

Strategies and Essential Ingredients for Ongoing Stakeholder Participation

PEI Webinar

May 19, 2011

Webinar Agenda

- ▶ Introduction
 - Brief Overview of MHSA
 - Who are stakeholders?
 - Defining stakeholder process
 - Program decision-making prior to MHSA
 - From initial planning to ongoing involvement

- ▶ Essential Ingredients
 - Introduction to essential ingredients
 - Overview of essential ingredients and examples

Introduction

Brief Overview of the Mental Health Services Act (MHSA) – Delphine Brody

- ▶ Funding from 1% tax on personal income in excess of \$1M
- ▶ Purpose is to reduce the long-term adverse impact of untreated mental illness
- ▶ Intent is to **expand** mental health services and transform
 - Recovery/wellness focus
 - Stakeholder involvement
 - Focus on un-served and underserved
 - Focus on effective services and cost-effective expenditures
- ▶ Provides funding for prevention and early intervention, workforce development, facilities and technology, innovation and comprehensive community services and supports

Who are Stakeholders? – Stephanie Ramos

A Stakeholder is a person or organization that feels they have an active interest in the outcome of an issue/topic

Examples:

- Consumers
- Family members
- Transition Age Youth
- Older Adults
- Cultural Communities
- Education
- Law Enforcement
- Faith Based-Community

Sacramento County's Mental Health Services Act (MHSA) Steering Committee is comprised of representation from more than 15 different stakeholder groups, including but not limited to Consumers, Transition Age Youth, Family Members, Veterans, Juvenile Court, and many more.

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Stakeholder Processes

– Kathleen Derby

▶ Community Collaboration

- Who:
 - Clients and families receiving services, other community members, agencies, organizations, businesses
- What:
 - Work together to share information and resources
- Why:
 - In order to fulfill shared vision and goals

(Adapted from MHSA Regulations Section 3200.060); Authority cited: Section 5898, Welfare and Institutions Code. Reference: Sections 5830(a)(3) and 5866, Welfare and Institutions Code.)

▶ Cultural Competence & Responsiveness

- Outreach and inclusion of diverse racial, ethnic and cultural communities to eliminate disparities
- Engagement to incorporate understanding into planning to improve
 - Access, quality, and appropriateness of services

(Adapted from MHSA Regulations Section 3200.100; Authority cited: Section 5898, Welfare and Institutions Code. Reference: Sections 5813.5(d)(3), 5868(b), 5878.1(a), Welfare and Institutions Code and Sections 2(e) and 3(c), MHSA.)

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Stakeholder Processes



▶ Client and Family Driven

- Programs/services use client and family input as the main factor for:
 - Planning
 - Policies
 - Procedures
 - Service Delivery
 - Evaluation
 - Determination of Outcomes

(Adapted from MHSR Regulations Sections 3200.050 & 3200.120; Authority cited: Section 5898, Welfare and Institutions Code. Reference: Sections 5813.5(d)(2) and (3), 5830(a)(2) and 5866, Welfare and Institutions Code, Section 2(e), MHSR. ; Authority cited: Section 5898, Welfare and Institutions Code. Reference: Section 5822(h), 5840(b)(1), 5868(b)(2) and 5878.1, Welfare and Institutions Code.)

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Decision-making Prior to MHSR

— Stephanie Welch

- “Decisions” of **WHO** got **WHAT** service, for **HOW LONG**, and at what level of **QUALITY** has been historically dependent on available resources.
- While outcomes are best when delivered in the community and through individual determination and choice, the funding needed to accomplish this was not provided.
- In designing the MHSR, existing structures of local and state oversight and planning were built upon and expanded, including the recognition that community planning efforts should receive ongoing funding to be effective.

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From Initial Planning to Ongoing Stakeholder Involvement

– Gigi Crowder

- ▶ Alameda County example: Early days of MHSA
 - County staff, lead contract providers, some consumer/family members
 - public meetings, but voting body not reflective of county diversity
- ▶ Post CSS
 - Formed the Ongoing Planning Council (OPC)
 - Pushed to make it more reflective of community diversity
 - Now is 1/3 consumer, 1/3 family, 1/3 providers and other stakeholders
 - Now is culturally diverse and continue to make targeted efforts to fill vacancies with reps from missing groups

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Strategies for Ongoing Engagement Essential Ingredients

