

BHS Community Engagement Updates

Behavioral Health Advisory Board Meeting
Thursday, March 7, 2024

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Today's Presentation



- Background and Recap Since September 2023
- Recent Efforts
 - Community Engagement Activities
 - Community Engagement Approaches – *status of Q2 strategies shared October 2023*
- On the Horizon – *What's next?*
 - Long-Term Messaging Plans
 - Additional collaborations with youth and youth-led/youth-serving organizations

Community Engagement (CE)



"How do we/can we learn from and connect with stakeholders?"

*Public Messaging Campaigns
and Outreach Activities*

*Prevention & Early Intervention
Taskforces and Community Coalitions*

*Engagement/Input Activities
(including CPPP)*

Community Experience Partnership (CEP)

*Health Promotion
Community Events
(County)*

System of Care Councils

*Data
Dashboards*

*Health Promotion
Community Events
(Community)*

*Programs
and Services*

Key Drivers of CE Work



- **Community Program Planning (CPP) Process:** Per the Mental Health Services Act (MHSA, 2004), planning, implementation, and evaluation of programs and services made possible through MHSA funds need to involve the community; Counties receiving MHSA funding need to collaborate and partner with consumers and share information and resources.
- **County of San Diego General Management System** (*Enterprise-wide goals*)
- **Community Experience Partnership (CEP):** Departmental initiative to integrate data and community feedback and priorities to inform and support planning and program development to equitably improve behavioral health and wellness across the Behavioral Health Continuum of Care.

Implementing CE Activities



- The department performs community engagement efforts through **three** primary mechanisms:
 - **BHS Staff** – BHS C&E Team leads internal and external communication and engagement efforts for the department (established November 2022)
 - **County Staff outside of BHS** – individuals and teams external to the department that support behavioral health-related engagement activities
 - **Contracts** – total of 4 overseen specifically overseen by C&E
 - #566007 (UCSD) / #561649 (Rescue Agency) / #559599 (Jewish Family Service of San Diego) / #567084 (Center for Community Research)
 - Other contracts monitored throughout BHS also include relevant components

Building Capacity to Support CE



April – July 2022

- **Review prior input/feedback and existing initiatives** – develop an understanding of efforts to-date, common community requests, etc.
- **Assess internal resources** – explore opportunities to maximize collaboration with other HHSA and County departments to optimize community engagement
- **Initiate recruitment and hiring activities** – 3 staff by 10/21/22

November 2022 – March 2023

- **Implement new strategies and processes with HHSA and County peers** – partner to pilot new activities and events for stakeholders and implement mechanisms to enhance internal coordination and communication
- **Establish BHS C&E Team** – formed 10/25 thru BHS reorg
- **Centralize related contracts** – initiate transition of BHS public messaging, outreach/education, and engagement-related contracts to the C&E Team

March 2023 – Present

- **Develop infrastructure to support new operations** – onboard additional team members and create new tools to support reporting, evaluation, and communication (ongoing)
- **Reflect on learnings and refine approaches** (ongoing)
- **Initiate planning discussions** – connect with stakeholders to identify, plan, and refine desired programming (ongoing)

Building Capacity to Support CE



- **Five branches of BHS Communication & Engagement (C&E) Team:**
 - Departmental Communications (1)
 - Community Input & Behavioral Health Advisory Board (BHAB) Coordination (3)
 - Community Health Promotion (3)
 - Community Inclusion and Impact Tracking (5)
 - *Includes Special Projects, e.g., CDPH Youth Suicide Crisis Response and Reporting Pilot (thru 06/2025)*
 - BHS Employee Engagement (1)
- **Thirteen additional team members have joined the C&E Team since October 2023:**
 - CDPH Youth Suicide Pilot Support Staff (5), including four County Community Health Workers (HSEC)
 - Full-time staff (1)
 - Part-time graduate and undergraduate students (non-clinical) (6)
 - Temporary, full-time Analysts (1)

