How to Bring Mental Health First Aid to your Community

Jennifer Cox, MA
National Trainer & Instructor Mental Health First Aid-USA

Director of Training
Montgomery County Alcohol Drug Addiction & Mental Health Services

Mental Health First Aid USA is coordinated by the National Council for Behavioral Health, the Maryland Department of Health and Mental Hygiene, and the Missouri Department of Mental Health.
A GREAT LIFE
ISN’T ABOUT GREAT BIG THINGS;
IT’S ABOUT
SMALL THINGS THAT MAKE A BIG
DIFFERENCE.
Be the Difference

You can be the one to make a difference in someone’s life.
Mental Health First Aid is the initial help offered to a person developing a mental health or substance use problem, or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.
Sometimes, first aid isn’t
a bandage,
or CPR,
or the Heimlich,
or calling 911.

Sometimes, first aid is YOU!
What Participants Learn

- **Risk factors and warning signs** of mental health and substance use problems

- **Information** on depression, anxiety, trauma, psychosis and substance use

- **A 5-step action plan** to help someone who is developing a mental health problem or in crisis

- **Available evidence-based professional, peer and self-help resources**
Why Mental Health First Aid?

| Mental health problems are **COMMON.** | Learn how to **NOTICE** when someone needs help |
| STIGMA is associated with mental health problems. | Promote **UNDERSTANDING.** |
| **PROFESSIONAL HELP** is not always on hand. | Encourage community members to **SUPPORT ONE ANOTHER.** |
| Individuals with mental health problems often **DO NOT SEEK HELP.** | Help more people **GET THE HELP THEY NEED.** |
| Many people are not well informed and don't know **HOW TO RESPOND.** | Learn how to **INTERVENE.** You might **SAVE A LIFE.** |
Evidence
Mental Health First Aid....

...Increases knowledge and understanding
...Encourages people helping people
...Supports people getting help
...Decreases social distance
...Increases mental wellness

Included in SAMHSA’s National Registry of Evidence-based Programs and Practices
Where Did Mental Health First Aid Begin?

Mental Health First Aid was created in 2001, in Australia.

Betty Kitchener, a Health Education Nurse

Anthony Jorm, a Professor of Mental Health Literacy

Kitchener and Jorm run Mental Health First Aid Australia, a national non-profit health promotion charity focused on training and research.
Ohio Senate Mental Health First Aid Training Starts This Week!

This Friday marks the first of three training dates for the Mental Health First Aid training for Senate staff. Senate staff participation in this training will improve staff responses to in-district mental health and substance misuse issues and will help increase capacity and understanding at the state level.
From a Phone Call to a Movement!
Teachers, supervisors, first responders, caretakers, co-workers, journalists, parents and even international superstars and First Ladies love Mental Health First Aid.
Government Support

Mental Health First Aid Act of 2015

- The Mental Health First Aid Act of 2015 (S. 711/H.R. 1877) would authorize $20 million for Mental Health First Aid.
  - Has 49 bipartisan cosponsors
- Offered to emergency services personnel, police officers, teachers/school administrators, primary care professionals, students, and others
- Introduced in the Senate by Senators Kelly Ayotte (R-NH) and Richard Blumenthal (D-CT) and in the House by Congresswomen Lynn Jenkins (R-KS) and Doris Matsui (D-CA)
- $15 million annually in Mental Health First Aid appropriations
In the News

May 3, 2018 | Refinery29
Why We Need Mental Health First Aid Training

May 11, 2018 | The Independent
Why Learning Mental Health First Aid Can Change a Life

May 12, 2018 | Bustle
Cynthia Germanotta, Lady Gaga’s Mom, Wants Mental Health First Aid To Be A Priority With The “Be Kind Be The Difference” Campaign
ALGEE-O-Meter

Reported through October 21, 2019

More than 2 million first aiders in the US
Trained by more than 19,000 instructors

