches: Scholarships

Wellness Coach scholarships provide **up to \$35,000 per school year** to students in associate or bachelor's degree programs that qualify them for Wellness Coach Certification through the education pathway. For each year of funding received, awardees fulfill a **12-month service obligation** providing CWC services in California.

HCAI is administering 2 scholarship cycle for the 2024/25 school year:

Cycle 1A

- Application period:
April 9 - June 24, 2024.
- 99 awardees have been selected.

Cycle 1 B

- Application period:
July 8 – August 16, 2024.
- 168 applications were submitted and are being evaluated now.

Educating Certified Wellness Coaches: Community College and University Partners

Currently, HCAI is certifying Wellness Coaches through the Education Pathway which requires an associate or bachelor's degree in Social Work, Human Services, or Addiction Studies from any accredited California Community College or California College/University.

Additionally, HCAI is continuing to build the Wellness Coach education offerings by partnering with California Community Colleges and California State Universities to establish HCAI-Designated Wellness Coach programs.

Nine California Community College programs and nine California State University programs have been approved by HCAI to begin developing HCAI-Designated Wellness Coach programs. Additional programs are being considered on a rolling basis. HCAI will announce these programs as agreements are formalized.

Broad Behavioral Health Workstreams



OFFICE OF THE CALIFORNIA SURGEON GENERAL



Broad Behavioral Health

- Behavioral Health Scholarship
 - Awards scholarships to aspiring behavioral health practitioners, increasing availability of trained behavioral health professionals in underserved communities.
- HCAI executing 320 awards valued at \$8,053,183

Behavioral Health Scholarship Program

UP TO \$35K
FOR BEHAVIORAL
HEALTH STUDENTS

APPLY NOW!

- ▶ Awards up to \$35k in return for providing direct care in underserved areas.
- ▶ Applications Due May 24, 2024

HCAI Department of Health Care
Access and Information

Justice System Involved Youth/Substance Use Disorder Behavioral Health Training

- Background

- Research points to a significant overrepresentation of youth with mental health disorders in the juvenile justice and foster care systems.
- Additionally, there is an increasing need for programs that address mental health issues of youth at risk for homelessness.
- Despite this reality, there is low availability of prevention and early intervention mental health services.



Justice System Involved Youth/Substance Use Disorder Behavioral Health Training

- Program Objective

- The Catalyst Center, in collaboration with the California Association of Alcohol and Drug Program Executives (CAADPE) and the National Council of Mental Wellness (NCMW), will provide trainings aimed at increasing non-behavioral health and non-medical professionals who regularly interact with at-risk youth.

- <https://opendoorstraining.org/>

- Training Beta Test

- Those interested in helping to test the course are encouraged to apply.

- <https://bit.ly/opendoorsbeta>



Contacts and Resources

Sign Up to our Newsletter:



<https://hcai.ca.gov/mailling-list/>

Contact Us:



BHPrograms@hcai.ca.gov for Behavioral Health program Questions



WellnessCoach@hcai.ca.gov for Certified Wellness Coach Questions

Visit Us:



<https://hcai.ca.gov/workforce>



<https://cawellnesscoaches.org>

Department of Health Care Services (DHCS) & Department of Managed Health Care (DMHC)

Autumn Boylan, Deputy Director



OFFICE OF THE CALIFORNIA SURGEON GENERAL



Behavioral Health Continuum Infrastructure Program (BHCIP) Updates

Kelly Cowger, Branch Chief, Behavioral Health Expansion Branch, Community Services Division, DHCS



Agenda

- BHCIP Overview
- BHCIP Round 4: Children and Youth
- Project Spotlights
- Proposition 1
 - Bond BHCIP Round 1: Launch Ready

Behavioral Health Continuum Infrastructure Program (BHCIP)

In 2021, the California Department of Health Care Services (DHCS) was authorized to establish BHCIP and award **\$2.2 billion** to eligible grantees to **construct, acquire,** and **expand** properties and invest in **mobile crisis infrastructure** to improve the quality of and access to **behavioral health care across the state.**

DHCS released funds through five BHCIP rounds, in partnership with Advocates for Human Potential, Inc. (AHP), a consulting and research firm focused on improving health and human services systems, is serving as the administrative entity for BHCIP.