Recent Efforts: Activities



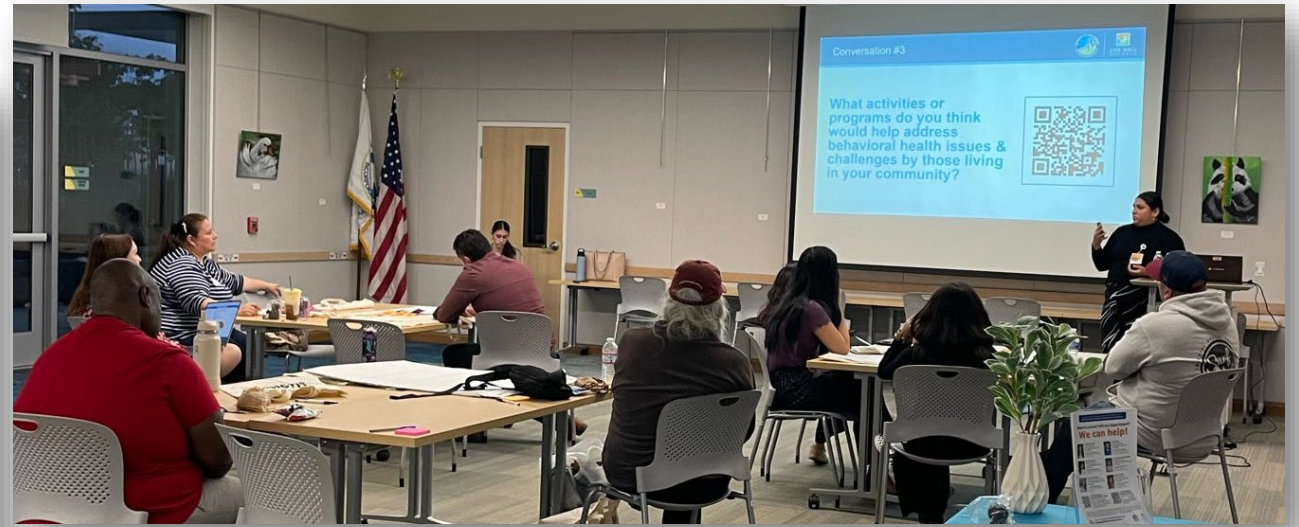
- Community presentations (e.g., naloxone administration and crisis response services panels)



Recent Efforts: Activities



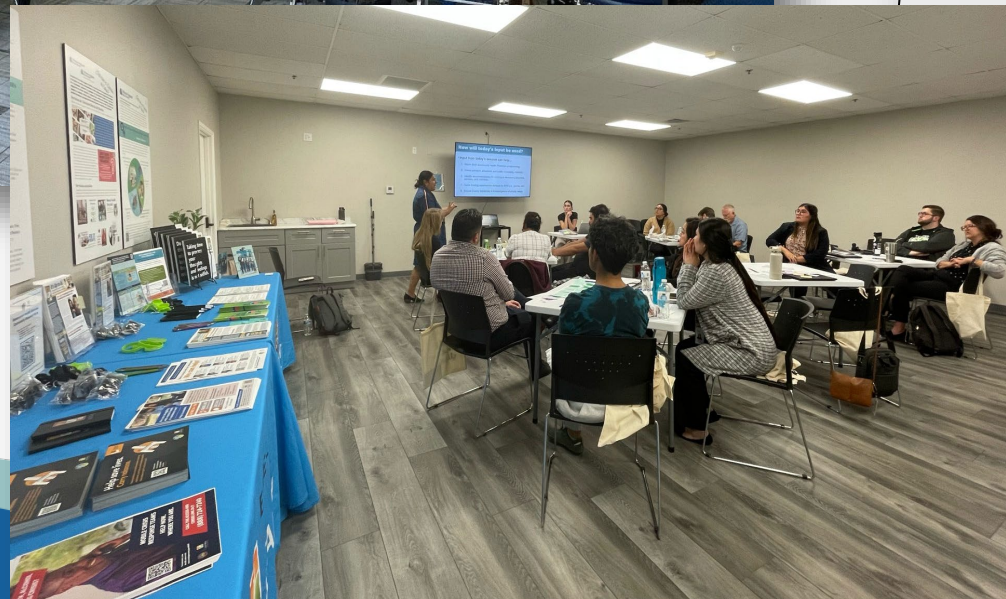
- Community input sessions (CPP)



Recent Efforts: Activities



- Community input sessions (CPPP)



It's UP to US

Let's Talk About...
Community Behavioral & Mental Health Needs

Monday, October 23, 2023
4:00 PM – 6:00 PM

@ Southeastern Live Well Center
5101 Market Street, San Diego, CA 92114
Tubman-Chavez Community Room

Featured Partner


JIREH PROVIDERS

Key features:
• **Spotlight:** JIREH Providers
• **View:** County Behavioral Health Services
• **Community Discussion of Needs**

Share:
• The most important issues are for you
• Your community when it comes to mental
• or substance use
• Activities or tools would provide you
• Support and help to address challenges
• Concerns for your community
• Services, programs, or services you want
• More about at future workshops

Can't attend this workshop?
Share your thoughts online!
<https://tinyurl.com/MHSAvoices>