% of Population Trained
- 0.2%-.29%
- 0.3%-.49%
- 0.5%-.99%
- 1.0%+

Alaska

Hawaii

Puerto Rico

© 2019 Mapbox © OpenStreetMap
Who We’re Reaching

- 23.5% Other
- 1.97% Business/Corporations
- 3.34% Faith Communities
- 11.7% Law Enforcement/Public Safety
- 3.01% Primary Care
- 10.43% Social Services
- 9.21% Higher Education
- 6.78% Behavioral Health
- 30.06% General Community/Not Specified

There are currently Mental Health First Aiders in all 50 states, Puerto Rico and Guam.
What is happening in OUR STATE...O-H!!
Cumulative Ohio Statistics
(2019):

Total First Aiders Trained: 57,403

Total MHFA Instructors: 578
ADAMHS Training Totals 2018 = 5,526

- ADAMHS Community Trainings
- Prevention Trainings
- Addiction/Substance Use Trainings
- Trauma-Informed Care Trainings
- Mental Health First Aid
- CIT Academy
4 Reasons to Become a Mental Health First Aider

1. BE PREPARED.
   Just like you learn CPR, learn how to help someone in a mental health or substance use crisis.

2. MENTAL ILLNESSES ARE COMMON.
   1 in 5 people will experience one in a given year.

3. YOU CARE.
   Be there for a friend, family member or colleague. Learn how to start a conversation.

4. YOU CAN HELP.
   People with mental illnesses often suffer alone. Learn when and how to step in and offer support.
Where Mental Health First Aid Can Help on the spectrum of mental health interventions

- **Prevention**
- **Early Intervention**
- **Treatment**

*Well* | *Becoming Unwell* | *Unwell* | *Recovering*
Mental Health First Aid Works

“In July 2015, I took a Mental Health First Aid course at WestCare Nevada. Little did I know that just a few days later I would be using the information and techniques I had learned in the class in a real life situation.”

-Rick Denton, Peer Support Specialist

“I’ve taken regular first aid, and I’ve used both, but certainly the opportunities to use Mental Health First Aid are much more abundant.”

-Nathan Krause, Pastor

“On a daily basis, we’re presented with people dealing with mental illness. Every day, this training will be beneficial.”

-Sgt. Steven Parkinson, Police Officer
Mental Health First Aid Curricula and Modules
Mental Health First Aid

- Originated in Australia and currently in 26 countries

- Adult course for individuals 18 years of age and older; available in both Spanish and English

- Youth Mental Health First Aid is designed to teach caring adults how to help an adolescent (age 12-18) who is experiencing a mental health, an addictions challenge or is in crisis; available in both Spanish and English.
Mental Health First Aid for Older Adults

- An 8 hour public education program which introduces participants to the unique risk factors and warning signs of mental health problems in adults over the age of 65

- Builds understanding of early intervention, and teaches individuals how to help an older adult in crisis or experiencing a mental health challenge.

- Depression, anxiety, suicidal & non-suicidal self injury, psychosis, dementia, delirium, and substance use

- Role-playing and simulations to demonstrate how to assess a mental health crisis; select interventions and provide initial help; and connect older adults to professional, peer, social, and self-help care.
What Is The Value of MHFA In Working With Our Older Adults?

- About 15 percent of adults aged 60 and over have a mental disorder. (World Health Organization)

- An American Journal of Geriatric Psychiatry survey found 27 percent of older adults assessed by aging service providers met the criteria for a diagnosis of major depression. (Mental Health America)

- More than 1 million people aged 65 or older had a substance use disorder in 2016, including 978,000 older adults with an alcohol use disorder and 161,000 with a substance use disorder. (Substance Abuse and Mental Health Services Administration)
Who is this training for?

