



# County of San Diego

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**HEALTH AND HUMAN SERVICES AGENCY**  
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**LUKE BERGMANN, Ph.D.**  
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July 29, 2021

TO: The Behavioral Health Advisory Board (BHAB)

FROM: Luke Bergmann, Ph.D., Director, Behavioral Health Services (BHS)

## **BEHAVIORAL HEALTH SERVICES DIRECTOR'S REPORT – August 2021**

### **ACTION ITEM: NONE FOR AUGUST**

### ***LIVE WELL SAN DIEGO* UPDATES / SPECIAL EVENTS**

#### **Upcoming Events**

#### **Recovery Happens Annual Community Event - September 18, 2021**

The annual Recovery Happens community event will be held virtually on Saturday, September 18, 2021, from 10:00 a.m. to 11:30 a.m. The event is a celebration of individuals on the recovery journey and those who support them. An engaging and inspiring group of speakers and performers will be participating. The registration link, resource fair, and speaker information will be available on the Behavioral Health Services (BHS) website the whole month of September. *Registration details coming soon.*

#### **UPDATES FROM PREVENTION AND COMMUNITY ENGAGEMENT (PCE)**

#### **Mobile Crisis Response Team (MCRT) Media Campaign**

An amendment in the amount of \$600,000 to the Countywide Stigma Reduction and Suicide Prevention Media Campaign (Up to Us) contract with Rescue Agency was completed to support development and implementation of a MCRT community awareness campaign. Rescue Agency has proposed a campaign which will utilize various media platforms, including digital and social media to disseminate information on MCRT to the community. BHS staff has engaged with the Human Relations Commission and BHAB for initial discussions on this effort and look forward to continued engagement with both groups. Implementation of the MCRT campaign is expected to begin early fall 2021, in alignment with phased program implementation.

### **Suicide Prevention Council Annual Stakeholders Meeting**

This year marks the tenth year of suicide prevention by the San Diego County Suicide Prevention Council (SPC), which held their Annual Stakeholder Meeting on June 22, 2021. Presentations included: The Year in Review 2020; Reflection on SPC's 10 Years of Suicide Prevention; SPC's Strategic & Evaluation Planning Progress Reports; Latest Suicide Data; Annual Partner Awards; and more.

### **May Is Mental Health Month**

For a second year in a row, May Is Mental Health Month (MIMHM) was celebrated virtually with fun filled events hosted by BHS and community providers. Throughout the month of May various activities were organized to increase mental health awareness and reduce stigma of mental health illness. Activities included the Children's Mental Health Awareness Day Celebration in partnership with the National Alliance on Mental Illness (NAMI) San Diego; the Suicide Prevention Council Annual Faith Breakfast; the lighting of the County Administration Center in green in recognition of MIMHM; the BHS webpage posted resources and a community calendar promoting MIMHM events; and weekly awareness e-mails were sent to Health and Human Services Agency (HHS) staff.

### **Prescription Drug Take Back Day Includes Pet Prescriptions**

For the first time since the launch of National Take Back Day in 2010, San Diego County residents were allowed to dispose of expired, unwanted or unused pet prescriptions at one of the many drop-off locations across the county. The San Diego Prescription Drug Abuse Task Force (PDATF) and its partners brought attention to the issue of animal medications and encouraged residents to safeguard all animal and pet medications just as they do for humans.

### **Light Our Way**

This year's 2021 Light Our Way campaign was a tribute to the Class of 2021 and San Diegans from all walks of life who've overcome hardships and loss during the COVID-19 pandemic. The virtual campaign, held from June 7<sup>th</sup> through June 9<sup>th</sup>, promoted youth and adult resiliency through social media messaging and family-friendly activities that reflected on accomplishments and progress towards a brighter future after the pandemic. The campaign was organized by a coalition of youth advocates, including Advocates for Change Today (ACT), Boys to Men Mentoring Network, and Project AWARE, along with the Central Region Substance Use Disorder (SUD) regional prevention provider. In partnership with County Board of Supervisors Chair Nathan Fletcher, the coalition promoted the campaign with a media preview on June 4<sup>th</sup> and the lighting of the County Administration Center in green - the color of hope and new beginnings.

### **SpeakWell Spokesperson Training for Media Advocacy**

The Institute for Public Strategies (IPS), the SUD Countywide Media Advocacy Project contractor, is facilitating SpeakWell Spokesperson Training, which builds the capacity of San Diego County residents to advocate on substance use disorders and community public health issues through media advocacy. The training offers three modules: how to write an opinion editorial; how to communicate with public officials; and how to talk to news reporters. All three modules focus on framing a message to support advocacy efforts that lead to healthy, safe, and vibrant communities, free from the harms of alcohol, drug misuse, and substance use disorders.

Since 2017, 300 community and youth leaders have participated in the SpeakWell program. IPS has partnered with a number of organizations including Friday Night Live, SPC, Resident Leadership Academy (RLA), and the East County Homeless Task Force to provide training. In March 2021, the program held its Storytelling in Media Advocacy webinar for 180 online participants

and in July there are plans to train community and youth leaders from the [I'm Ready Program](#) in National City. More information on the SpeakWell program can be found on the IPS website at [www.publicstrategies.org](http://www.publicstrategies.org).

**Overdose Data to Action Project**

As part of the Overdose Data to Action (OD2A) project, funded by the Center for Disease Control and Prevention (CDC), regional SUD prevention providers have organized presentations to various groups to educate the community about the harms of opioid use and fentanyl dangers. These providers have distributed educational information along with the County's fentanyl warning campaign posters to increase messaging reach. They have connected with various groups including Kiwanis Club, Chambers of Commerce, YMCA, Rotary Clubs, and residents at Crime Free Multi-Housing certified apartments. Prevention Providers also produced condensed video presentations ("webisodes") as a means to provide brief creative presentations to interested groups. Additionally, the webisodes have been shared within SUD prevention provider networks and with local high school youth groups to expand reach.

**Occupational Health Services Driving Under the Influence Program Closure**

Citing adverse fiscal impacts due to the COVID-19 pandemic, the Occupational Health Services (OHS) Driving Under the Influence Program (DUIP) in San Marcos will close on June 30, 2021. The OHS DUI Program has provided substance abuse counseling and educational services for impaired drivers in San Diego County for more than 30 years and has played an important role in helping to reduce DUI recidivism by changing behavior and improving driver safety on San Diego County roadways. State licensed DUI programs were able to rapidly implement telehealth services by late April 2020 and continued to provide important DUI program services to San Diego County residents during the pandemic. All clients enrolled at OHS were successfully transferred to the other three state-licensed DUI programs in San Diego County and services continue to be available via telehealth. In coordination with the State and other key stakeholders, the DUI Program system will be assessed later this year to determine future DUI program needs.

Respectfully submitted,



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