BHCIP

Round 4: Children and Youth

- Focus on Children and Youth (25 and under) including pregnant and postpartum women and their children, and Transitional Age Youth (TAY); ages 18-25, along with their families.
- 52 grant awards
 - 29 new inpatient/residential facilities with capacity for 509 beds
 - 67 outpatient facilities with capacity to serve 76,977 individuals annually
- Totaled amount of \$480.5 million



\$772 million



The available funding amount in projects that will expand the behavioral health continuum of treatment and service resources in settings that serve Californians ages 25 and younger, including pregnant and postpartum women and their children, and transition-age youth, along with their families.

30 years



The number of years that an entity receiving BHCIP grant funds must operate services in the financed facility for the intended purposes, per the Welfare and Institutions Code Section 5960.15(d).

Number of Awards by Entity Type



Awardees for BHCIP funds serving Children and Youth include: counties, cities, tribal entities (including 638s and urban clinics), nonprofit organizations, for-profit organizations, and other for-profit organizations, including private real estate developers, whose projects reflect the state's priorities and serve the targeted population.

Number of Children and Youth Awards by Region

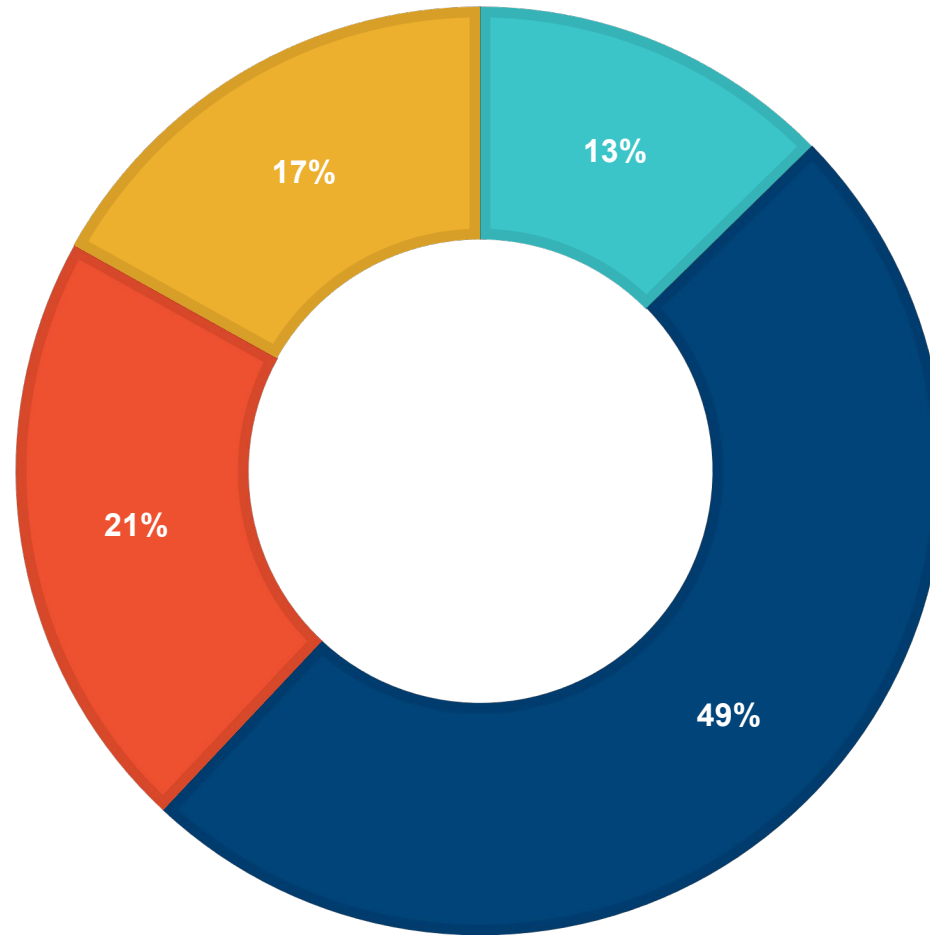




Construction Timelines: 2024-2027

BHCIP Rounds 3-5
Children and Youth Projects

9 PROJECTS anticipated to finish construction **BY THE END OF Q4 2024**



- 2024: 9 projects finishing construction
- 2025: 35 projects finishing construction
- 2026: 15 projects finishing construction
- 2027: 12 projects finishing construction

Safe Passages Community Wellness/Prevention Center

Safe Passages

Round 4 – Alameda County



- Groundbreaking June 06, 2024
- Community Wellness/Youth Prevention Center with a capacity to serve 2650 individuals annually
- Anticipated construction completion by April 2025

Services include From pre-birth perinatal and early childhood mental health programs, Parent Child Psychotherapy, pregnant and postpartum women programs, parenting programs, Transitional Youth Development programs, individual and group counseling, and career exploration sessions.

Center for Human Service – Outpatient BH Center

Center For Human Services

Round 4 - Stanislaus County



- Groundbreaking June 10, 2024
- Community Mental Health Clinic (outpatient) with capacity to serve 125 individuals annually
