



**Location: Sunrise Mountain Wellness Center
1300 Hilltop Dr., Suite 200, Redding**
Date: Wednesday, October 9, 2024
Time: 1:30 – 3:00 p.m.

Stand Against Stigma Committee

AGENDA

The Stand Against Stigma Committee works to promote mental wellness, increase community awareness of mental health and end the stigma surrounding mental illness, substance use, suicide and suicide loss.

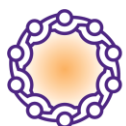
i. In attendance – Amber Brock, HHSA; Katie Nell, HHSA; Jeanine Gonzales, Circle of Friends; Shannah Gallagher, Circle of Friends; Kristin Wilson, HHSA; Hillary Thompson, NAMHS; Tracy Osterday, HHSA;

ii. Presentation – *S.U.P.P.O.R.T* Tool for medical staff– Tracy Osterday, HHSA PHN

Tracy spoke about a tool Shasta County HHSA Public Health is developing to help reduce stigma in interactions medical staff have with patients, specifically people who are at risk for perinatal substance use. The acronym stands for Screen, Understand, Permission, Peer Support, Open-ended Questions, Resources, Treatment. It is a front- and back-page, brief document. One side has the guide and the other has the rationale for what is in the guide. The tool is currently a draft. Once it is approved for public distribution, a copy will be sent out to the committee.

iii. Brainstorm – *Minds Matter 2025*

The committee discussed different options for Minds Matter 2025. It was suggested that it take place further along in the month on Saturday, May 17. One committee member suggested using the Redding Senior Center for the





Shasta County
**Health & Human
Services Agency**



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location. Chris will look into the cost. If the price is too high, the event will be held at the usual spot, the Lake Redding Park Pavilion and Gazebo. Committee members had suggestions for several mini-workshops – collective art, photobooth, sensory booth, and perinatal health. They also suggested connecting with a massage school to provide hand massages. The committee decided to use last year's theme and design for advertising this year.

iv. **Update** – NAMI Provider Training

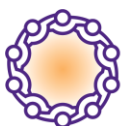
v. **Community Partner Updates and Resource Sharing**

vi. **Stand Against Stigma Updates (see attached slides)**

vii. **Open Discussion** - None

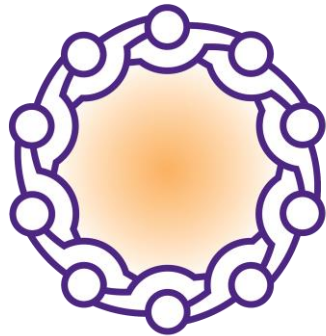
viii. **Next Agenda**

Next meeting – 1:30 – 3 p.m., Wednesday, December 11, 2024, Sunrise Mountain Wellness Center, 1300 Hilltop Dr., Suite 200 (Behind Bank of America and across from TJ Maxx)



Stand Against Stigma
Changing minds about mental illness

Stand Against Stigma Committee



OCTOBER 9, 2024

Barnwood Gallery, Sunrise Mountain Wellness Center & Stand Against Stigma present:

THE ART OF WELLBEING ART SHOW & OPEN MIC

Friday, October 18, 2024

Outdoors at the Barnwood Gallery, 1127 Parkview Ave., Redding

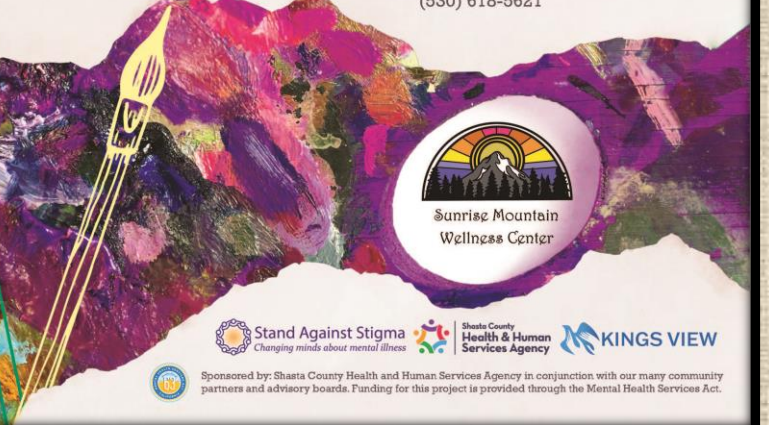
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Art and wellness converge at an inspiring night of creative expression. Each artistic piece, poem, song, dance or story speaks to resilience and hope.

