

## FUNDING OPPORTUNITY:

### ***SanaMente: El Movimiento de Salud Mental de California***

*SanaMente: El Movimiento de Salud Mental de California* will award grants to community-based organizations (CBOs). *SanaMente* is developed by *Each Mind Matters: California's Mental Health Movement*.

#### **Goals of the *SanaMente* Grants:**

1. Incorporate *SanaMente* mental health awareness and suicide prevention messages into existing or new mental health and wellness efforts reaching Latino communities in at least one of California's counties.
2. Engage California's linguistically and culturally diverse Latino communities to actively participate in the *SanaMente* movement, including particular emphasis during May for Mental Health Awareness Month.
3. Disseminate *SanaMente* mental health awareness and suicide prevention tools, resources and materials throughout the target communities.
4. Expand *SanaMente* in ways that will build the movement long-term and develop sustained engagement.

*SanaMente* invites your organization to apply for grant funds to engage communities in and expand the reach of *SanaMente* across the state. Organizations applying will:

- Have demonstrated a commitment to and effectiveness in addressing mental wellness through outreach and engagement activities;
- Confirm the ability to facilitate such activities;
- Illustrate the practical results the grant will have in terms of achieving the goal; and
- Commit to reporting allowing the Grant Manager to monitor progress and evaluate impact.

#### **Funding Amount and Grant Period:**

The grant awards will be for \$3,000 based on criteria outlined in the application. **The deadline to submit the application is October 1, 2018;** the grant period is January 1 - May 31, 2019.

#### **Application Instructions:**

[Click here](#) to complete the online application. Please note: It will be required to upload a copy of your organization's current W9 form and the completed budget form. **Deadline to apply: October 1, 2019**

For any questions regarding this funding opportunity, please e-mail the Grant Manager: [Grants@thesocialchangery.com](mailto:Grants@thesocialchangery.com). We request all inquiries to be in writing.

## Grant Program:

Grants will be awarded to community-based organizations to expand the reach of *SanaMente: El Movimiento de Salud Mental de California*, to promote mental health awareness, suicide prevention, and reduce the stigma and discrimination associated with mental health challenges.

This grant program has a focus on linguistic and cultural diversity of California's Latino populations. We highly encourage grant program activities targeting subpopulations and unique groups within California's Latino communities. The methods of expanding the movement may take various forms and should be targeted to engage audiences in ways that will build the movement long-term. Grantees will utilize *SanaMente* tools, resources, and messaging.

## Requirements:

Successful awardees will be required to meet the following program outcomes:

- Target grant program efforts in at least one California county with significant linguistic and cultural diversity of California's Latino population.
- Develop and implement sustainable outreach and promotion strategies to reach Latino communities with mental health awareness and suicide prevention efforts.
- Disseminate all Spanish-language materials provided to the awardee. These materials have been developed through *SanaMente* and associated Spanish-language stigma reduction and suicide prevention programs.
- Participate in at least four webinars, either live or pre-recorded, and utilize an online tool (Slack.com) for communicating and interacting with other awardees.
- Implement a Mental Health Awareness Month event in May in the local community targeting the Latino population(s).
- Share and engage with *SanaMente* and *Each Mind Matters* on social media by posting and tagging grant program efforts and achievements.
- Designate at least one organization representative to participate in judging the Directing Change Youth Film Contest *SanaMente* short films (approximately 3 hours of time).
- Participate in a mid-year grant check-in call with the Grant Manager in early March, to be scheduled individually.
- Submit the grant final report no later than June 7, 2019.

The following support and resources will be provided to implement grant program:

- Toolkits will be mailed and will include a supply of hardcopy tools and materials.
- Individual technical assistance from the Grant Manager to support development and success of grant program implementation.
- Additional funding may be available to support involvement in conferences, presentations and/or outreach events.

## Important Dates in 2019:

Successful awardees are required to commit to participate in the following:

- January 1 – May 31: Grant Program Implementation
- January 2 – 8: Join the online tool, [Slack.com](https://slack.com) to collaborate with other awardees.
- January 9: Grant Program Orientation Webinar at 10 a.m. (one hour)
- January – April: Participate in monthly webinars (one per month)
- March 1 – 15: Mid-year grant check-in call (date and time TBD)
- March: Directing Change judging period (dates TBD)
- June 7: Grant Program Final Report Due (on-line reporting form)

## Funding

Funding for these mini-grants are provided by the California Mental Health Services Authority (CalMHSA) an organization of county governments working to improve mental health outcomes for individuals, families and communities. CalMHSA administers programs funded by counties through the voter-approved Mental Health Services Act (Prop. 63) on a statewide, regional and local basis. CalMHSA has contracted with The Social Changery to implement the mini-grants on its behalf.

## BACKGROUND:

### ***SanaMente: El Movimiento de Salud Mental de California***

#### **What is *SanaMente*?**

We are a community of individuals and organizations dedicated to a shared vision of mental wellness and equality, starting in California. Wellness doesn't mean we'll never need help. It means we are resilient and focused on recovery. We believe in healing through action, the power of collaboration and the strength of diversity.