- Outpatient Treatment for SUD with capacity to serve 80 individuals individually
- Anticipated construction completion by December 2024

Core treatment team services (full-service partnership, First Episode Psychosis), Behavioral Health Assessments, Mental Health Assessments, facilitate linkages to school-based services when appropriate, access to Outpatient Substance Use Treatment Services for Teens/TAY, peer recovery/wellness group/activities, and assessment and SUD outpatient treatment (ASAM levels 1.0 and 2.1).

Riverside University Health System - Behavioral Health

Wellness Village

Round 4 - Riverside County



- Groundbreaking June 12, 2024
- Children's Crisis Residential Program (CCRP) with capacity for 16 beds
- Short-Term Residential Therapeutic Program (STRP) with capacity for 3 beds
- Community Mental Health Clinic (Outpatient) with capacity to serve 3,000 individuals annually
- Crisis Stabilization Unit (CSU) with capacity to serve 2,300 individuals annually
- Anticipated construction completion by December 2026

New ground-up construction project that will include 4 new facility types serving the community of all ages experiencing homelessness and complex medical or behavioral health conditions.



Encompass Transitional Age Youth Capacity Expansion Project

Encompass Community Services Round 4 - Santa Cruz County



- Groundbreaking June 21, 2024
- Adult Residential Treatment Facility with capacity for 7 beds
- Outpatient Treatment for SUD with capacity to serve 106 individuals annually
- Anticipated construction completion by August 2025

ASAM Level 1 Outpatient Treatment and Medicated-Assisted Treatment (MAT) services for Opioid Use Disorder; DUI/Drinking Driver treatment programs ranging from 6 weeks to 18 months, and family-based treatment.

Napa Valley Youth Wellness Campus

Mentis

Round 4 - Napa County



- Groundbreaking July 2, 2024
- Community Mental Health Clinic (Outpatient) with capacity to serve 150 individuals annually
- Community Wellness/Youth Prevention Center with capacity to serve 1500 individuals annually
- Anticipated construction completion by December 2024

The indoor space includes a Supportive Art Studio, Supportive Community Space, and Therapy Rooms. Services will include children and youth wellness prevention activities, mental health treatment, group therapy and/or family activities, and individual therapy sessions. Programs will be offered in both English and Spanish.



