

MHSA Planning, Outreach & Engagement

Dr. Darlesh K. Horn, Division Chief
MHSA Stakeholder & Community Engagement & CBO
Development Unit



Agenda



Traditional Aztec dancers at the SA 7” Men’s Health Family Funday “Event

Overview & Background of Planning, Outreach & Engagement (POE)

Purpose and Goals of POE

Activities supported by POE

The Community Planning Process & Stakeholder Engagement

The Community Planning Team and the Community Planning Process

Strategies to Build Community & Stakeholder Capacity through POE

Strategies to Build Service Capacity of CBOs through POE

POE Overview & Background

Planning, Outreach & Engagement (POE) is a vital component of the Mental Health Services Act (MHSA), which aims to inform the public about MHSA programs and services, garner community input, and integrate feedback into the O&E planning process.

O&E activities focus on reaching a wide diversity of backgrounds and perspectives represented throughout the county, with a special emphasis on unserved, underserved, inappropriately served and hard-to-reach populations.

O&E creates an infrastructure that supports partnerships with community resources and providers, schools, community-based agencies, Faith-Based organizations, historically disenfranchised communities, and other county departments.

*State Regulations and Funding for POE is governed by California Code of Regulations (CCR) Title 9, Div. 1, Ch. 14, Article 6, Sec 3640: The County may develop and operate outreach programs/activities for the purpose of identifying unserved individuals who meet the criteria of Welfare and Institutions Code Sections 5600 3 (a), (b) or (c) in order to engage them, and when appropriate their families, in the mental health system so that they receive the appropriate services.

LA County Dept. of Mental Health (LACDMH) 1st Pride Celebration, June 28th 2024



HMHC Staff Group Pride-2024



Presenters: Rev Lucia Chapelle and Rev Keith Mazingo, Founders-MCC church



LA County Dept. of Mental Health (LACDMH) 1-323-467-2647



FMCC church, 4607 Prospect Ave LA 1-323-669-3434



Victoria Begler, The 'Alexis' Project



LA County Public Health (LACPH)



Trans*Lounge, LA LGBT Center 1-323-993-7606



Pickle: WeHo Drag Laureate



'Street Pockets': Challenged-youth workshops 1-323-737-8545



Rosari, Community Engagement Team



LA Suicide Prevention Network (LASPN)

Purpose of POE



SA 3 “Heroes For Change, Community Health & Safety” with Seniors Fight Back and NBC/Comcast

- Provide outreach, education, and engagement as a means of increasing access and linkage to mental health services and supports for individuals, families, and communities towards great wellbeing
- To develop partnerships with community supports (e.g. schools, other service providers, community-based organizations, and other natural community supports) to build networks/capacity to better serve individuals, families, and communities towards great wellbeing

Purpose of POE



A community member participates in the Seniors Fight Back demonstration at the SA 3 “Heroes For Change, Community Health & Safety”

➤ To reduce stigma

➤ To build greater capacity for communities and stakeholder groups to provide input into the DMH Community Planning Process to: (1) identify community issues related to mental illness resulting from lack of community services and supports, including any issues identified during the implementation of the MHSA; (2) analyze the mental health needs in the community; and (3) identify and re-evaluate priorities and strategies to meet those mental health needs (9 CCR § 3200.070).

POE Supports



SA 4 staff prepared to use promotional items to engage the community the “LA Clippers Mental Health Night “



FY 2023-24 Budget \$15.7M to support the following:



DMH staff to provide O&E services, supports and resource materials in the 8 services areas and Regional Service Area Leadership Team (SALT)s activities for monthly meetings and events



Some O&E services through DMH clinics and contract providers



O&E Promotional Items and costs associated with outreach efforts



Capacity Building Projects for the 7 Underserved Cultural Committees (UsCCs) and Faith-Based Advocacy Committee (FBAC)



Educational and Promotional supports for Countywide Community Mental Health Awareness Events (e.g. May's Mental Health Month), Cultural Events, Sports and Media Partnerships and Recruitment of public mental health professionals

POE Supports



Collaborative efforts and activities with Community Partners (i.e. non DMH agencies/entities) for events that focus on education, access and linkage to mental health services for individuals, families and communities and to encourage greater involvement by those needing and/or receiving services in the DMH Community Planning Process



Strategies and training that develop and support grass-roots Community Based Organizations (CBOs) to provide services and supports that increase the public mental health service network countywide, especially for historically underserved ethnic and cultural communities



Regular convening of Stakeholders (i.e. Community Planning Team and the public) towards the development, implementation and monitoring of MHSA programs and services