We all want to enjoy good mental and physical health, but sometimes we need some help. What's more, 50% of us will experience a mental health challenge in our lives. *SanaMente* reaffirms that one does not have to be alone when going through this type of experience and that it is important to seek support.

Learn more at [www.SanaMente.org](http://www.SanaMente.org).

Underneath the *SanaMente* initiative, there are several other Spanish-language programs and campaigns that reach groups in Latino communities targeted by a specific demographic or a specific subject.



#### **How did we arrive at *SanaMente*?**

*SanaMente* is not a typo! *SanaMente* is the selected Spanish term for *Each Mind Matters: California's Mental Health Movement*, developed with our Latino community in mind. A direct translation of the English tagline *Each Mind Matters* did not work in Spanish. We developed the Spanish-language tagline to capture the idea of a growing movement for mental health awareness, equity for mental health care, and inclusion for people living with mental illness in an accepting climate free of stigma.

This tagline is a play on words and has a double meaning: the full word means healthily, but the font treatment separates the word to mean Mind-Healthy. Tested among community liaisons and advocates across the state, respondents immediately understood the term and appreciated the play on words. From a communications standpoint, *SanaMente* is distinctive: Smart, snappy and memorable. It's about our mind and our health.

## Why does *SanaMente* matter?

It defines our commitment to the Latino community. Latinos are now the majority in the state: California has the largest Latino population in the U.S., making up 39% of the state's population.<sup>1</sup>

- Almost 82% of California Latinos are of Mexican descent, with over 15% from Central and South America, and the Caribbean.<sup>2</sup> More than half (54.2%) of children enrolled in grades K-12 in California are of Latino origin.<sup>3</sup>
- The overall past year prevalence of mental health challenges in U.S.-born Latinos is a bit lower to that for Non-Hispanic Whites: about 20% for Latino adults, or 1 in 5 compared to about 25% or 1 in 4 for Non-Hispanic Whites.<sup>4</sup>
- Our U.S.-born Mexican American origin Latinos are at higher risk for mental health problems; having been born in the U.S. seems to impact the mental health status of this population, putting them at higher risk for developing mental health challenges than those born in Mexico.

Latinos are severely underserved and have limited access to services, not only because of a lack of culturally and linguistically appropriate mental health services, but also because they have limited knowledge about where to receive these services. Latinos are more likely to experience stigma and discrimination, and this creates barriers to treatment and promotes underutilization of services. This community often distrusts government, given the historical and ongoing experience of marginalization suffered at the hands of government agencies. We recognize that Latinos can benefit from community-based solutions; ethnic-specific resources may be the preferred sources of support and care for these communities.

Culturally and linguistically appropriate prevention and early intervention initiatives are key to reducing disparities and risk factors, and building protective factors and skills in this population.

Everyone who suffers from a mental health challenge deserves the opportunity to live a full, happy and healthy life. People can improve, and by speaking openly and honestly about mental health we are working to make this a reality. Raise your voice, connect with others, share useful information and encourage others to join this movement by visiting [SanaMente.org](http://SanaMente.org).

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<sup>1</sup>Demographic and Economic Profiles of Hispanics by State and County, 2014. (2014). Retrieved August 24, 2017, from <http://www.pewhispanic.org/states/state/ca/>

<sup>2</sup> Ennis, S., Rios-Vargas, M. and Albert, N. (2011) The Hispanic Population: 2010. US Census Bureau.

<sup>3</sup>2016-17 Enrollment by Ethnicity and Grade. (2017). California Department of Education. Retrieved August 24, 2017, from <http://dq.cde.ca.gov/dataquest/dqcensus/EnrEthGrd.aspx?cds=00&agglevel=state&year=2016-17>

<sup>4</sup>Alegria, M., Mulvaney-Day, N., Torres, M., Polo, A., Cao, Z., Canino, G. (2007). Prevalence psychiatric disorders across Latino subgroups in the United States. *American Journal of Public Health*, 97(1), 68-75

## What does *SanaMente* do?

*SanaMente* opens hearts and minds to a new understanding and possibility of mental wellness for all.

Mental health is an essential part of our overall wellbeing, and allows us to manage stress, work productively, and contribute to our community. Mental health gives us a solid foundation for a complete and healthy life.

Supporting mental health not only involves responding to problems, but also allowing individuals, communities and organizations to act before mental health challenges arise.

Together we are creating a movement in which everyone can achieve good mental health. We are building environments that support mental health in our schools and communities, preventing suicide, offering information and hope of recovery to individuals and communities, and connecting people to help each other before crisis.

