

# GROWING HEALTHY MINDS

funded by  
 **FIRST 5**  
RIVERSIDE

## The *Growing Healthy Minds* Campaign

First 5 Riverside has implemented the countywide Mental Health Initiative geared towards children 0-5 and their caregivers. Recognizing the critical importance of social emotional development, this initiative provides community and parent education as well as screening, intervention and treatment services. These services are provided by Riverside County Department of Mental Health and Family Service Association.

### The Facts...

- First 5 Riverside has invested a total of **\$11 million** in the Mental Health Initiative.
- **\$10.3 million** has been invested towards programs and services provided by Riverside County Department of Mental Health and Family Service Association.
- **\$748,826** is allocated for the public education campaign focused on prevention and provided by Hershey Cause, a communication agency.
- Since March 2010, more than 3,500 children have received services from the Department of Mental Health and Family Service Association due to First 5 Riverside's Mental Health Initiative.
- Caregivers are encouraged to participate in the early identification screening by their children's physicians and/or teachers, as they are aware of the developmental and behavioral signs of early mental health issues.
- Intervention and treatment programs include the use of Parent-Child Interaction Therapy (PCIT), Trauma Focused Cognitive Behavioral Therapy (TF-CBT), Incredible Years and Positive Parenting Program (Triple P) ideologies.
- The parent education campaign is supported by 211Riverside County's Information and Referral Helpline: A free, confidential, multi-lingual 24/7 parent helpline where parents/caregivers can call to receive information on available direct services related to their children's behavioral and social development.
- The parent support website, [www.GrowingHealthyMinds.org](http://www.GrowingHealthyMinds.org), provides parents with easy to navigate tips on several behavioral topics to help manage their children's behavior.
- The website also provides various materials in downloadable formats such as flyers, posters and tip sheets, so the information can be easily disseminated through local community based organizations.