Community Wellness Family Resource Center

Sierra Vista Child and Family Services

Round 4 - Stanislaus County



- Groundbreaking July 25, 2024
- Community Wellness/Youth Prevention Center with capacity to serve 4800 individuals annually
- Anticipated construction completion by January 2025

Service delivery will include restorative justice practices for youth, mental health counseling, pregnant/postpartum services, and family/parent support services. Office space is provided for other Sierra Vista programs to meet children, youth, and families in their own community rather than having to travel to the outpatient offices.



Expanding Perinatal Access to Substance Use Treatment

Janus of Santa Cruz

Round 4 - Riverside County



- Groundbreaking September 17, 2024
- Outpatient Treatment for SUD with capacity to serve 244 individuals annually
- Perinatal SUD Facility with capacity of 25 beds
- Anticipated construction completion by September 2025

This is the only center in the region that provides perinatal and postpartum, residential care for high-risk women and their children up to age 12 with reach to Monterey, Santa Cruz, and San Benito counties. Services will include collocate Women's IOP, aftercare program, add integrated BH, medical services, ECM, outpatient NTP/MAT, contingency management services, referral to Recovery Support residences & peer support.



River Road

Seneca Family of Agencies - River Road Round 3 - Monterey County



- Construction to start Summer of 2024
- Crisis Stabilization Unit (CSU) with capacity to serve 1489 individuals annually
- Children's Crisis Residential Program (CCRP) with capacity for 14 beds
- Anticipated construction completion by January 2025

Multidisciplinary assessment including medical clearance, risk oriented diagnostic assessment, level of care assessment, and individualized mental health interventions, including development of a safety plan and aftercare/discharge plan

Sylvan Project

The Teen Project, Inc.

Round 3 - Los Angeles County



- Ribbon Cutting May 28th 2024 and offering BH services
- Adult Residential Treatment Facility for SUD with capacity for 24 beds
- Office based outpatient treatment with capacity to serve 150 individuals annually

Street outreach, trauma-informed care, intensive therapeutic interventions, licensed withdrawal management/detox and perinatal treatment services



Sycamores Children's Crisis Continuum Program

Sycamores

Round 5 - Los Angeles County



- Anticipated construction to start October 2024
- Crisis Stabilization Unit (CSU) with capacity to serve 3650 individuals annually
- Psychiatric Health Facility (PHF) with capacity for 8 beds
- Children's Crisis Residential Program (CCRP) with capacity for 8 beds

Residential treatment provider/foster family agency, Outpatient Treatment, School based aftercare services, Intensive community-based services, Wraparound Full-Service Partnerships, Intensive Field Capable Clinical Services

Napa County Health and Human Services Agency

Crisis Stabilization Unit (CSU)- Children's Services Expansion

Round 5 - Napa County



- Anticipated construction start date in Spring of 2025
- Crisis Stabilization Unit (CSU) with capacity to serve 254 individuals annually

Expand services to serve children(17 years old and younger) rehabilitation of 2890 sq feet to increase children's capacity in the CSU, add two additional slots to overall children's capacity and create separate space from adults. Renovation will house crisis stabilization services that will provide access to crisis intervention, emergency psychiatric evaluation and medication services for children in MH crisis, and other specialty mental health services

What's Next

Proposition 1



OFFICE OF THE CALIFORNIA SURGEON GENERAL



Behavioral Health Transformation

In March 2024, California voters passed Proposition 1, a two-bill package to modernize the state's behavioral health care system, improve accountability and increase transparency, and expand the capacity of behavioral health care facilities for Californians.

Behavioral Health Services Act ([SB 326](#))

- » Reforming behavioral health care funding to provide services to those with the most serious mental illnesses and treat substance use disorders.
- » Expanding the behavioral health workforce to reflect and connect with California's diverse population.
- » Focusing on outcomes, accountability, and equity.

Behavioral Health Infrastructure Bond Act of 2024 (BHIBA) ([AB 531](#))

- » Funding behavioral health treatment beds, supportive housing, and community sites.
- » Directs funding for housing for veterans with behavioral health needs.