## What in-language tools are available for the Latino community?

California is taking unprecedented steps to address the issues of stigma and discrimination so each person knows help is available and feels safe asking for the support they need. Here's how we're doing it:

- [SanaMente.org](http://SanaMente.org) – an informative and inspirational website where individuals can learn about mental health and find support and resources, including:
  - Spanish-language video vignettes featuring first-person stories of hope, resilience and recovery available as part of the Testimonios within SanaMente.org.
  - A Mental Health Support Guide that provides valuable information about how to find mental health services.
  - A series of three *fotonovelas* (Education, Health and Faith) and accompanying activity guides designed to increase awareness of mental health and wellness options in Latino families and communities.
  - Spanish-language fact sheets on two common mental health challenges: depression and alcohol, and drug abuse. These include facts and resources available to address these challenges.
  - Poster displaying the myths and facts about living with a mental health challenge.
- [PonteEnMisZapatos.org](http://PonteEnMisZapatos.org) – a fun and educational website for youth ages 9-13 where teens and young adults share real stories to give youth the facts about living with and overcoming mental health challenges. This is the Spanish-language version of [WalkInOurShoes.org](http://WalkInOurShoes.org).
- [ReconozcaLasSenales.org](http://ReconozcaLasSenales.org) - a statewide educational campaign about suicide prevention. This campaign educates communities in California about recognizing suicide warning signs, how to listen and find the right words to create a direct dialogue with someone in a suicide crisis, and where to look for resources and professional help. This is the Spanish-language version of [SuicidelsPreventable.org](http://SuicidelsPreventable.org).

- Spanish-language outreach and promotional materials, advertisements, videos and online banner ads and more available at [EMMResourceCenter.org](http://EMMResourceCenter.org).

### **How can I be a part of *SanaMente*?**

We need your voice to be part of this conversation. Here are simple ways to take action and make change:

- Wear a lime green ribbon – it's a conversation starter!
- Share your personal story, either in person, in public, or online at [SanaMente.org](http://SanaMente.org).
- Support a friend or family member who may be having thoughts of suicide. Learn how to know the signs, find the words, and reach out for help, available in [English](#) and [Spanish](#).
- Invite individuals to join the [Each Mind Matters e-newsletter](#).

### Community-Based Organizations:

*SanaMente* is a unifying and organizing structure for all of us who are working to advance mental health issues in Latino communities in California.

- Feature the lime green ribbon and *SanaMente* partner logo on your website, materials and at events. Visit the [Recursos page on SanaMente.org](#) and click on the *SanaMente* logo to download and use. [Click here for logos and style guide](#).
- Order lime green ribbons and other *SanaMente* items for distribution to your audiences. [Click here to visit our online store](#).
- Contribute to the *SanaMente* blog with news of your latest accomplishments and innovations. Contact us at [EachMindMatters.org/Contact-Us](http://EachMindMatters.org/Contact-Us).
- Connect with other *SanaMente* affiliated partners to fuel collaboration.
- Utilize mental health and suicide prevention resources at the [Each Mind Matters Resource Center](#).

### **How can *SanaMente* help me?**

If you are curious, *SanaMente* provides a community and collection of information, programs and partners where you can learn about mental health, stigma, how to support yourself and others, and more.

If you are suffering, *SanaMente* can be a mechanism for healing. By engaging with community and taking action, we not only heal ourselves... we can help others heal as well.

If you are angry, *SanaMente* understands. We know the pain too many go through in seeking mental health support and services. Help us reveal the reality of this experience so together we can work to change it for the better.

If you are inspired, *SanaMente* welcomes you to our vast community of leaders and innovators. We can help you share your gifts and be a powerful engine for change in your community and beyond.

#### Community-Based Organizations:

The *SanaMente* logo aligns partners with the statewide movement, adding a sense of familiarity, credibility, and solidarity.

[EachMindMatters.org](http://EachMindMatters.org) showcases and supports our partners. We can spread the word about your work!

The *Each Mind Matters* and *SanaMente* communities are full of coordination and collaboration opportunities, both locally and statewide.

#### **Who does *SanaMente* belong to?**

*SanaMente* belongs to all of us, and needs all of us to succeed.

The *SanaMente* operations team is a group of people from various organizations dedicated to providing information, tools, connections and meaningful engagement opportunities for the real agents of change: people like you.

*SanaMente* operations are funded by the Mental Health Services Act (Prop 63).

#### **CalMHSA, *Each Mind Matters* and *SanaMente*:**

The California Mental Health Services Authority (CalMHSA) is an organization of county governments working to improve mental health outcomes for individuals, families and communities. CalMHSA administers programs funded by counties through the voter-approved Mental Health Services Act (Prop. 63) on a statewide, regional and local basis. For more information, visit [www.calmhsa.org](http://www.calmhsa.org). On behalf of California's counties, CalMHSA implements the Statewide Prevention and Early Intervention Project, which includes *Each Mind Matters: California's Mental Health Movement*, *SanaMente: El Movimiento de Salud Mental de California*, and various other stigma and discrimination reduction and suicide prevention programs that are part of the *Each Mind Matters* and *SanaMente* initiatives.