

**CSW Mental Health Initiative 2020**  
**Discussion Draft 2.0**

**Goal:** Support activities that promote positive behavioral health for girls and young women.

**Why:** To understand and help address the current and long term affects of life's stresses on girls and young women between the ages of 12-25. Stresses that have been exacerbated by COVID-19 and will have an impact on the mental and emotional health of girls and young women at a pivotal time of their lives. The current mental health system for this age group is crisis oriented. There is evidenced-based data to support that early identification and intervention can mitigate the impact on lives in the later adult years.

**Approach:** Assess San Mateo County's current reality in relation to state and national data through focus groups of care providers, school leaders and youth/young adults themselves. Build community connections with those addressing behavioral health needs of our target population; learn from other's experience and identify common areas to address.

**Themes:** Health and safety, vulnerable segments of our community and promotion of wellness

**Objectives:**

- 1) Engage community partners to assess priorities, available resources, gaps and opportunities for CSW impact/contributions, such as:
  - a. County Behavioral Health and Restorative Services & Office of Diversity and Equity
  - b. County Office of Education and the Jefferson, San Mateo and Sequoia high school districts
  - c. Community providers serving girls and young women to maintain and restore mental and behavioral health such as:
    - i. Peninsula Conflict Resolution
    - ii. OneLife Counseling
    - iii. StarVista
    - iv. Safe space
    - v. Puente
    - vi. Stanford's Center for Youth Mental Health & Wellbeing
- 2) Engage and empower the youth voice in helping to define the needs and best approaches for addressing the needs, such as:
  - a. County Youth Commission
  - b. Daly City Youth Health Center
  - c. Established Youth Advisory Groups from around the County
- 3) Identify three activities appropriate and realistic for the CSW to carry out.
  - a. CSW Commissioners will select one to focus on for 2021
  - b. Example of the types of activities:
    - i. Play an active role in promoting Awareness Campaign(s) of experts:
      1. To help direct those in need to resources

2. To promote self-help tools
  - ii. Support programs that promote “Connectedness” such as:
    1. Support groups
    2. Peer to Peer programs
  - iii. Support the the related work of the ODE’s Health Equity Initiatives
- 4) Success will be measured by:
  - a. Having a feasible CSW activity defined to kick off 2021.
  - b. The activity will be built off of or into existing structures
  - c. The activity may expand impact of current services or possibly help launch an innovative new program.
  - d. The activity will have a broad level of support from target audience and focus group partners that helped define the CSW opportunity.

**To: San Mateo County Commission on the Status of Women**

**From: Tanya Beat, Commission Director**

**Date: June 23, 2020**

**Subject: Economics of COVID-19 / SMC Strong Fundraising Proposal**

*Background:*

- COVID-19 has disproportionately impacted women and families, with women losing their jobs and their incomes. They also have to care for their children due to inaccessibility of child care.
- SMC Strong
  - Providing grant assistance to non-profits and small businesses and all donations stay within San Mateo County. Assistance for individuals and families are through nonprofit partners.

*Proposal:*

- With the skills and experience that the CSW has, this is an opportunity to produce a fun virtual fundraising that accomplishes the following:
  - Raising an amount of money that can go directly into SMC Strong
  - Learn fundraising skills in a safe space. Build confidence with fundraising.
  - Spotlights the CSW as a group that is creating a fun and impactful event.
- Virtual Fundraising Examples:
  - 5k for 5k: Pick a day where we all commit to doing a 5k (walk, run, hike, swim, bike, etc). Collect pledges and encourage our networks to get out and join us. Each member has a goal of \$350-500, totally \$5,000.
  - Online Auction: goal of \$1,000
  - Paint night: goal of \$500
  - Summer Pie Pick-up: we all make pies and auction them off. Goal of \$500
  - Partner with a restaurant for a “summer picnic.” A percentage of the revenue goes to our cause.

*Action:*

- Is this something that the Commission is interested in?
- If yes, who would like to be part of a new fundraising adhoc work group?