Come celebrate the healing power of community and shared experiences.
Learn how creative expression can be part of one's wellness journey.

Enjoy light bites and refreshing beverages during the show. Meet artists.
Perform at the open mic or kick back and watch the show. First timers welcome!

Questions? Contact Jullie at
jcalkins@kingsview.org or
(530) 618-6621



Stand Against Stigma
Changing minds about mental illness

Shasta County
Health & Human
Services Agency

KINGS VIEW



Sponsored by: Shasta County Health and Human Services Agency in conjunction with our many community partners and advisory boards. Funding for this project is provided through the Mental Health Services Act.

Mission

The Stand Against Stigma Committee works to promote mental wellness, increase community awareness of mental health and end the stigma surrounding mental illness, substance use, suicide and suicide loss.



What is stigma?

Stigma is a negative, often unfair, set of beliefs about a group of people. It leads people to assume things about others, instead of taking time to get to know them. It creates fear, shame and can lead to discrimination.

When stigma is removed, hope sets in, people recover and make important contributions to the world.

Agenda

- *S.U.P.P.O.R.T tool for medical staff*
- *Minds Matter 2025*
- *Community Partner Updates*
- *Stand Against Stigma Activities Updates*

Introduce Yourself

- *First name only*
- *Pronouns (optional)*

S.U.P.P.O.R.T. Tool

Supporting a person with or at risk for perinatal substance use.

Screen
Understand
Permission
Peer Support
Open-ended Questions
Referral
Treatment

Minds Matter 2025

Brainstorm Questions

- *Date?*
- *Location?*
- *Activities?*
- *Recycle advertising?*
- *Anything else?*



Sat., May 4, 2024

Lake Redding Park Pavilion and Gazebo

10 a.m. – 2 p.m.

Find your light and build your path to wellness at the
16th annual Minds Matter Mental Health Resource Fair

BE A SPARK IN THE DARK



Shasta County
Health & Human
Services Agency



Stand Against Stigma
Changing minds about mental illness



Community Updates



Assessing and Managing Suicide Risk (AMSR) for Outpatient and Inpatient Care

Feel confident providing compassionate care for people at risk for suicide.



**AMSR for
Licensed Professionals**

For medical providers, physicians, psychologists, psychiatrists, registered nurses, social workers, counselors and therapists.
NASW and APA CEUs available.
Two-day, in-person trainings
8:00 am-4:30 pm or self-study option.

**Thursday & Friday
October 17 & 18, 2024**

**Thursday & Friday
April 24 & 25, 2025**

**Self-Study Option
Available**



**AMSR for
Direct Care Staff**

For mental health and patient care technicians, nursing assistants, teachers, case managers, recovery coaches, life skills, and peer specialists.
One-day, in-person training
8:00 am-4:30 pm

**Monday
October 21, 2024**

**Monday
April 28, 2025**

FREE trainings until May 2025!

**REGISTRATION IS REQUIRED. SPACE IS LIMITED.
REGISTER HERE.**
or contact Katy Dill (530) 229-8094
YouMatterShasta@shastacounty.gov



Funding for this training was made possible by the California Department of Public Health (CDPH), supported by the Centers for Disease Control and Prevention (CDC). The views expressed in written materials or publications and by speakers do not necessarily reflect the official views of the CDC, the Department of Health and Human Services, the CDPH or the Shasta County Health and Human Services Agency. Funding for some of these trainings is also provided through the Mental Health Services Act.



Counseling on Access to Lethal Means (CALM) Training

FREE trainings for Medical and Behavioral Health Professionals and Concealed Carry Weapons (CCW) Instructors



Friday
January 10, 2025
8:30 am - 12 pm

Friday
May 9, 2025
1 pm - 4:30 pm

Learn how to support at-risk clients to safely store firearms and medications. For psychologists, psychiatrists, physicians, nurses, counselors, therapists, social workers, peer specialists, school counselors, caretakers and CCW instructors.

Only TWO opportunities left!
FREE trainings offered until May 2025!



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Suicide Prevention 201 & 202 Advancing Suicide Prevention & Management for Diverse Clientele

**Free Trainings for Medical & Behavioral Health Professionals
APA CEUs available**



Learn to assess and manage suicide risk, address liability, and design safety and treatment plans considering culture and diversity.