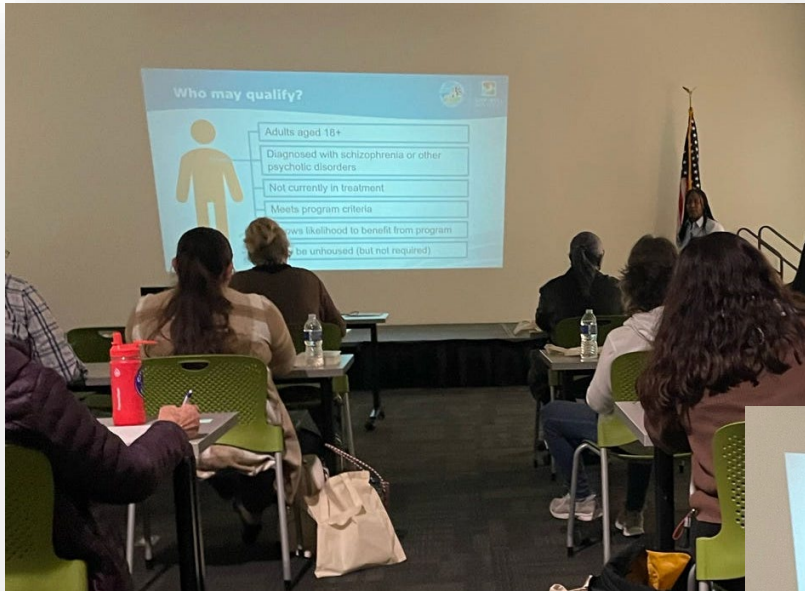
Information gathered at this event will be included in an annual report to the San Diego County Board of Supervisors and helps inform future It's Up to Us community events, public messaging, and outreach.



Recent Efforts: Activities



- CARE Act Program presentations



Recent Efforts: Activities



- BHS resource trainings for new County Community Health Workers (CHWs)



Recent Efforts: Activities



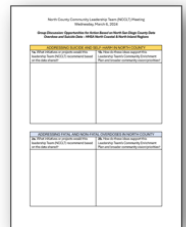
- Community data workshops (CEP)