Anyone engaging with or caring for persons 55+

Community Members, Nursing Home Administrators & Staff, Caregivers, School Staff, Law Enforcement, Fire/Paramedics, Hospital Staff, Faith-Based Communities, Families

ALL walks of life!
Older Adult Curriculum Overview

- What is Mental Health First Aid?
- Mental Health Problems in the United States - Generations
- Mental Health First Aid Action Plan
- Understanding Depression and Anxiety
  - Mental Health First Aid Action Plan for Depression and Anxiety
    > Suicidal Behavior
    > Non-Suicidal Self-Injury
    > Panic Attacks
    > Traumatic Events
    > Anxiety Symptoms
- Understanding Psychosis
- Understanding Dementia/Delirium
- Mental Health First Aid Action Plan
  > Understanding The Aging Brain
- Mental Health First Aid Action Plan
  > Overdose - Withdrawal
  > Substance Use Disorders Across Generations
- Using your Mental Health First Aid Training
Aging...The Double Stigma!
Mental Health First Aid Action Plan

- Assess for risk of suicide or harm
- Listen nonjudgmentally
- Give reassurance and information
- Encourage appropriate professional help
- Encourage self-help and other support strategies
How Do I Bring MHFA to my area?
Implementation Plan To Bring MHFA to your Community

- ENGAGE the existing INSTRUCTOR NETWORK
- SUPPORT SELECTED STAFF IN OBTAINING INSTRUCTOR CERTIFICATION
- FUNDING...GET SOME!
- HOST AN ON-SITE INSTRUCTOR TRAINING
- HOST FOCUSED, COMMUNITY TRAININGS TO BUILD CHAMPIONS & PARTNERSHIPS
- FOSTER YOUR PARTNERSHIP & CHAMPION RELATIONSHIPS
- SUSTAINABILITY PLAN
Engage the Existing MHFA Instructor network

How should I get started?
- TAKE A MHFA COURSE – EDUCATE YOURSELF!
- First Choice Adult Standard MHFA or Older Adult Module
- Host/sponsor a training to your "audience"

Support selected staff to become instructors
Interest in mental health
Facilitation/teaching skills
Have taken the class!
Funding...Be creative & Get Some!

- Training budget
- Local Funding
- Regional Funding
- State & Federal
- In-Kind Donations
- Sponsors – Private, Corporate, business, Community (i.e. Rotary, Senior Centers, etc.)
- Fundraising campaigns – 3K/5K Runs, Art Raffles, "events"
## Sample Budget

### One Day

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training Fees</td>
<td></td>
<td>Variable</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MHFA Manuals</td>
<td>$400</td>
<td>$16/person, incl. shipping</td>
</tr>
<tr>
<td>Program Supplies</td>
<td>$75</td>
<td>Art supplies, name tags, misc handouts</td>
</tr>
<tr>
<td>Printing</td>
<td>$26</td>
<td>Printing of handouts &amp; certificates for course - up to 200 pages for a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>course of 25</td>
</tr>
<tr>
<td><strong>Potential Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instructor fee</td>
<td>Variable</td>
<td></td>
</tr>
<tr>
<td>Admin/Coordination Fee</td>
<td>Variable</td>
<td></td>
</tr>
<tr>
<td>Instructor travel &amp; per</td>
<td>$172</td>
<td>$0.55/mile reimbursement for auto use, $50/day per diem for one day</td>
</tr>
<tr>
<td>diem</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td>$150</td>
<td>$150/night for two nights</td>
</tr>
<tr>
<td>Room Rental</td>
<td>$150</td>
<td>$150/day</td>
</tr>
<tr>
<td>Audio/Visual Equipment</td>
<td>$100</td>
<td>Projector, $75/day for one day; flip chart(s)</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$145</td>
<td>$5/person/day for one day + 10% admin fee</td>
</tr>
<tr>
<td>Lunch/Snacks</td>
<td>$238</td>
<td>$5/person/day for one day + 10% admin fee</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,911</td>
<td></td>
</tr>
<tr>
<td>Net</td>
<td>-$1,911</td>
<td></td>
</tr>
</tbody>
</table>

Budget assumes maximum class size of 25 participants and a full course, led by two facilitators.