SP 201

Live Zoom 9:00 am - 12:30 pm

- **Tuesday & Thursday
January 21 & 23, 2025
(must attend both days)**

In-Person 9:00 am - 5:00 pm

- **Friday, March 7, 2025**

Self-Study Option Available

SP 202

After completing 201, register for hands-on practice for various suicide risk and crisis levels using advanced applications.

Live Zoom 9:00 am - 1:00 pm

- **Tuesday, February 4, 2025**
- OR
- **Tuesday, May 20, 2025**

FREE trainings will be offered until May 2025!

CommunityConnections
Psychological Associates, Inc.



Shasta County
Health & Human
Services Agency

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2024-2025 SUICIDE PREVENTION EVIDENCE-BASED TRAININGS

- Free for Medical, Behavioral Health Professionals & other Providers
- CEUs available

Trainings available until May 2025!

ASSESSING AND MANAGING SUICIDE RISK (AMSR)

Develop skills to provide confident and empathetic assessment, treatment and care to patients at risk of suicide.

- Licensed Professionals:
In-person, Thu. & Fri., April 24–25
8 a.m.–4:30 p.m.
- Direct Care Staff:
In-person, Mon., April 28
8 a.m.–4:30 p.m.

Self-Study Options Available

ADVANCING SUICIDE PREVENTION & MANAGEMENT FOR DIVERSE CLIENTELE (SP 201)

Learn to assess and manage suicide risk, address liability and design safety and treatment plans considering culture and diversity.

- Live Zoom:
Tues. & Thu., Jan. 21 & 23
9 a.m.–12:30 p.m.
- In-person: Fri., March 7
9 a.m.–5 p.m.

Self-Study Options Available

COUNSELING ON ACCESS TO LETHAL MEANS (CALM)

Learn how to support at-risk clients to safely store firearms and medications. Beneficial for all providers including counselors, therapists, social workers, peer specialists, school counselors, caretakers and CCW instructors.

- In-person: Fri., Jan. 10
8:30 a.m.–12:00 p.m.
- In-person: Fri., May 9
1–4:30 p.m.