POE Supports



Children traditional Indian and Irish dances at the
SA 3 Multicultural Celebration

Examples of Events and Activities Supported by POE

Strategies to reduce ethnic/racial disparities

Resource & Information fairs for awareness days/months/holidays and cultural events

Sports and Media Partnership Events (examples: Dodger and Galaxy games/events)

Events that leverage resources with other County Departments (e.g. Parks after Dark)

Food, clothing, and shelter, but only when the purpose is to engage underserved individuals, and their families (when appropriate) in the mental health system

Outreach to entities, including but not limited to CBOs; Schools; Tribal communities; Primary care providers; Faith-Based organizations; Outreach to individuals, including but not limited to community leaders, those who are experiencing homelessness and those who are incarcerated in county facilities or those re-entering communities post incarceration

POE Supports

Examples of Events and Activities Supported by POE

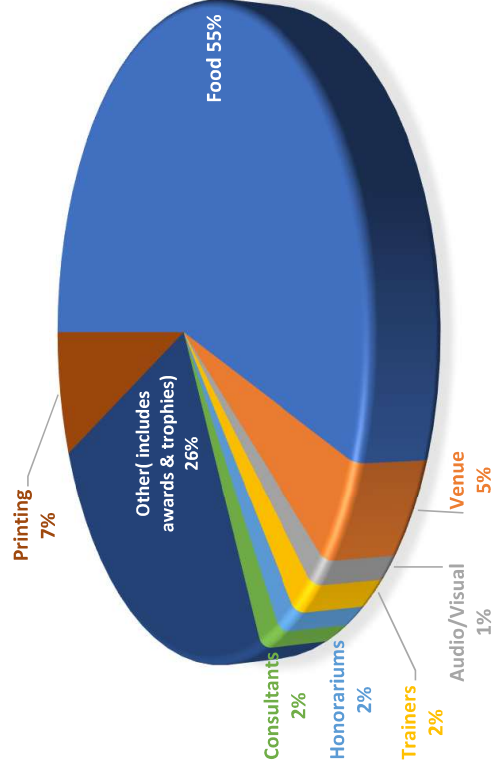
- The current Faith Based Advocacy (FBAC) Capacity Building Projects, including:
 - 1) Healthy Communities – Training modules that address spirituality and mental health, such as faith and suicide prevention, grief and loss, and anger management.
 - 2) Spiritual Ambassadors - “Train the Trainer” model. Faith leaders will master outreach strategies for their respective faith communities, promote mental health resources, and build trusting partnerships through faith and spirituality efforts.
 - 3) Spiritual Self-Care Toolkit – Manual that provides tools and resources to help with one’s own recovery, or recovery of others.
 - 4) Butterfly Speaks Podcast - Podcast series that will provide mental health education and resources to diverse communities of faith and diverse members of the African American community.

POE Supports: FY 23/24 Expenditure Summary Across All PO&E Budgets

DOLLARS SPEND BY CATEGORY

Category	Expenditure
Food	\$374,761.00
Venue	\$32,508.90
Audio/Visual	\$10,103.39
Trainers	\$13,135.00
Honorariums	\$11,192.00
Consultants	\$12,761.99
Other(includes awards & trophies)	\$173,300.19
Printing	\$48,727.60
Total	\$676,490.07

PERCENTAGE BY CATEGORY





SA 1 "Count Her In" Event



SA 2 Refugee Children's Center Resource Event



SA 3 4th Annual May is Mental Health Awareness Month 1 Mile Walk



SA 4 Father's Wellbeing Celebration



SA 5 Dodgers PRIDE Night

**POE SUPPORTED
EVENTS ACROSS L.A.
COUNTY**



SA 6 Line Dancing at Jessie Owens Park



SA 7 Men's Health Awareness and Family Funday



SA 8 Family Unity Day

POE Supports

DMH Stakeholder Groups that Receive POE Supports

- Service Area Leadership Teams (SALTs)
- Underserved Cultural Committees (UsCCs)
- Faith Based Advocacy Council (FBAC)
- Community Planning Team (CPT)
- Peer Resource Centers (PRC)
- Mental Health Commission (MHC)
- Health Neighborhoods (HNs)
- Clergy Roundtables/Breakfast
- Promotoras/Promoters
- Stakeholder Groups Elected Co-Chairs
- Consumers Attending Stakeholder Meetings

The Community Planning Process & Stakeholder Engagement



A diverse group of community members listening to a presentation at the SA 3 “Heroes for Change” Event