BH infrastructure Bond Funding : TOTAL

The Behavioral Health Infrastructure Bond Act (AB 531) is a \$6.4B general obligation bond:

- » **\$4.4B** for **Treatment Sites**, modeled after the successful Behavioral Health Continuum Infrastructure Program (BHCIP) to be administered by the Department of Health Care Services (DHCS).
- » **\$1.972B** for **Supportive Housing**, to be managed by the Department of Housing and Community Development (HCD), modeled after Project Homekey. Funding will be invested in housing for individuals with extremely low income and behavioral health challenges who are experiencing or at risk of homelessness.
 - **\$1.065 billion in housing investments for veterans** experiencing or at risk of homelessness who have behavioral health needs. These funds will be administered in collaboration with CalVet.
 - **\$922 million in housing investments** for people at risk of homelessness who have behavioral health conditions.

BH infrastructure Bond Funding : Treatment Sites

- » DHCS will administer **\$4.4B** for competitive grants for counties, cities, tribal entities, non-profit and for-profit organizations towards **behavioral health treatment settings**.
 - Of the **\$4.4B** available for BH treatment sites, **\$1.5B** will be awarded through competitive grants **ONLY** to **counties, cities** and **tribal entities**. **\$30M** will be set aside for tribes ONLY.
 - **Competitive grant** requirements will be **like the BHCIP** requirements (2022-2024).
 - Additional requirements, due to the provision of receiving bond funding, will be outlined in the request for application (RFA).
 - Bond grant funding will be released in two rounds:
 - Bond BHCIP Round 1: Launch Ready – RFA released in July 2024
 - Bond BHCIP Round 2: Unmet Needs – Anticipated RFA release by mid-2025

Bond BHCIP Round 1: Launch Ready—Overview



Available Funding

Up to \$3.3 billion in Bond BHCIP Round 1: Launch Ready funds available to eligible entities across California following a successful application.

Eligible Entities

Counties, cities, Tribal entities, nonprofit organizations, and for-profit organizations whose projects reflect the state's priorities and serve the targeted population.

Focus of Round

Regional models and collaborative partnerships aimed at constructing, renovating, and expanding community-based services, as well as campus-type models with a focus on residential treatment facilities.

Bond BHCIP Round 1: Launch Ready Eligible Facility Types - Inpatient/Residential

- Acute Psychiatric Hospital
- Adolescent Residential SUD Treatment Facility
- Adult Residential SUD Treatment Facility
- Chemical Dependency Recovery Hospital
- Children's Crisis Residential Program (CCRP)
- Community Residential Treatment System (CRTS)/Social Rehabilitation Program (SRP)
- Community Treatment Facility (CTF)
- General Acute Care Hospital (GACH) for behavioral health services only

