

Who We Are

The PRIDE Initiative, established in April of 2007, stands as one of the pioneering LGBTQ+ advocacy efforts in San Mateo County (SMC). Comprising dedicated individuals deeply invested in the behavioral health care and wellness of lesbian, gay, transexual, queer, questioning, and intersex (LGBTQQI) individuals in our community, our initiative strives to foster a culture of understanding, support and empowerment.



Join Us

PRIDE Initiative
Monthly Meetings:
Meetings are held on the
1st Wed of every month from
4:30 pm - 6 pm
Meeting information available
through QR code

Stipends are available for
community members and
behavioral health clients, who
attend our meetings.

Contact Co-Chairs for Zoom
info.

Dana Johnson
theactivist@gmail.com

Scott Gruendl
sgruendl@smcgov.org

PRIDE is supported by San Mateo County Behavioral Health and Recovery Services, Office of Diversity and Equity. It is one of nine Health Equity Initiatives funded by the voter-approved Mental Health Services Act (Prop 63).



SAN MATEO COUNTY HEALTH
**BEHAVIORAL HEALTH
& RECOVERY SERVICES**

Mission

The PRIDE Initiative is dedicated to cultivating a supportive and inclusive atmosphere within SMC Behavioral Health and Recovery Services (BHRS) for the diverse members of our lesbian, gay, bisexual, transgender, questions, queer, and intersexed (LGBTQQI) communities.

Through collaborative efforts, we aim to provide comprehensive services, advocate for equitable access to resources, and promote awareness and acceptance, thus empowering individuals to thrive authentically and free from discrimination.

Vision

An environment in SMC where equity and inclusion are the cornerstone values, fostering a community where every individual, regardless of sexual orientation or gender identity, feels empowered, respected and celebrated.



Behavioral Health Resources

BHRS ACCESS Call Center
(800) 686-0101

Suicide Prevention Lifeline
988 or (650) 579-0350

Mental Health First Aid
www.smchealth.org/mhfa

Parent Project®
www.smchealth.org/parentproject



Learn more about
PRIDE Initiative



Learn about other
Health Equity Initiatives



Did you know

- LGBTQ+ youth are especially vulnerable with higher rates of victimization, of having a mental health disorder, higher rates of homelessness and suicide.
- LGBTQ+ adults are also at higher risk of depression and isolation from family and other social supports.
- Transgender persons remain the most vulnerable, experiencing the highest rates of assaults, violence and discrimination compared to lesbians and gays.