



PEI PLAN APPROVAL SUMMARY

County: PLACER

Review History:

Original Plan Submitted: **January 5, 2009**

Formal Review Meeting: **February 4, 2009**

Letter Providing Review Team Feedback: **February 11, 2009**

Conference Call with County to Review Feedback: **February 13, 2009**

Plan Recommended for Approval: **February 27, 2009**

Plan Projects:

This PEI Plan has 3 projects:

- 1) Ready for Success: Youth and Family Support
- 2) Bye Bye Blues: Reducing Depression and Suicide Prevention
- 3) Bridges to Wellness: Awareness, Stigma Reduction, and Linking to Resources

Placer County Plan Strengths:

- Placer County had an outstanding Community Program Planning process. They held community forums throughout the County and had strong representation from the Native American and Latino Communities.
- Placer County provided childcare and translations services to ensure that the community could participate.
- The marketing of their Campaign for Community Wellness was very inclusive and proactive. The marketing campaign uses language that defines how the community owns and drives mental wellness.
- The Youth and Family Support Project combined single parents with couples and parents from all socioeconomic and cultural backgrounds in the same groups. This provided a rich mix of perspectives.
- Older Adults have the highest rate of suicide in Placer County and the collaboration with primary care doctors and social workers within the Bye Bye Blues project is unique and should prove to be very effective.

The Plan Review Team Recommends: APPROVAL

BUDGET: \$1,433,374