Bond BHCIP Round 1: Launch Ready Eligible Facility Types - Inpatient/Residential

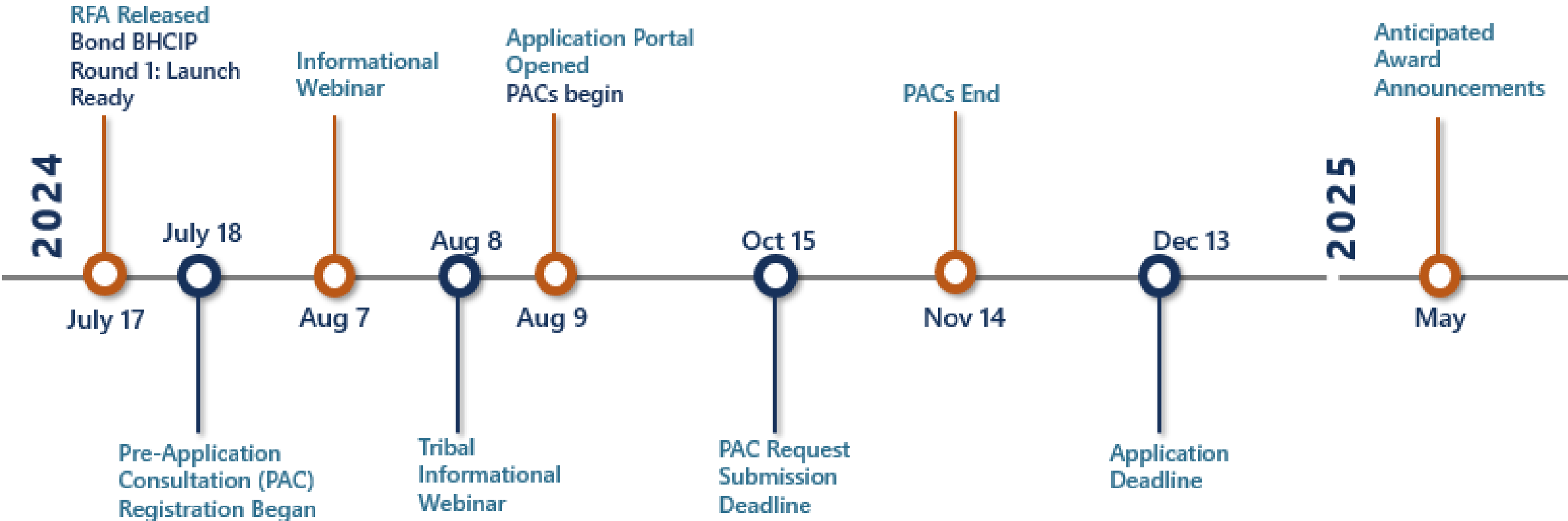
- Mental Health Rehabilitation Center (MHRC)
- Peer Respite
- Perinatal Residential SUD Facility
- Psychiatric Health Facility (PHF)
- Psychiatric Residential Treatment Facility (PRTF)
- Short-term Residential Therapeutic Program (STRTP)
- Skilled Nursing Facility with Special Treatment Program (SNF/STP)
- Social Rehabilitation Facility (SRF)

***Correctional facilities and schools are NOT eligible.**

Bond BHCIP Round 1: Launch Ready Eligible Facility Types - Outpatient

- Behavioral Health Urgent Care (BHUC)/Mental Health Urgent Care (MHUC)
- Community Mental Health Clinic
- Community Wellness/Prevention Center (Tribal entities only)
- Crisis Stabilization Unit (CSU)
- Hospital-based Outpatient Treatment (outpatient detoxification/withdrawal management)
- Narcotic Treatment Program (NTP)
- NTP Medication Unit
- Office-based Opioid Treatment (OBOT)
- Outpatient Treatment for SUD
- Partial Hospitalization Program (PHP)
- Sobering Center (funded under the Drug Medi-Cal Organized Delivery System and/or Community Supports)

Bond BHCIP Round 1: Launch Ready—Timeline



Please scan the QR code to sign up for Bond BHCIP updates!



Contact Us

Behavioral Health Continuum Infrastructure Program

- <https://www.infrastructure.buildingcalhhs.com>
- Email: BHCIP@dhcs.ca.gov

California Department of Public Health (CDPH) Office of Health Equity (OHE)

Terica Thomas

Health Equity Lead, CDPH-OHE



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL



CYBHI Local Level Campaign

Updates - PHI



Test, Share and Learn (TSL) Lab, August 27

- **Focus:** Marketing and Communications
- **Presenters:** Indian Health Council, Community Action Partnership of San Luis Obispo (CAPSLO), Rescue Agency
- Grantees presented on **community youth recruitment activity and messages**
- Rescue presented on **formative and creative audience insights**
- Small group discussion and sharing



Local-Level Campaign Grantee Progress

Updates featuring:

- Indian Health Council
- Sacramento Native American Health Center



**CURRENTLY SEEKING YOUTH AGES 25 & UNDER
TO PARTICIPATE IN IHC'S NEW PROJECT:**



Eliee Connolly
Program Coordinator
econolly@indianhealth.com

Kamaile Elderts-
Outreach/Multimedia
Coordinator
kelderts@indianhealth.com

Indian Health Council



- Creative, culturally-grounded youth recruitment efforts.
- Intentionally adaptive with their approaches to recruitment and gaining parent buy-in.