**Post-it notes
on table**



**Online via
QR code**

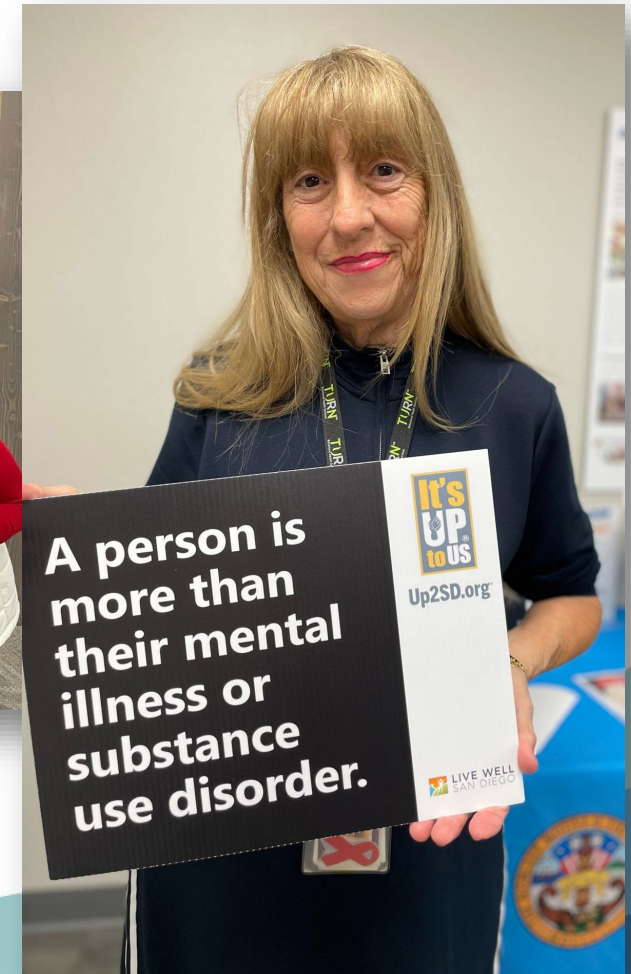


**Individual
handout**

Recent Efforts: Activities



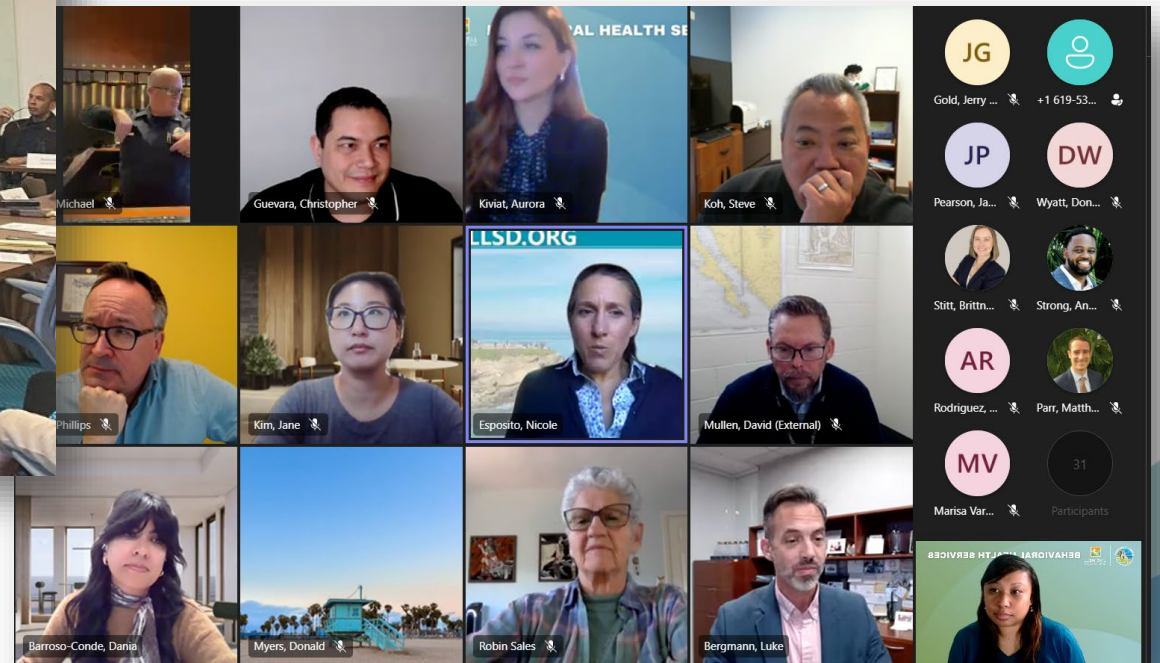
- #StigmaFreeSD Photobooth



Recent Efforts: Activities



- Involuntary Behavioral Health Treatment (Senate Bill 43) Collaborative Workgroup and Subcommittee convenings to inform planning



Recent Efforts: Activities



- New educational resources (web and print)

Get Support for Behavioral Health

It's UP to US

4 Key Resources in San Diego County

San Diego Access & Crisis Line (ACL) 888-724-7240 If you need information or help finding resources, this is a good place to start. There are other services listed below that you can connect with too. You can call the ACL if you would like to receive information on programs, support for yourself, or a referral to a specialist.

Crisis Stabilization Units These are centers located in the community and also near or within different hospitals. These facilities are designed to provide stabilization services for people experiencing a crisis.

Outpatient Services These services are provided by the County of San Diego mental health clinics and other

Depending on your situation, different crisis response services may be deployed to help you:

MCRT Non-Law enforcement team



Mobile Crisis Response Team

PERT Law enforcement + clinician



Psychiatric Emergency Response Team

EMS If there is a medical emergency



Emergency Medical Services

MCRTs operate 24/7 and may respond if the following is true of your situation:

1. There are no injuries requiring a medical response.
2. There are no weapons involved or known possession of a weapon.
3. The person is not involved in serious criminal activity related to the need for a response that warrants law enforcement involvement.
4. The person is not known to be in connection with an ongoing law enforcement investigation.
5. There is no threat of violence or potential for immediate violence or use of violence toward others or self.

If law enforcement was not specifically requested AND all other criteria listed above are met, a dispatcher may recommend MCRT be sent out to respond to the crisis situation.

If you're still unsure what to do or what you need, call the ACL 888-724-7240 to speak to a trained expert. To learn more about these services, visit sandiegocounty.gov/mcrt/ and comresearch.org/PERT.php



SanDiegoCounty.gov Home

Behavioral Health Services

I WANT TO FIND ADULT SERVICES CHILDREN'S SERVICES PROVIDERS

30-Day Mental Wellness Practice

30-DAY MENTAL WELLNESS PRACTICE
Build a wellness routine with activities that work for YOU

Behavioral Health Services presents the first ever 30-Day Mental Wellness Practice. The 30-Day Mental Wellness Practice is a fun, free, and accessible way for you to engage in daily self-care activities that support your mental wellness.