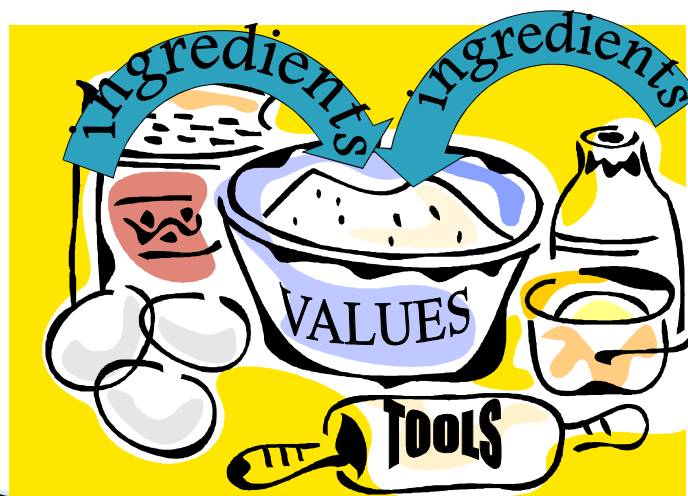
Essential Ingredients to a Successful Stakeholder Process Grounded in Integrity

- Nancy White
 - ▶ Developed by Social Justice Advisory Committee
 - has 35 members
 - ▶ went through our own Stakeholder process to create these recommendations
 - ▶ we created a set of recommendations that have a universal language and values
 - ▶ insures all stakeholders valued equally
 - ▶ builds trust and accountability over time

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Essential Ingredients Overview

- Kathleen Derby



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Essential Ingredients Overview – Values



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Essential Ingredients Overview – Ingredients

1. **Ground all efforts in integrity, compassion and humility for the individuals, families and communities that have been impacted by behavioral health challenges;**
2. **Know the ethnicities, languages and cultures of the communities to be served. Engage in age-appropriate and culturally relevant outreach. Develop strategies chosen by all to meet their needs;**
3. **Demonstrate honor and respect toward the unique cultural values, beliefs and preferences of individuals, families and communities;**
4. **Recognize the value and wisdom of stakeholders' life experiences as expertise, and prioritize accordingly;**
5. **Aim to reduce stigma and discrimination in all interactions with stakeholders. One way to promote this is by providing many opportunities for the inclusion of a wide range of perspectives and preferences;**

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Essential Ingredients Overview – Ingredients (continued)

6. Educate and inform the community in planning goals and process so that the intent and purpose is clear, and all can participate meaningfully;
7. Conduct all planning processes in a manner that assures there is active interaction and broad participation from community stakeholders from inception, while still welcoming new participants at all points in the process;
8. Incorporate community stakeholders' input and ideas into the strategies and results included in plans and other ongoing projects;

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Essential Ingredients Overview – Ingredients (continued)

9. Make a commitment to build and maintain trusting relationships by demonstrating ethical accountability between providers of services and all individuals, families, and diverse community stakeholders. Achieve this through welcoming invitation, continuous dialogue, and inclusion throughout all points in program and service implementation. Dialogue and inclusion prioritizes the ability of service providers to accept constructive criticism, and to recognize the need for flexibility in ongoing programming to accommodate the community's needs;
10. In an effort to ensure all interested individuals have an opportunity to participate, extra efforts should be made to remove barriers and reach historically unserved, underserved and inappropriately served communities in each identified stakeholder category.

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Essential Ingredient 1 – Gigi

Crowder

- ▶ **Ground all efforts in integrity, compassion and humility for the individuals, families and communities that have been impacted by behavioral health challenges**
- ▶ **Example: Alameda**

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Essential Ingredient 2 – ThuHien

Nguyen

- ▶ **Know the ethnicities, languages and cultures of the communities to be served. Engage in age-appropriate and culturally relevant outreach. Develop strategies chosen by all to meet their needs**
- ▶ **Example: Santa Clara County: Ethnic/Cultural Advisory Committee, Family Outreach and Engagement Program**

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Ingredient 2 (continued)



Program Staff:
Nine ethnic groups, 56 consumer and family member staff, who speak 12+ languages.

Program services: advocacy, family support, and outreach and education

Target population: underserved ethnic communities

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Ingredient 2 (continued)

- ▶ ECCAC reflects the cultures and languages of Santa Clara County
- ▶ The MHD engaged in extensive outreach to ethnic communities for MHSa programs planning and implementation
- ▶ ECCAC program services are based on community defined needs, barriers and solutions

Additional Ingredients for Success:

- ▶ Support from Mental Health Director
- ▶ Continue funding depends on program accomplishments.

