

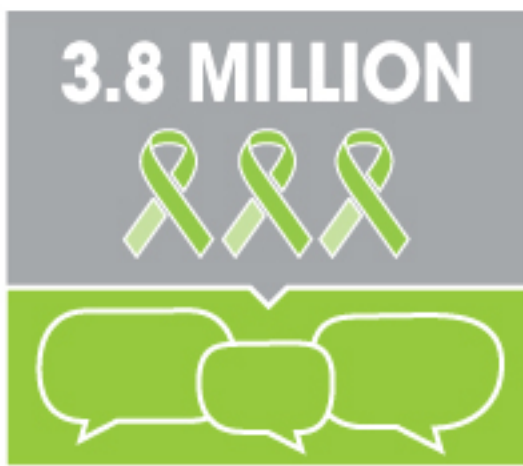
# California Mental Health Services Authority (CalMHSA) EFFORTS ARE WORKING

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