### Two Day

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training Fees</td>
<td></td>
<td>Variable</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth MHFA Manuals</td>
<td>$450</td>
<td>$18/person, incl. shipping</td>
</tr>
<tr>
<td>Program Supplies</td>
<td>$75</td>
<td>Art supplies, name tags, misc handouts</td>
</tr>
<tr>
<td>Printing</td>
<td>$21</td>
<td>Printing of handouts &amp; certificates for course - up to 120 pages for a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>course</td>
</tr>
<tr>
<td><strong>Potential Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instructor fee</td>
<td>Variable</td>
<td></td>
</tr>
<tr>
<td>Admin/Coordination Fee</td>
<td>Variable</td>
<td></td>
</tr>
<tr>
<td>Instructor travel &amp; per</td>
<td>$280</td>
<td>$0.565/mile reimbursement for auto use, $50/day per diem for two days*</td>
</tr>
<tr>
<td>diem</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td>$600</td>
<td>$150/night for two nights</td>
</tr>
<tr>
<td>Room Rental</td>
<td>$300</td>
<td>$150/day for two days*</td>
</tr>
<tr>
<td>Audio/Visual Equipment</td>
<td>$175</td>
<td>Projector, $75/day for 2 days; flip chart(s)</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$275</td>
<td>$5/person/day for 2 days + 10% admin fee</td>
</tr>
<tr>
<td>Lunch/Snacks</td>
<td>$220</td>
<td>$5/person/day for one day + 10% admin fee</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$2,396</td>
<td></td>
</tr>
<tr>
<td>Net</td>
<td>-$2,396</td>
<td></td>
</tr>
</tbody>
</table>

Budget assumes maximum class size of 25 participants and a full course, led by two facilitors.

*Course may be presented over one lengthier day, but may be more ideal presented over two half-days.
# The Value of Mental Health First Aid

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20</td>
<td>Each participant manual for the Mental Health First Aid course costs $20.</td>
</tr>
<tr>
<td>$75</td>
<td>The cost of supplies for one Mental Health First Aid course is approximately $75. Supplies include pens, paper, markers and other office supplies necessary for the teaching of the course material.</td>
</tr>
<tr>
<td>$170</td>
<td>The total cost of training one new Mental Health First Aider is $170.</td>
</tr>
<tr>
<td>$1,800</td>
<td>The cost of training one new instructor is $1,800. Each new instructor goes on to train hundreds of people in the potentially life-saving skills of Mental Health First Aid.</td>
</tr>
</tbody>
</table>
Hosts MHFA Instructor Certification Trainings in Adult, Youth and Modules (3-Day expedited or 5-Day full)

...Throughout the state

...Throughout the year

...Or at your site
Host a Community MHFA Training Session

- Pick a location that supports your audience needs
- Invite multiple champions or curious partners
- Invite people who can make decisions
- Invite consumers & caregivers... Include members of the 55+ community
- Serve basic comforts – light snacks, coffee & water
- Teach with a "veteran MHFA Instructor"
- Bring your calendars! - Have participants pick future dates
- Collect feedback & be responsive to it!
Foster Relationships & Sustainability of MHFA in Your Community

Create an Advisory Committee to create guiding principles from multiple layers of the community

Offer a consistent pattern of MHFA sessions (i.e. 3 a year, quarterly, etc.)

Align your offerings with other Mental Health related events (i.e. Mental Health Awareness month, Suicide Prevention Month, Community trauma anniversaries)

Broadcast Mental Health Messages (i.e. Monthly newsletters, TV spots, local community access channels, City Council meetings, Senior Center events, vendor tables)
Partnership

Is what will build this program in your community
The National Council for Behavioral Health
Mental Health First Aid - USA

www.thenationalcouncil.org
Because *anyone, ANYWHERE* can be the difference in someone’s life.
A Call to Action
Jennifer Cox, MA
National Trainer/Instructor Mental Health First Aid-USA
Director of Training, Montgomery County ADAMHS

jcox@mcadamhs.org
#937.853-4303 office & #614-563-3382 cell

www.mcadamhs.org
Montgomery County Alcohol Drug Addiction & Mental Health Services
409 E. Monument Ave, Suite 102, Dayton Ohio 45402-1226