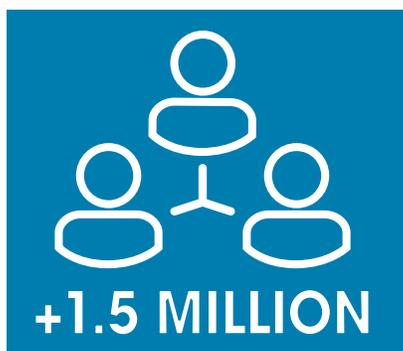


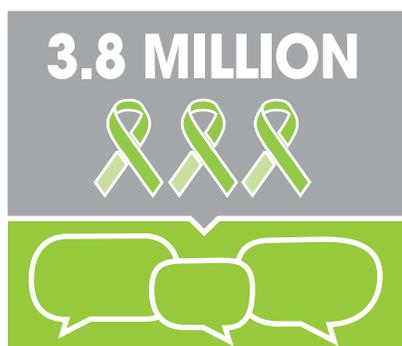
# California Mental Health Services Authority (CalMHSA) EFFORTS ARE WORKING

In a one year period, the RAND California Statewide Survey found that Californians became more aware of stigma and more accepting and supportive of those with mental health challenges. Across the state, people are taking action, speaking up and reaching out to help when they see someone struggling.



## More Inclusion

Nearly 1.5 million more Californians (a 5% increase year-over-year) are **willing to socialize with, live next door to or work with people who have mental health challenges.**



## More Momentum

3.8 million Californians (or 13% of Californians surveyed) saw someone wearing a lime green ribbon, and almost half of those had a **conversation about mental health because of the green ribbon.**



## More Support

Approximately 600,000 additional Californians (a 2% increase year-over-year) **provided emotional support to someone with a mental health challenge.**

\*Changes in Mental Illness Stigma in California During the Statewide Stigma and Discrimination Reduction Initiative.

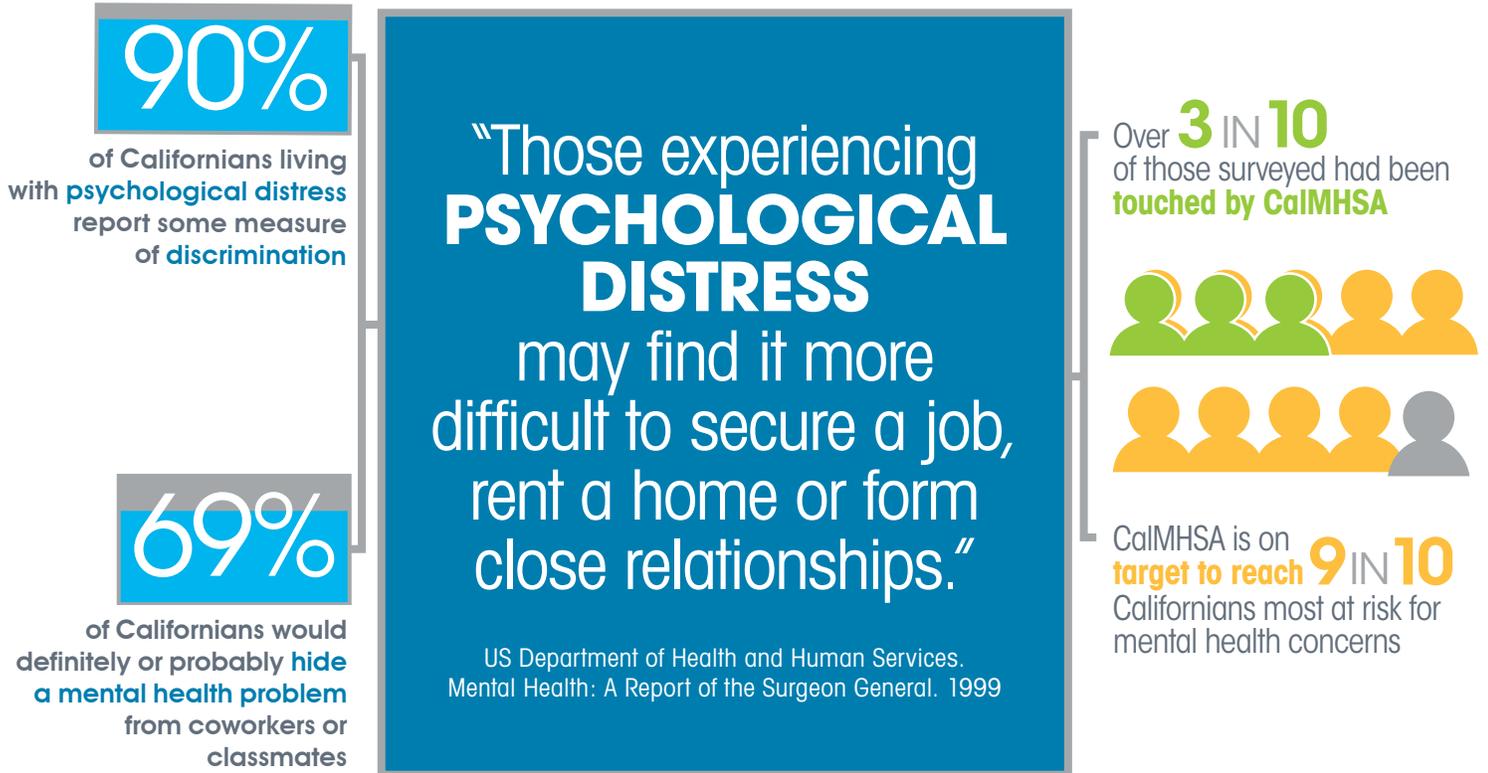
“It is clear that the methods in use by the SDR [Stigma and Discrimination Reduction] initiative have the **potential to touch the lives of every Californian.**”