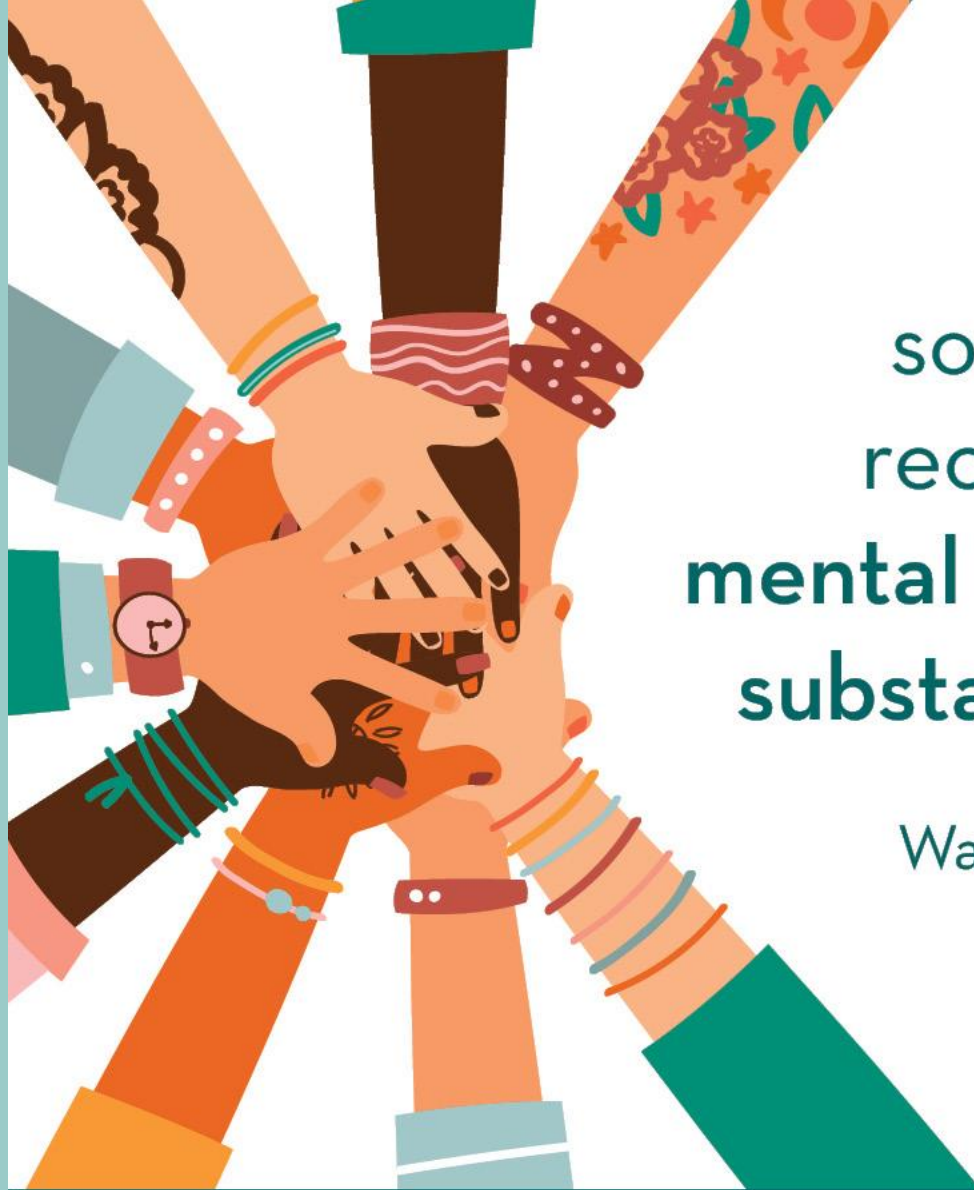
YOU MATTER SHASTA
SUICIDE PREVENTION



Shasta County
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Know
someone in
recovery for
**mental health or
substance use?**

Want to improve
services for
others?

**Become a board member.
Make a difference!**

Shasta County Mental Health Services Act (MHSA)

2024 Quarterly Workgroup
Meeting Schedule

Location

Mae Helene Bacon Boggs Building Friday
2420 Breslauer Way
Redding, CA 96001

DATE

FRIDAY NOVEMBER 15, 2024
AT 10:00AM

For questions or to be added to our email list for meeting reminders
please contact the MHSA team at mhsa@co.shasta.ca.us
or visit our website at www.shastamhsa.com.

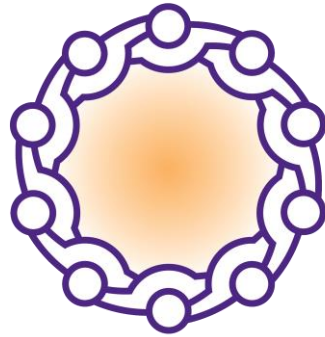


Shasta County
**Health & Human
Services Agency**



WELLNESS • RECOVERY • RESILIENCE

Stand Against Stigma Updates



The Art of Wellbeing

Friday, October 18, 2024

Artist Reception 4:30 – 6 p.m.

Performer Sign In 5:30 – 6 p.m.

Show 6 – 9 p.m.

Barnwood Gallery, 1127 Parkview Ave., Redding

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Annual Events

Recovery Happens

- *Recovery Happens 2024 boasted the largest resource fair yet, with 42 registered exhibitors. All 700 servings of food were given out. Snow cone and popcorn service ran non-stop. About 800 people came through.*
- *Follow up meeting is taking place on 11/7 from 10:30 – 11:30 a.m. at the Rancheria Churn Creek Clinic and virtually. Contact Christopher Diamond for more information – cdiamond@shastacounty.gov*

Minds Matter & Mental Health Month

- *2025 contract renewal will be submitted soon*

Brave Faces

New Brave Faces Galleries

- *Scheduling a photoshoots for Crystal Hurlbert, Greg Wallan, Josie Englin and Jullie Calkins before storm season hits.*
- *Catching up with Brave Faces in HHSA Peer Support and reconnecting people who attended Becoming Brave trainings in the past*

Community Presentations

- *None*

Brave Faces Presentations

- *None*
- *Currently updating contact lists for colleges and k-12 schools*

[Minds Matter] Podcast

Recent Recordings: Substance Use Recovery

- *Features Keith Jackson, a Brave Face and HHSA Assistant Social Worker, and Kim McKinney, an HHSA Clinical Program Coordinator with more than 22 years experience in the drug and alcohol field.*