ACTIVITIES INCLUDE:

- *PODCASTING
- *FILMING
- *SCRIPTWRITING
- *ART AND MUCH MORE..

[Generation Indigenous youth recruitment video.](#)



Sacramento Native American Health Center

Project Next Gen

- Summer Recruitment
- Developed coloring book featuring teens and quotes as a recruitment tool
- Use “For Us, By Us” method “having our youth at the forefront of reducing stigma and expanding suicide prevention efforts through resources like 988”

MARLEY JONES (Choctaw)

Inspiring, Intentional, Intelligent

“Amidst the shadows, know that support exists, waiting to embrace you with warmth and understanding.”



SIENNA POSH (Pomo)

Friendly, Trustworthy, Empathetic

“Your strength and resiliency is profound. Brighter days are on the horizon.”



JESSE RUNNING DEER VALLE (Yaqui, Carrizo, Zapotec, Isleta Pueblo)

Creative, Hard-working, Reliable

“Your presence in this world matters more than you know. Your story isn’t over yet, it’s just beginning.”



CYBHI Local-Level Campaign Updates

- **September 19 In-Person Convening: *Connect and Listen***
- Introduction of all 28 grantees and CYBHI partners
- Pre-Campaign convening – Springboard to Launch!
- Networking, Sharing and Capacity-building
- Featuring the **CYBHI Youth Co-Lab** in a youth-designed panel
- Afternoon workshops hosted by CYBHI partners

Youth Co-Lab and Local-Level Campaigns

- Design the featured panel for 9/19 convening
- Start with a Google survey:
- *What kind of format would you like for this 1-hour panel to be?*
- *What mental/emotional and behavioral health and wellness topics are you interested in addressing on the panel?*
- *What would make you feel comfortable in front of an audience?*

Youth Co-Lab Spotlight:

Youth At the Heart of Our Mission

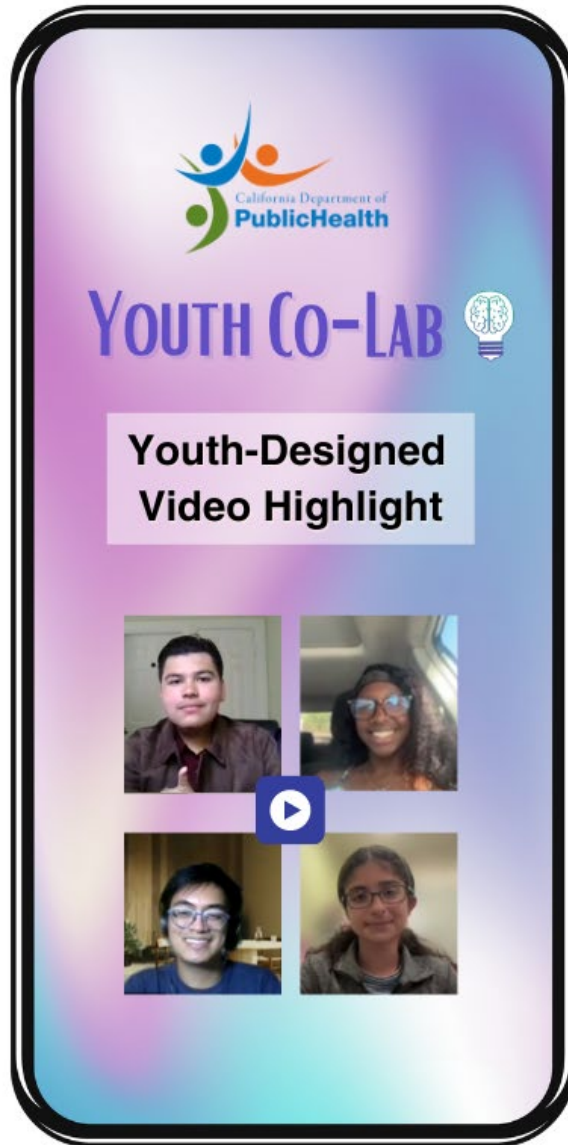


A JOURNEY IN OUR WORDS



"Our journey is the stories we tell and the voices we share. It's about breaking barriers, facing challenges head-on, and transforming obstacles into opportunities. We see the world with fresh eyes and bold hearts, ready to create change that resonates for us and everyone who walks this path with us."

- A Youth Voice



Community Poll



Scan the QR code or visit
<https://www.menti.com/alfykxzk9jj7>
to take the poll after the presentation



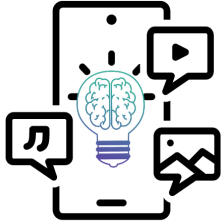
YOUTH CO-LAB

Youth-Designed Video Highlight



MAX C. (He/Him)

Youth Member & Video Producer/Creator

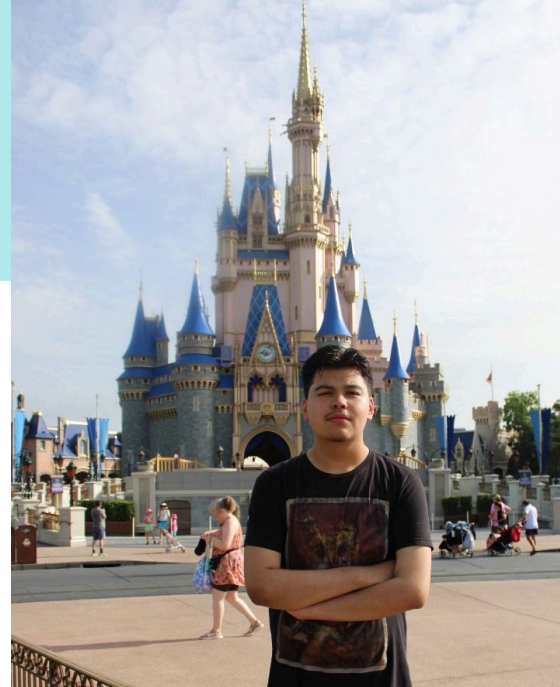


About Max:

- Age 16
- Los Angeles
- High School Junior
- Community-Driven

Video Tools Used:

- PicsArt
- YouCut
- CapCut
- YouTube



"I'm deeply passionate about media and going down a career pathway where I can create and produce media that can connect with people which would be a dream come true. And many of my hobbies align with that, I am a true fan of movies and TV, as well as books, and being able to experience them with others is one of my favorite things."



Community Poll



Scan the QR code from your phone
or visit <https://www.menti.com/alfyxzk9jj7>
to join the conversation!

Contacts and Resources

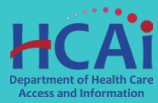


For more information about CDPH-OHE CYBHI, please visit:
<https://www.cdph.ca.gov/Programs/OHE/Pages/CYBHI/Child-Youth-Behavioral-Health.aspx>



Contact: CYBHIMedia@cdph.ca.gov

Q&A



OFFICE OF THE CALIFORNIA SURGEON GENERAL



Join Us for the Next Quarterly Public Webinar

Thursday, December 5th, 2024

3:00pm-5:00pm PST

Sign up for the CYBHI Newsletter for updates and registration information

- In the footer on every page of the CYBHI website
- Or visit the [sign-up page](#)
- Scan the code for the webinar registration page
- ***Be sure to check your spam folder so you don't miss your email***



CYBHI

Children and Youth
Behavioral Health Initiative



OFFICE OF THE
CALIFORNIA
SURGEON GENERAL

