



NICK MACCHIONE, MS, MPH, FACHE
DIRECTOR

County of San Diego
HEALTH AND HUMAN SERVICES AGENCY

SUSAN BOWER, MSW, MPH
DIRECTOR OF OPERATIONS

ALFREDO AGUIRRE, LCSW
BEHAVIORAL HEALTH DIRECTOR

BEHAVIORAL HEALTH SERVICES DIVISION
3255 CAMINO DEL RIO SOUTH, SAN DIEGO, CALIFORNIA 92108
(619) 563-2700 • FAX (619) 563-2705

MICHAEL S. KRELSTEIN, MD
CLINICAL DIRECTOR

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Dear Behavioral Health Partner:

As part of our efforts to reduce the dual stigma of mental illness and homelessness and increase awareness of the benefits of supportive housing for individuals with mental illness, San Diego County Behavioral Health Services launched the Housing Matters campaign in 2010. Through a multi-pronged approach involving a county-wide media advocacy campaign along with targeted outreach around supportive housing developments, the Housing Matters campaign has already significantly increased awareness and support of supportive housing in the community. By promoting the ways safe, affordable housing can improve the health and well-being of individuals with mental illness, the campaign also aligns with the County's *Live Well San Diego* initiative to achieve its goals of healthy, safe and thriving communities.

More recently, the campaign has expanded its reach through an increased online and social media presence and a Student Activation Project that has mobilized college students to spread the word about the value of supportive housing. Today, we are proud to release the latest product of the campaign, a documentary film, "Home Is Where Recovery Begins."

The film tells the story of several individuals' journey from mental health crisis and homelessness to recovery in their own home. We hope the progress these individuals have made here in San Diego County, with the tremendous support from providers in the Behavioral Health System of Care, will inspire you and will demonstrate the power of supportive housing in recovery.

Please feel free to share this film with your partners, clients and other stakeholders in your community. You can access it here:

<http://www.youtube.com/watch?v=xXMFlyUcr1c>

Though continued efforts we can ensure that home is where recovery will begin for many more individuals with mental illness. If you have any questions about the film or the Housing Matters campaign, please contact Piedad Garcia at 619-563-2757 or piedad.garcia@sdcounty.ca.gov.

Sincerely,

ALFREDO AGUIRRE, LCSW
Deputy Director

PIEDAD GARCIA, Ed.D., LCSW
Assistant Deputy Director