Plans for Future Recordings

- *TBD*

How to Find the Podcast When it Launches

- *When published, the podcast can be accessed on the Stand Against Stigma website, Facebook and Instagram, as well as on the Shasta HHSA YouTube channel.*

Activities

Becoming Brave Training

- *Five people attended the training on Saturday, June 29, 2024. Four graduated.*
- *Next training will be in the spring.*

Hope Is Alive! Open Mic

- *The next open mic is happening on Oct. 18. It is a collaboration between Stand Against Stigma, Sunrise Mountain Wellness Center and Barnwood Gallery, and called the Art of Wellbeing.*

Mental Health First Aid Training

- *Fall 2024 schedule is now available. The Aug. 28 & Sept. 26 trainings are waitlisted. There are openings in the Oct. & Dec. Adult trainings and Nov. Youth training. See flyer for details.*

Special Projects

Training for Medical Professionals

- *NAMI is working to bring NAMI Provider training to Shasta County*

Stigma-Free Shasta Symposium

- *Working on panel discussion format and questions. Once it is drafted, guest speakers will be contacted*
- *Looking to schedule the symposium in May 2025*

Science of Addiction Messaging

- *Added, the National Institute on Drug Abuse's "Why are Drugs so Hard to Quit?" video to the Stigma & Addiction page of the website.*

Outreach

Festivals, Events and Resource Fairs

- *Discover Health Fair – 8/7*
- *Shasta College Welcome Day – August 26 & 27*
- *Recovery Happens – 9/21*
- *NorCal OUTreach Vaccine Clinic - ?/?*

Website and Social Media

- *Website will be updated with new copy adjusted for reading level accessibility*
- *Booklet is available on the website. Includes downloadable PDFs – printable & digital formats*

Outreach Materials Refresh and Redesign

- *Booklet is ready and being handed out at outreach events*
- *Working to create social media graphics using elements of the booklet to strengthen Facebook & Instagram presence*

Open Discussion

Next Agenda

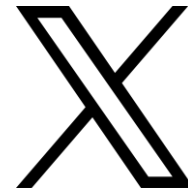
Thank you for being here!



[@standagainststigma](#)



[@shastabravefaces](#)



[#defeatstigma](#)

Christopher Diamond
cdiamond@shastacounty.gov
(530) 229-8484

StandAgainstStigma.com

NORTH AMERICAN



**RED
BLUFF**

You're Invited

Dear Friends, Colleagues, and Neighbors,

We are excited to extend an invitation to our Grand Opening Event for the newest North American Mental Health Services location: Red Bluff, CA. Your presence will make this moment truly special as we embark on a journey to provide quality mental health services to this community.

We are changing lives to change the future.

Event information

This event will include, refreshments, information, tour of the new clinic, scheduling, and networking with mental health professionals.

DATE: October 10, 2024 | **TIME:** 11:00am - 2:00pm

LOCATION: 420 S Main Street, Red Bluff, CA 93901

Please RSVP by October 3, 2024

by emailing marketing@namhs.com

This event is sponsored by





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YOU MATTER SHASTA
SUICIDE PREVENTION



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Health & Human
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Shasta County Mental Health Services Act (MHSA)

2024 Quarterly Workgroup
Meeting Schedule

Location

Mae Helene Bacon Boggs Building Friday
2420 Breslauer Way
Redding, CA 96001

DATE

FRIDAY NOVEMBER 15, 2024
AT 10:00AM

For questions or to be added to our email list for meeting reminders
please contact the MHSA team at mhsa@co.shasta.ca.us
or visit our website at www.shastamhsa.com.



WELLNESS • RECOVERY • RESILIENCE



Shasta County
**Health & Human
Services Agency**





National Alliance on Mental Illness

NAMI California

SEEKING COMMUNITY CHANGE MAKERS

Do you want to build your resume? Do you want to become part of something bigger? Have you or your family been impacted by mental illness? Do you work in behavioral health?

Contribute through one of our volunteer positions below!

Support Group Facilitator
Education Program Teacher
Advocacy Representative
High School Club Advisor

Social Media Manager
Communications Manager
Nonprofit Governance
Fundraising Committee



Contact:

matilda@namica.org
(916)567-0163 ext. 120