



HEALTH

***Evaluation of California's Statewide
Mental Health Prevention and Early
Intervention (PEI) Initiatives***

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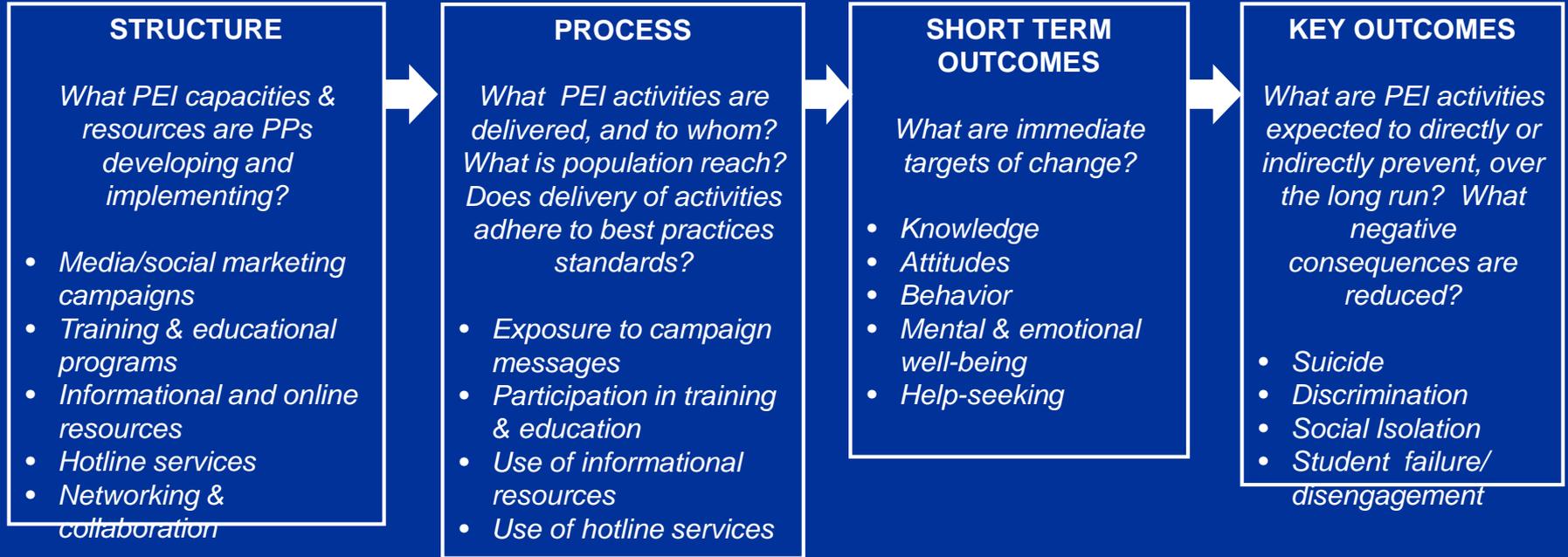
Policy Context

- **In 2004, California passed Proposition 63**
- **Mental Health Services Act (MHSA) enacted Jan 2005**
 - **Most revenue directed to intense community-based services for those with severe mental illness**
 - **Act mandated 20% of funds to be allocated to Prevention and Early Intervention**
 - **In total, tax generates over \$1 billion per year**
- **MHSA services organized and delivered through County-level mental health authorities, with State-level oversight**
 - **58 Counties**
 - **Counties diverse in population size, rural/urban, demographics**

Statewide PEI Initiatives Implemented

- **California Mental Health Services Authority (CalMHSA)**
 - **A joint authority of Counties working together**
 - **Formed strategic plans for statewide PEI initiatives**
 - **Supplemented County-directed PEI programs**
- **Goals of initiatives**
 - **Reduce stigma and discrimination**
 - **Prevent suicide**
 - **Improve student mental health**
- **Contracted with “program partners” to implement**
 - **Community organizations, private firms, and K-12 and higher education systems**

Evaluation Logic Framework: Structure-Process-Outcomes



Core Activities Examined in RAND Evaluation

Core Activities	Suicide Prevention	Student Mental Health	Stigma and Discrimination Reduction
Media/social marketing campaigns	X		X
Training and education programs	X	X	X
Development of informational resources (including online)		X	X
Hotline services	X		
Networking and collaboration	X	X	
Development of policies, protocols, and procedures			X

Some Key Questions We Are Answering About the Core Activities

- **Process**

- What is the reach of program activities to target audiences?
- Do implemented activities adhere to best practices? (for selected activities)

- **Short Term Outcomes**

- What direct impact do key activities have (e.g., on awareness, knowledge, attitudes)?

- **Population Monitoring**

- What is current state of key outcomes in California populations?
- Will sustained PEI investment result in improvements over time?

Evaluation in Progress

- **Implementation of Statewide PEI activities started Summer 2011**
 - **Under current phase of funding, most activities completed by December 2014**
- **Evaluation timeline**
 - **RAND selected to design & conduct evaluation in Fall 2011**
 - **Evaluation plan adopted by CalMHSA board in June 2012**
- **Early evaluation results focused on program implementation and reach show PEI initiatives were successfully launched**
- **Interim results on adherence to best practices and short-term outcomes generally consistent with positive expectations of program activities**
- **Population monitoring is beginning to inform future needs and track broader exposure to PEI messages**

