

IRIS ALLIANCE FUND
FOURTH ANNUAL MEETING

BUILDING THE PATH TO THE PROMISE OF PREVENTION

*Co-sponsored by the Mental Health Association in California and
the California Council of Community Mental Health Agencies*

October 19, 2005

AGENDA

9:00am to 10:00am Registration and Breakfast

10:00am to 10:05am Call to Order and Meeting Overview

With the current activity around mental health care reform in California, the Fourth Annual Meeting will cover issues related to prevention and early intervention in suicide and mental illness, including stigma, public perception of mental illness, and existing programs that are currently making a difference in youth suicide prevention.

Speaker: **Mary Hoffman** – Partner at FowlerHoffman, LLC

**10:05am to 10:15am Special Guest Speaker: The Honorable Tom Torlakson –
California State Senate**

10:15am to 10:40am Year in Review and New Survey on Youth Suicide and Depression

This has been an exciting year for the Iris Alliance Fund, including the promising work of our partnership projects, Founder Mary Hayashi's appointment to the Mental Health Services Oversight and Accountability Commission, and 15 new members joining the National Leadership Council. Mary Hayashi will present the findings of recent research from the Substance Abuse and Mental Health Services Administration on adolescent suicide and depression.

Speaker: **Mary Hayashi, MBA** – President, Iris Alliance Fund

10:40am to 11:10am The Language of Suicide

Stigma about mental illness and suicide exist not only in the way people act, but also in the way people speak. As we incorporate prevention and early intervention into our work, we must pay close attention to the language we use to talk about mental illness in order to be effective. This session will

examine what the words we use really mean and how they affect public perception of mental illness and suicide, including phrases such as “commit suicide” instead of “die by suicide.”

Speaker: **James Mazza, PhD** – President, American Association of Suicidology

11:20am to 11:30am **Break**

11:30am to 12:00pm **Discussion: The Role of the Media in Suicide Prevention**

The media have an important role to play in educating the public about suicide. Responsible coverage can inform the public about warning signs and even change attitudes, but flawed coverage can do more harm than good, possibly leading to imitation and “suicide contagion.” This session will discuss how members of the National Leadership Council can effectively work with the media to engender responsible reporting that can help eliminate stigma and prevent suicide.

Moderator: **Kita S. Curry, PhD** – President & CEO, Didi Hirsch Community Mental Health Center

Speaker: **Kevin McCormack** – Former Health and Medical producer, KRON-TV news & 2004 recipient of a Rosalyn Carter Fellowship for Mental Health Journalism

12:00pm to 1:00pm **Networking Lunch**

1:00pm to 2:00pm **The Mental Health Services Act**

Mental health is witnessing fruitful results of longtime advocacy efforts to increase access to services for children and adults in need. The passage of Proposition 63 marks a tremendous victory for mental health advocates and an unprecedented source of funding and reform. Now that the Mental Health Services Act is law, California has a tremendous opportunity to address prevention and early intervention to truly reform the state’s mental health care system. This overview of the prevention and early intervention components of the Act will explain the progress being made and the careful steps being taken to ensure a successful roll-out.

Moderator/

Speaker: **Gwen Foster** – Senior Program Officer, The California Endowment

Speakers: **Darrell Steinberg** – Former California Assemblyman, Prop 63 co-author & Chairman of the Mental Health Services Oversight and Accountability Commission

Rusty Selix – Executive Director, Mental Health Association of California; Executive Director, California Council of Community Mental Health Agencies; & co-author of Proposition 63

2:00 pm to 3:15pm

Solutions from the National Leadership Council

The National Leadership Council is now more than 80 members strong, representing an impressive array of diverse leaders and experts from a variety of fields, all with a commitment to eliminating stigma and promoting youth suicide prevention. A panel of National Leadership Council members and guests will discuss tested strategies for prevention and early intervention for youth, the challenges in reaching out to particular populations, issues of stigma, and how these promising programs and ideas could fit into the MHSA and similar future initiatives.

Moderator: **Steve Fields** – Executive Director, Progress Foundation

Speakers: **Steve Mayberg, PhD** – Director, California Department of Mental Health

Pat Loomes – Executive Director, Girls, Inc. of Alameda County

Michael Faenza – President & CEO, National Mental Health Association

Jorge Valencia – Executive Director, The Trevor Project

3:15pm to 3:30pm

Closing Discussion

3:30pm

Adjourn

5:30pm to 6:30pm

Reception

6:30pm to 8:00pm

Iris Alliance Fund Annual Gala

Honoring Anne Bakar, President of Telecare Corporation

Recognizing Proposition 63 authors Darrell Steinberg and Rusty Selix

Featuring Keynote Speaker Tipper Gore