



CITY OF MENIFEE

SUBJECT: "You Matter" Collaboration
MEETING DATE: June 1, 2022
TO: Mayor and City Council
PREPARED BY: Mariana Mitchell, Community Services Manager
REVIEWED BY: Jonathan Nicks, Community Services Director
APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Review and discuss the "You Matter" collaboration and provide additional direction to staff.

DISCUSSION

During a community meeting in August 2021, Meniffee Interfaith & Community Services Council Chair, Pastor Kasey Crawford, brought forward concerns regarding the COVID-19 pandemic and its impact on the mental health and emotional wellness on the Meniffee Community and proposed a collaboration between the City and community partners.

As an initial step, City staff met with community leaders and representatives of the health and wellness industry to discuss issues facing residents of all ages. From this meeting, the group agreed to meet on a monthly basis to discuss how the collaboration could prevent the duplication of services by informing and connecting residents to existing resources provided by healthcare professionals.

The Community Services Department has been working alongside organizations such as Riverside University Health Systems, Meniffee Police Department, Mt. San Jacinto College – Meniffee Campus, local school districts, medical professionals, and Interfaith Council. Monthly collaborative meetings allowed for the sharing of information, ideas, and resources, however, in an effort to formalize these efforts, at the April 20, 2022 City Council meeting Councilmember Sobek requested that this collaborative be brought forward for City Council consideration as a Future Agenda Item.

The collaborative meetings have inspired the idea of the "You Matter" campaign that is intended to increase accessibility to existing programs by creating a network of support provided by the organizations represented in this partnership.

Several opportunities that were identified include:

- Developing a Mental Wellness Website and/or guide.
- Hosting a variety of wellness workshops provided by healthcare professionals.
- Creating a “Health Ambassador” program that would allow for community members to receive training on listening and connecting people to existing mental health resources.
- Providing information on available resources at City events.

One of the goals of the “You Matter” campaign is to increase awareness of existing mental health resources while decreasing the stigma that comes with seeking out these services. Staff is requesting input from the City Council on how to proceed and continue collaboration with community partners on this community initiated collaborative.

STRATEGIC PLAN OBJECTIVE

Accessible and Interconnected Community

FISCAL IMPACT

The “You Matter” collaboration team has discussed several items to assist with creating connections with residents. If City Council decides to move forward with the items in Table 1 below, there would be no additional appropriation needed as the nominal expenditures would be able to be covered in the fiscal year 2021-22 Community Services Department budget. Examples of the items and projected costs are outlined below (Table 1).

Table 1: Example Promotional Items

Item Description	Cost	Qty	Total
T-Shirts for Health Ambassadors	\$10 Each	50	\$500
Resource Magnets	\$1 Each	500	\$500
Silicone Bracelets	\$1.10 Each	1,000	\$1,100
Additional Printed Materials	\$1.25 Each	1,500	\$1,875
TOTAL			\$3,975

ATTACHMENTS

None.