- RAND Corporation

# RAND California Well-Being Survey Results

The California Well-Being Survey assessed the impact of mental health prevention and early intervention programs on individuals who are experiencing psychological distress. The survey was conducted by RAND Corporation as part of efforts by the California Mental Health Services Authority (CalMHSA) to improve the mental health of California residents. Results are available at [www.rand.org](http://www.rand.org).

Findings show **recovery is possible**, but continued efforts for stigma and discrimination reduction are needed.

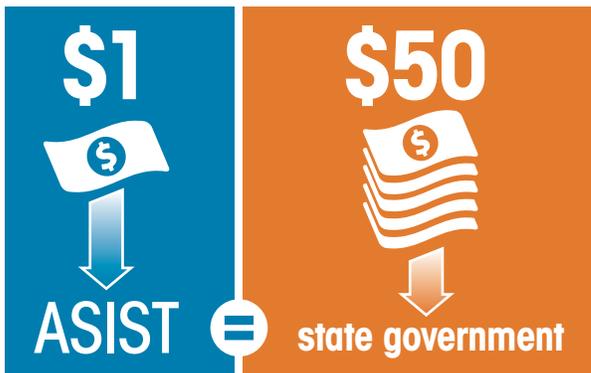


“Our findings indicate the **clear need for stigma and discrimination reduction efforts** in the state of California.”

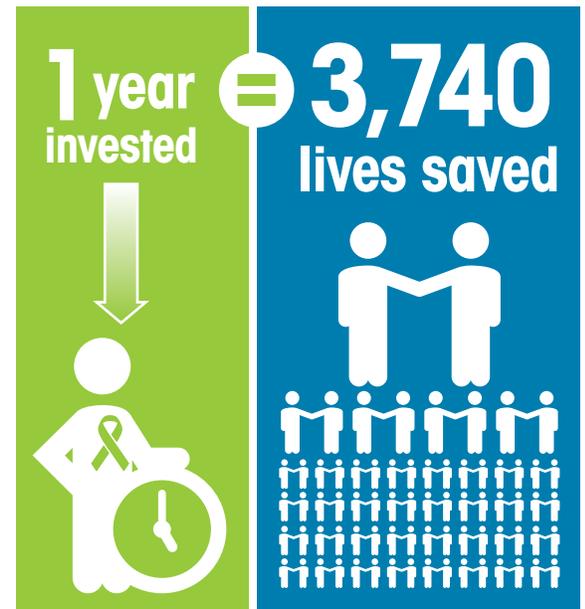
- RAND Corporation

# SUICIDE PREVENTION PROGRAMS WILL Save Lives and Dollars

California Mental Health Services Authority's (CalMHSA) Applied Suicide Intervention Skills Training (ASIST) instructs people holding jobs in which they are likely to come in contact with people at risk for suicide how to recognize risk factors, intervene, and link those at risk with appropriate resources. An independent cost-benefit analysis of ASIST by RAND found that Californians stand to benefit from continued investment in the ASIST program in multiple ways:



The state government will **gain \$50 for each dollar invested** in ASIST through averted Medi-Cal health care costs and increased state income tax revenue.



**One year invested in CalMHSA's ASIST program is projected to prevent at least 140 deaths and 3,600 suicide attempts** over the next three decades.



For **every \$1 the state invests** in CalMHSA's suicide prevention program, the people of California will receive an estimated **\$1,100 in economic benefits** such as reduced spending on emergency care and increased earnings.

\*Analysis of the Benefits and Costs of CalMHSA's Investment in Applied Suicide Intervention Skills Training (ASIST)

**“California’s pioneering suicide prevention effort is showing early signs of making progress.”** –RAND Corporation