When you prioritize your mental wellness, you give yourself tools and skills that can help you cope with daily stressors and overcome the long-term. So, when you find yourself feeling down, anxious, or stressed, you'll have the skills to manage your mental wellness.

SanDiegoCounty.gov Home

Behavioral Health Services

I WANT TO FIND ADULT SERVICES CHILDREN'S SERVICES PROVIDERS

County of San Diego Outpatient Behavioral Health Services

Outpatient behavioral health centers provide treatment, rehabilitation, and recovery services for people who need care for mental health or substance use conditions, co-occurring disorders, or a behavioral health crisis. Services include screening, assessment, medication management, crisis intervention, and group and individual short-term therapy. Programs may also offer case management and homeless outreach services.

Children's Outpatient Services

Refer to the [Children, Youth, and Families Provider Directory](#) for a list of outpatient clinical services for children, including:

- SchoolLink services at designated school sites
- Teen Recovery Centers
- Specialty Programs

Adult Outpatient Behavioral Health Centers by Region

See tables below for a list of Behavioral Health Centers by Region serving adults ages 18 and older. Programs offer appointments and walk-in hours.

- North Central
- North Coastal
- North Inland
- South
- East
- Central

Recent Efforts: Approaches



- **Key requests regarding implementation of input/engagement activities:**
 - Hold more activities in neighborhood and community spaces
 - **Plan to hold sessions at community centers, libraries, YMCAs, and places of worship**
 - **Align site selection as much as possible to California Healthy Places Index (HPI)**
 - Co-facilitation with partners
 - **Connecting with partners in the communities of planned input sites**
 - More smaller groups rather than larger listening sessions
 - **Planning to hold 10+ sessions (previously 1 per HHSA region)**

Recent Efforts: Approaches



- **Key requests regarding implementation of input/engagement activities:**
 - Incentives for participation and follow-thru to show how community input is being implemented
 - **Will include giveaways for participants (e.g., food)**
 - **Plan to produce short briefs per activity and make available in threshold languages; will incorporate all learnings into broader Annual Update draft**
 - More balanced representation at input activities
 - **Tailoring sessions a little more (e.g., Providers and Organizations Session)**
 - **Shift time to late afternoon/early evening**
 - **Will encourage pre-registration**

Recent Efforts: Approaches



- **Key requests regarding implementation of input/engagement activities:**
 - Advanced notice
 - **Schedule opportunities a minimum of 2 weeks out**
 - Multiple means of obtaining input and participating
 - **Keep all formats from 2022-2023 at the request of stakeholders**
 - **For static questionnaire, translate questions into County's threshold languages and coordinate internally to ensure County outreach and engagement staff have copies to share**
 - **Working with the County Community Engagement Lead to leverage Engage.SanDiegoCounty.gov**

On the Horizon – *What's next?*



- May is Mental Health Matters Month Planning
- Youth *It's Up to Us* Brand Launch (Summer 2024)
- Next phase of Crisis Response Public Messaging (ACL, MCRT, CSU) & Crisis Line
- Additional Youth and Student Collaborations
 - **BHS Student Ambassador/Liaison Program** (non-clinical, paid opportunities with C&E)

Long-Term Messaging Plans



- Leverage best practices from COVID-19 communication, particularly as it relates to shared County/Community opportunities and CHW-based outreach/education
 - Sector and Population-specific messaging
 - Collaborations with CBOs and ECBOs
 - CHW “red flag testing” to help check relevancy, language accessibility, etc

SECTOR-DRIVEN MATERIALS

80+ materials developed

AGENTS OF CHANGE SUMMER 2023

County materials developed with Sector stakeholders # AOC23

CBO & ECBO MATERIALS

| Black/African American | Asian/Pacific Islander | Hispanic/Latino | Refugee Communities |
|------------------------|------------------------|-----------------|---------------------|
| | | | |

AGENTS OF CHANGE SUMMER 2023

Community Partners' Materials # AOC23

CO-DEVELOPED MATERIALS

| Black/African American | Asian/Pacific Islander | Hispanic/Latino | Refugee Communities |
|------------------------|------------------------|-----------------|---------------------|
| | | | |

AGENTS OF CHANGE SUMMER 2023

Dual-Branded Materials (County/Community) # AOC23

Additional Youth Collaborations



- *Live Well San Diego* Youth Sector
- Youth-run and youth-serving organizations
- Paid student opportunities (through BHS C&E)
- Presentations on paid student opportunities at local colleges and universities



Discussion/ Questions



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