



Jesse Arreguín
Councilmember, District 4

CONSENT CALENDAR
September 20, 2011

To: Honorable Mayor and Members of the City Council
From: Councilmember Jesse Arreguín
Subject: City Sponsorship of PEERS Mental Health and Wellness Walk

RECOMMENDATION:

Adopt a Resolution approving City Co-sponsorship of the PEERS inaugural Mental Health and Wellness Walk to be held on October 1, 2011 at Cesar Chavez Park.

BACKGROUND:

PEERS (Peers Envisioning and Engaging in Recovery Services), a project of the Mental Health Services Act (Prop 63 in 2004), is a consumer-run non-profit that promotes wellness for people with mental health difficulties and their families through community outreach, empowerment, education, advocacy for social inclusion, and elimination of stigma and discrimination.

On Saturday, October 1, 2011, PEERS will be hosting the inaugural Mental Health and Wellness Walk as a part of its the Alameda County Social Inclusion Campaign to raise awareness of mental health issues. The Mental Health and Wellness Walk will take place at Cesar Chavez Park from 9am to 4pm and will include information tables, a kids zone, arts and storytelling, live music, and guest speakers.

FINANCIAL IMPLICATIONS:

NONE.

CONTACT PERSON:

Jesse Arreguín, Councilmember, District 4 981-7140

Attachment 1: Resolution
Attachment 2: Event Flyer

RESOLUTION NO. –N.S.

CITY CO-SPONSORSHIP OF MENTAL HEALTH AND WELLNESS WALK

WHEREAS, mental illnesses are extremely common; they affect almost every family in California. They affect people from every background and occur at any age; and

WHEREAS, Proposition 63, also known as the Mental Health Services Act (MHSA), was passed by the voters of California in 2004 to provide adequate resources to effectively address mental health issues; and

WHEREAS, PEERS (Peers Envisioning and Engaging in Recovery Services), a project of MHSA, is a consumer-run non-profit that promotes wellness for people with mental health difficulties and their families through community outreach, empowerment, education, advocacy for social inclusion, and elimination of stigma and discrimination; and

WHEREAS, on Saturday, October 1, 2011, PEERS will be hosting the inaugural Mental Health and Wellness Walk as a part of its the Alameda County Social Inclusion Campaign to raise awareness of mental health issues; and

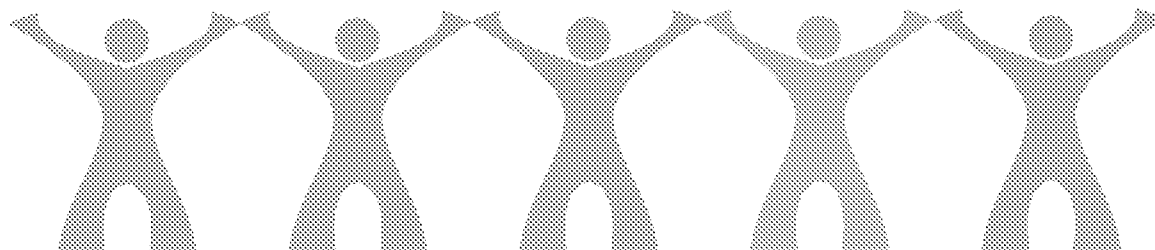
WHEREAS, the Mental Health and Wellness Walk will take place at Cesar Chavez Park from 9am to 4pm and will include information tables, a kids zone, arts and storytelling, live music, and guest speakers.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors the Mental Health and Wellness Walk and the Mental Health and Wellness Walk has permission to use the City's name and logo in the event's promotional materials and signage naming the City of Berkeley as a co-sponsor solely for the purpose of the City indicating its policy endorsement of the event.

BE IT FURTHER RESOLVED that this co-sponsorship does not: (1) authorize financial support, whether in the form of fee waivers, a grant or provision of City services for free; (2) constitute the acceptance of any liability, management, or control on the part of the City for or over the Mental Health and Wellness Walk; or (3) constitute regulatory approval of the Mental Health and Wellness Walk.

BE IT FURTHER RESOLVED that the Council of the City of Berkeley does hereby commend and express its appreciation to PEERS for their advocacy on behalf of mental health issues.

Mental Health and Wellness Walk



Stigma stops with **ME**

Grab your friends. Make a team. Earn prizes.
Sign up to be a walker at <http://peerswalk.eventbrite.com>.

Saturday, October 1 • 9am-4pm
Cesar Chavez Park, Berkeley

FEATURING:

Sponsor and partner information tables
"Stigma Stops with Me" pledge wall
Kids zone
Make your own art
Storytelling
Art exhibits
Live music
Guest speakers

If you are interested in volunteering, contact Chi Chi Okonmah at (510) 690-3674
or chichi@aceotrades.com.

*A project of MHSA -- Proposition 63 and
Peers Envisioning and Engaging in Recovery Services*

