

FRESNO COUNTY DEPARTMENT OF BEHAVIORAL HEALTH - OUTCOMES

PROGRAM TITLE: Consumer/Family Advocacy Services

PROVIDER: Centro La Familia

PROGRAM DESCRIPTION: Centro La Familia will educate and increase awareness of the impact of mental illness for un-served and underserved communities in Fresno County - linguistically and culturally appropriate services (Spanish)

AGES SERVED:

Children
 Adult

TAY
 Older Adult

DATES OF OPERATION: July 14, 2008 - Current

DATES OF DATA REPORTING PERIOD: Jan 2010-Dec 2010

OUTCOME GOAL

1. To educate and increase awareness of impact of mental illness (ex. depression) on family members /consumers. Completed through grassroots community based advocacy.

OUTCOME DATA

Established, facilitated and maintained support groups (“Platicas”) in underserved rural areas. Meetings for 2 hrs/week (**San Joaquin, Mendota, Sanger**)

Have received **322** calls for questions/referrals for mental health issues and services

110 referrals to full mental health service partners (Fresno Family Counseling center, Four Winds Lodge Counseling Center, Clinica Sierra Vista)

CLFA has received **27** new clients

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(for mental health services by in-house MFT Therapist. Sessions (Individual, Couples and Family Counseling) provided in Spanish and English

Completion and certification of Chris Torres Family/Consumer advocate as trainer for Mental Health First Aid

Family/Consumer advocate has completed **2 Mental Health First Aid trainings** for community based organizations and community members. A total of **18** individuals were trained and received 3 year certifications.

Assisted with translation of 5150 Guide developed by Mental Health America Central Valley

2. To increase public awareness and demystify the myths surrounding mental health issues particularly in rural areas and non English speaking community.

45 presentations and outreach activities throughout Fresno County.

Participated in **5** Tzu Chi Foundation Free Medical Clinics by providing information and awareness (urban & rural).

16 presentations and outreach to schools, parent groups, migrant

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programs, school readiness program, Head Start preschool programs (urban & rural).

2 presentations to the West Fresno Housing Authority Yosemite Village residents.

5 presentations to CBO staff meetings (Fresno County Economic Opportunities Commission Head start Family services workers, Women Infants and Children (WIC) program staff in Reedley, Economic Opportunities Commission Home base staff, Family Resource center Sanger, Economic Opportunities Commission Head start Center base staff Mendota)

Monthly outreach Homeless feeding program at Roeding Park providing information and awareness.

Essential Services Health Fair / Food distribution providing information and awareness in Kerman (rural).

2 presentations senior citizen groups in Parlier(rural)

Development of information for Centro La Familia Face book page on various Mental Health Issues (in

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process)

3. To increase awareness of mental health issues to the Latino Spanish speaking community and the general public to minimize stigma regarding mental health disorders

Health Fair in Sanger with **1260** individuals in attendance from **10 surrounding cities** from East County.(Sanger, Selma, DelRey, Reedley, Orange Cove, Parlier, Fowler, Malaga, Fresno, Clovis).

6 media presentations on Univision Ch 21, **42,600** Spanish speaking viewers (7,100 per viewing) 18-49 yr olds in 6 counties.

Bi-National Health week events for Spanish speaking community (health fair & presentations) with office of Consulate of Mexico, Health Net and other Community partners (**4** events).

DEPARTMENT RECOMMENDATION(S): Current Services will expire in June 30, 2011 and are in the RFP process.