



# County of San Diego

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**HEALTH AND HUMAN SERVICES AGENCY**  
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July 26, 2019

TO: Behavioral Health Advisory Board (BHAB)

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

## **BEHAVIORAL HEALTH SERVICES DIRECTOR'S REPORT – August 2019**

**ACTION ITEM(S): NONE**

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

#### **Sunday, July 28, 2019 - Live Well San Diego 5K and Community Expo**

Join *Live Well San Diego* and 2-1-1 San Diego for the 6th annual 5K on San Diego Bay! This event draws thousands of San Diegans each year to the Waterfront Park. The event also features a 1-mile Fun Run and an expo with community resource booths, music, and food. Registration for the 5K is now closed, but general event information is available at: [www.livewellsd5k.com](http://www.livewellsd5k.com)

#### **Saturday, September 14, 2019 - Recovery Happens**

BHS staff are working with community members to plan the Recovery Happens celebration this year at the Waterfront Park in downtown San Diego. In addition to an extensive resource fair that will provide whole person and community wellness resources, the event will feature music, speakers and activities to engage the entire family. Save the date!

### **UPDATES FROM THE BHS PREVENTION AND PLANNING UNIT**

#### **May is Mental Health Month Recap**

Every year, the County of San Diego and the nation celebrate May is Mental Health Month by participating in activities that raise awareness of mental health issues and support those living with mental health conditions.

On April 27, the County again partnered with NAMI San Diego to kick-off May is Mental Health Awareness month at the NAMI Walk/HHSA Wellness Expo. BHS also hosted activities like the Children's Mental Health Awareness Day Celebration and participated in several community outreach events focused on improving mental health.

Through the HHS *Live Well San Diego* Partners and regional public health promotion teams, dozens of educational outreach campaign kits were provided to the community. These kits included lime green lapel ribbons and supplies to set up educational and awareness display tables. Another highlight of the month was the County Administrative Center exterior lit up in green lighting at night for increased public visibility of the campaign.

In addition to joining in local community events, the County also held activities for HHS staff to raise awareness and reduce the stigma surrounding mental illness. The festivities officially closed on June 7, with the Behavioral Health Recognition Dinner, an event which recognized the behavioral health community and celebrated the people who work to support clients and their family members.

### **Prescription Drug Abuse Plan Update and Renaming**

On July 23<sup>rd</sup>, the Strategic Plan to Address Opioid and Prescription Drug Misuse was presented to the Board of Supervisors as an update to the 2010 Prescription Drug Abuse Plan. This updated Plan reflects an integrated public health approach that includes multi-level prevention efforts and identified best practice strategies utilized by the Centers for Disease Control and Prevention and the California Department of Public Health. Five key strategies have been incorporated into the Plan: Misuse Prevention, Enhanced Data Surveillance, Opioid Stewardship in Healthcare, Accessible Evidence-Based Treatment, and Reduction of Related Harms and Overdose Death Prevention.

One ongoing primary prevention effort is media advocacy with clear messaging to raise community awareness about the dangers of prescription drug abuse as well as promotion and availability of mechanisms to safely dispose of unused and or unneeded medications. Other prevention efforts are also in place, such as training and education for parents, youth, schools and health professionals throughout the region; policy and legislative advocacy to assure appropriate use of prescription medications and continued enforcement and prosecution of illegal activities related to prescription drug abuse.

### **Binge and Underage Drinking Initiative**


The most recent Alcohol Policy Panel held on May 17<sup>th</sup> included a presentation by Dr. David Jernigan from Boston University School of Public Health, titled "The Role of Alcohol Policies in Creating the Cities We All Want to Live In". Over 100 people attended Dr. Jernigan's presentation, which emphasized the importance of managing alcohol outlets and businesses appropriately and that the placement, management practices and local oversight of alcohol businesses is key to reducing alcohol related problems and violence. He also noted that although alcohol is responsible for more than 100,000 deaths annually in the United States, the alcohol industry promotes their products as glamorous, especially to young people.

### **BHS Mental Health Services Act (MHSA) Community Engagement Forums**

Staff are preparing for the annual community engagement planning process, which includes public forums. The process brings together residents, community leaders and stakeholders to determine where to focus resources and effectively utilize MHSA funds in order to best meet the needs of County residents. Community engagement forums and focus group discussions are planned for October through November 2019 throughout San Diego County.

Topics to be discussed will include innovations and prevention in behavioral health services. Event notifications will be distributed through print and social media channels as well as through community partners and email distribution lists.

Respectfully submitted,



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LB/bp

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