

[Mental Health America of California](#)

FOR IMMEDIATE RELEASE

October 20, 2014

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Mental Health America of California Announces Restructure and New Leadership Positions

Sacramento CA - Mental Health America of California (MHAC) announced its restructure and new leadership roles for its key staff, with Zima Creason named to Provisional Chief Executive Officer (CEO) and Rusty Selix to Executive Director of Policy and Advocacy.

"The Board of Directors and staff are committed to increasing the capacity of our organization by broadening and developing our leadership to address mental health issues throughout California. We value the contributions that have been made in the past and approach the future holding a vision to grow the organization and our collective voice," said Patricia Marrone Bennett, President of the MHAC Board of Directors.

Ms. Creason's newly created position will focus on organizational management and leadership. As Executive Director of Policy and Advocacy, Mr. Selix will continue to work with the MHAC Board of Directors to set the policy direction of MHAC and develop advocacy activities to accomplish MHAC's mission. Both leads are responsible for working in collaboration in an effort to ensure that all Californians who require mental health services are able to access the appropriate mental health services at the appropriate time.

"MHAC is fortunate to have Zima Creason and Rusty Selix as committed and outstanding champions for California's mental health service providers. Our new leadership structure will enable MHAC to be even more effective in our mission to put quality mental health care within reach of every Californian who needs it," said Jim Gilmer, President Elect of the Mental Health America of California Board of Directors.

MHAC and its affiliates throughout the state of California champion accessible and outstanding mental health services and the reduction of mental health stigma and discrimination toward people with mental health challenges, which will enable them to live full lives.

Zima Creason, MBA, has over 13 years of experience in business and mental health policy and advocacy. Many of those years have been spent working in collaboration with Rusty Selix, co-writer of California's Proposition 63, the Mental Health Services Act. She is trained in organizational management, development and growth, and is skilled in program development, implementation, management, and building sustainability. Zima's record of achievement

exemplifies her personal commitment to defeating mental health stigma and discrimination as well as access issues that prohibit Californians from receiving the mental health services they need when they need them.

Rusty Selix was the original author and leader of the Proposition 63 Campaign - the November 2004 California ballot measure which is transforming California's public mental health system. Mr. Selix has also been a leading expert in state and local policy and finance for nearly 30 years, and since 1986 has concentrated his advocacy primarily on mental health issues. Even before Proposition 63, Selix was known as an effective mental health advocate, and has had a major influence on nearly every piece of mental health legislation in recent California history.

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Mental Health America of California ensures that people of all ages, sexual orientation, gender, ethnicity, etc. who require mental health services and supports are able to live full and productive lives, receive the mental health services and other services that they need, and are not denied any other benefits, services, rights, or opportunities based on their need for mental health services.