



County Name

Merced County

Work Plan Title

Public Awareness and Education

Population to Be Served

Work Plan #1: Includes three projects.
 Project #1: The General Campaign will target the general population of Merced County.
 Project #2: Linguistically and Culturally Isolated Campaign will respond to the shortage of appropriate outreach and education resources for Latino, Hmong and other culturally and linguistically isolated families.
 Project #3: The Children and Families Campaign will provide a special outreach and education campaign designed to target parents, teachers, and child care professionals.

Work Plan Description

The Public Awareness and Education campaign will target the general public of Merced County. This program will build upon the outreach and education materials previously developed by NAMI, Mental Health America and other mental health organizations to create broad awareness of the signs and symptoms of mental health issues and to reduce the stigma and discrimination felt by individuals seeking help. This will be a broad based public awareness campaign that will include some use of mass media, such as radio or billboards, to direct messages to a large segment of the county population. This outreach campaign will specifically target individuals and families and will be developed for youth, adults and older adults age 60 and older. It will provide information regarding the nature of mental health issues and will help ensure that more people in Merced County know the signs and symptoms of mental illnesses and know how to seek help. Approximately 50% of the funding will be targeted for transition age youth. For individuals and families from culturally and linguistically isolated communities, the English language outreach and education campaigns developed by the Mental Health Department will not be adequate. Merced County envisions using the English language outreach program as a building block for reaching out to different linguistic and cultural groups. Potential activities may include radio advertisements, trainings for cultural brokers, and the development and distribution of culturally appropriate and relevant written materials. The Mental Health Department is committed to ensuring that treatment happens as early as possible. A special outreach and education campaign will target parents, teachers and child care professionals and will provide information on recognizing initial signs and symptoms of mental illness and mental health disorders in children. Information will be disseminated through parenting classes, child care classes and through PTA meetings. The Public Awareness and Education Project will set the foundation for all ongoing work to reduce disparities in access to mental health services. The Public Awareness and Education campaign is intended to be a “universal” prevention effort. Multi-media outreach efforts through radio or billboards are expected to reach a large number of people. Planning participants emphasized the importance of reaching out to the community this way, particularly the Spanish speaking community for whom the local radio stations are common

COMMUNITY SERVICES AND SUPPORTS

Annual Number of Clients to Be Served

_____ Total

Number of Clients By Funding Category

_____ Full Service Partnerships

_____ System Development

_____ Outreach & Engagement

PREVENTION AND EARLY INTERVENTION

Annual Number to Be Served

25,000 individuals and 6,000 families

Number of Clients By Type of Prevention

_____ Early Intervention

_____ Indicated/Selected

25,000 individuals and 6,000 families Universal