Mental Health First Aid:
Austin Travis County Integral care

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Mental Health First Aid
National Founders
Mental Health First Aid in the News

National Public Radio, Morning Edition,
October 10, 2011
Mental First Aid: How To Help In An Emotional Crisis
by KELLEY WEISS

National Public Radio, “Talk of the Nation”
October 18, 2011
Mental Health First Aid in the Workplace
by NEAL CONAN

NEW YORK TIMES, January 23, 2011
Positives With Roots In Tragedy On Campus
By MICHAEL WINERIP

ABC TV News “For your Health” segment,
October 18, 2011

THE WASHINGTON POST,
JAN 18, 2011
Shooting in Tucson sparks interest in
'mental health first aid' courses
By RACHEL SASLOW
What Is Mental Health First Aid?

Mental Health First Aid is the help offered to a person developing a mental health problem or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.
Evidence-base

• Four published randomized control trials and a qualitative study (in Australia)
  – Increases mental health literacy
  – Expands individuals’ knowledge of how to help someone in crisis
  – Connects individuals to needed services
  – Reduces stigma
Program Overview: Session 1

• What is Mental Health First Aid?
• Mental Health Problems in the United States
• Mental Health First Aid Action Plan

• Understanding Depression
• Mental Health First Aid Action Plan
  – Suicidal Behavior
  – Depressive Symptoms
Session 2

• Mental Health First Aid Action Plan
  – Nonsuicidal Self-Injury

• Understanding Anxiety Disorders

• Mental Health First Aid Action Plan
  – Panic Attacks
  – Traumatic Events
  – Anxiety Symptoms
Session 3

• Understanding Psychotic Disorders
• Mental Health First Aid Action Plan
  – Acute Psychosis
  – Aggressive Behavior
  – Psychotic Symptoms

• Understanding Substance Use Disorders
• Mental Health First Aid Action Plan
  – Overdose
  – Withdrawal
  – Substance Use Disorders
Session 4

• Understanding Eating Disorders
• Mental Health First Aid Action Plan
  – Acute Crisis
  – Eating Disorder Symptoms

• Using Your Mental Health First Aid Training
Delivery of Training

• Monthly trainings at Integral Care open to the community
• Workplace trainings with specialized modules
• Emphasis on Integral Care’s initiatives in tobacco cessation, suicide prevention, and disaster response
• Expansion to law enforcement, education, housing, and private sector
How to register for MHFA training in Austin

• Visit ATCIC’s website at www.integralcare.org
• Click on the Prevention and Wellness link
• Click on the MHFA webpage
• Click registration and complete the form
Austin Travis County Integral Care Marketing Strategies

- *Transparencies*, bi-weekly e-newsletter from the CEO to more than 600 subscribers
- *All Things Integral*, monthly employee e-newsletter
- *Focus*, quarterly newsletter to a 3,000 mailing list
- Brochures and flyers
- Press Releases (print and radio)
- Social Media (FB, Twitter, YouTube)
- **IntegralCare.org** with an average of 100,000 unique visitors per year
Austin Travis County Integral Care Marketing Strategies

• Quarterly Community Forums
• Webinars on a variety of topics (e.g. MHFA)
• Grassroots outreach through fairs, consumer and faith-based organizations
• Employee education and training opportunities (e.g. media, cultural competency, MHFA)
Austin Travis County Integral Care MHFA Participants

- Library System
- Housing/Homeless
- Human Services
- Healthcare
- Criminal Justice
- Education
- State/Federal Agencies
- Faith-based agencies

Specifics from Kathleen, Heather, Greg here
How Austin Travis County Integral Care Leveraged MHFA?

Community Initiatives:
- Tobacco Cessation
- Disaster Preparedness and Response
- Suicide Prevention
- Supportive Housing
Community Impact

- All the major public and supportive housing providers have committed to training all of their property management in MHFA have adopted policies and practices to better support tenants with mental illness.
- Increased referrals to mental health through use of MCOT and referrals from primary care clinics.
- Reduced 911 calls for law enforcement by library system and others. Documented success through de-escalation.