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Essential Ingredient 3 – Raja Mitry

- ▶ **Demonstrate honor and respect toward the unique cultural values, beliefs and preferences of individuals, families and communities**
- ▶ **Example: San Mateo County Behavioral Health & Recovery Services' Anti-Stigma Initiative**
 - **Anti-stigma community collaboration**
 - consumers, family members, county staff, providers and other community partners created vignettes for a theatrical production showing how stigma and discrimination manifest in different ethnic and cultural groups
 - produced dvds with corresponding-language subtitles and accompanying facilitator guides to be used for trainings and broader outreach and engagement of communities
 - **generated ongoing interest and continuing participation by community stakeholders in other opportunities for countywide planning and work**
 - e.g., the Anti-Stigma Advisory Council, a Lived Experiences Training Academy, the Suicide Prevention Initiative, Spirituality Initiative, etc.

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Essential Ingredient 4 – Stephanie Ramos

Recognize the value and wisdom of stakeholders' life experiences as expertise, and prioritize accordingly

Example: Sacramento County's Stakeholder Participation in developing it's Innovation Plan

20 member Innovation Workgroup

- 6 Consumer Advocates
- 5 Family Advocates
- 2 DBHS Reps
- 2 mental health providers
- Mental Health Board
- Law Enforcement
- Disability Rights of California
- Cultural Competence
- Physical Health

9 Small Groups

- Latino
- Hmong
- Vietnamese
- Chinese (Cantonese speaking)
- Mien
- LGBTQ
- Muslim
- Native American
- African American
- Transition Age Youth

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Essential Ingredient 5 – Nancy White

- ▶ **Aim to reduce stigma and discrimination in all interactions with stakeholders. One way to promote this is by providing many opportunities for the inclusion of a wide range of perspectives and preferences**
- ▶ **Example: VHA Peer Specialist Training Program in Northern California**
 - inclusive of all stakeholders
 - multiple nationwide agencies involved in STK process
 - MH/SA consumers would be delivering direct care services in VA
 - bumps in the road

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Essential Ingredient 6 – Jesse Herrera

- ▶ **Educate and inform the community in planning goals and process so that the intent and purpose is clear, and all can participate meaningfully**
- ▶ **Example: Monterey County**

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Essential Ingredient 7

- ▶ **Conduct all planning processes in a manner that assures there is active interaction and broad participation from community stakeholders from inception, while still welcoming new participants at all points in the process**

- ▶ **Example: LA County UREP Committee (Underrepresented Ethnic Populations)**
 - Formed five UREP Sub-committees and supported them with capacity building funds.
 - African/African-American, Asian/Pacific Islander, Latino, American Indian, Middle-Eastern/Eastern-European

- ▶ **UREP Sub-committee Principles:**
 - Actively engage consumers;
 - Hold meetings open to the community;
 - Establish a balanced membership representing key stakeholder categories;
 - Use the unique cultural practices and organizational contexts of each UREP community to determine membership structures, voting processes, meeting activities, and related processes

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Ingredient 7 (continued)

- Each UREP subcommittee had a voting member on the Delegates Stakeholder group.

- When this Delegates group ended as all the MHSAs plans have been approved, the System Leadership Team (SLT) expanded to become the stakeholder group to monitor implementation and help LACDMH transform the system to one that embraces Hope, Wellness and Recovery.

- At this time, we formed a UREP Leadership group composed of the co-chairs of the five subcommittees.

- A representative from this UREP Leadership group represents them on the expanded SLT.

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Essential Ingredient 8 – Delphine Brody

- ▶ **Incorporate community stakeholders' input and ideas into the strategies and results included in plans and other ongoing projects**
- ▶ **Example**

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Essential Ingredient 9 – Brenda Scott

- ▶ **Make a commitment to build and maintain trusting relationships by demonstrating ethical accountability between providers of services and all individuals, families, and diverse community stakeholders. Achieve this through welcoming invitation, continuous dialogue, and inclusion throughout all points in program and service implementation.**
- ▶ **Example:**

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Essential Ingredient 9 – Gigi Crowder

- ▶ Dialogue and inclusion prioritizes the ability of service providers to accept constructive criticism, and to recognize the need for flexibility in ongoing programming to accommodate the community's needs
- ▶ Example:

Essential Ingredient 10 – Gigi Crowder

- ▶ In an effort to ensure all interested individuals have an opportunity to participate, extra efforts should be made to remove barriers and reach historically unserved, underserved and inappropriately served communities in each identified stakeholder category
- ▶ Example: Alameda County

Conclusion

- ▶ Stakeholder engagement is an ongoing process that can continually improve, not an event
- ▶ The journey can be filled with successes and setbacks
- ▶ Invaluable for quality programming that meets the needs of the community

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Our presenters:

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Thank you!