- CCR Title 9, Div 1, Ch14, Article 3, Sec 3300 requires DMH to engage in a Community Planning Process (CPP) for developing MHSA Programs and Expenditure Plans
- POE supports activities and efforts needed to raise awareness for participation from a widely diverse stakeholder body representing LA County, including representatives from unserved and/or underserved populations and family members, individuals with lived experience, those that represent geographic interests, age, gender, etc.
- POE supports educational materials, recruitment and training of stakeholders/stakeholder groups to fully participate in CPT

The Community Planning Team and DMH Stakeholder Groups



The current framework for the CPT is providing data, program information and facilitated stakeholder centered discussions with members of the Community Planning Team (CPT) to receive their input, feedback and recommendations on mental health programs, services and supports needed by the populations and communities they represent and/or serve

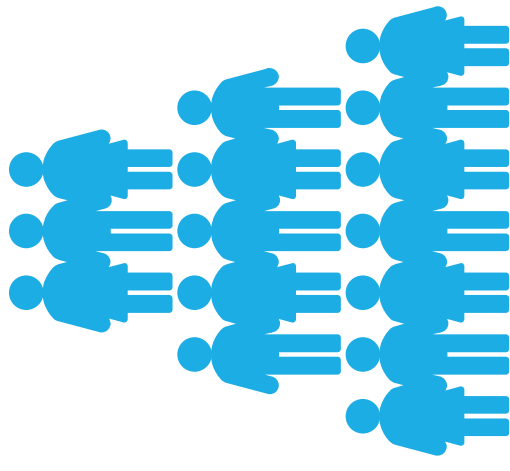


The CPT is comprised of over 100 members.

The Community Planning Team and DMH Stakeholder Groups

The current CPT membership is comprised of the following categories of members to ensure a wide range of stakeholder input in the CPP:

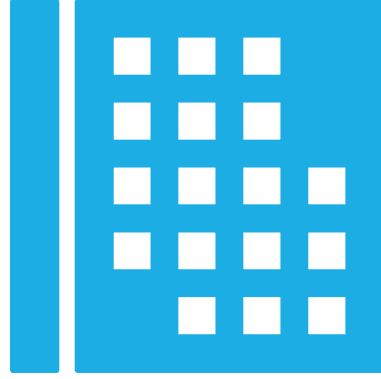
(1) SALTs; (2) UsCCs; (3) contracted mental health providers; (4) FBAC; (5) other county departments, including Fire/First Responders, Health, Justice and Care Opportunities, Public Health, CEO, Aging and Disabilities, Youth Development; Sheriffs, DCFS, Public Defender, Probation, Military & Veterans Affairs, Parks, and Libraries; (6) youth council; (7) school districts; (8) LACOE; (9) community colleges district; (10) public universities; (11) veterans; (12) homeless and housing; (13) peers/individuals with lived experience/families; (14) mental health commission; (15) psychiatric hospitals; (16) First 5 LA; (17) Health Neighborhoods countywide; (18) Cities in LA County with separate health depts (Long Beach and Pasadena); (19) CCC; (20) NAMI; (21) Regional Center; and (22) Health Plans



The Community Planning Team –Members and the Community Planning Process

CPT members meet twice monthly (1x in person & 1x virtually) based on the calendar that considers the following:

- Time needed to share programs and services content, engage in meaningful discussion, and receive and document stakeholder feedback and recommendations
- State, County and DMH timelines to development, approve, and implement an MHSA Plan, Annual Update or Mid-Year Adjustment
- State and County timelines for implementing State legislation and/or Board directives
- Unplanned emergent events that require immediate shifts (e.g. COVID)



Strategies to Build Stakeholder Capacity through POE



Outreach and Engagement Training: Trainings and development sessions for O&E staff, stakeholder co-chairs/groups to identify goals and activities that increase stakeholder group membership and participation



Leverage POE Supports to Other Funded Projects for Stakeholder training and engagement:

MHSA 101
Videos
Development of
a Stakeholder
Newsletter

Strategies to Build Stakeholder Capacity through POE



A brightly lit table filled with promotional items at the SA 6 West Adams Jazz Festival

Beyond the Walls Community Events: Community meetings during non-traditional hours (i.e. evenings and weekends) in 8 Service Areas to engage with individuals in the community who typically work during normal business hours. Meetings will provide information on local mental resources and services, community wellbeing, networking and peer support, MHSA and BHSA and the stakeholder process.

Faith Based Engagement Events: Countywide Launch of Faith-Based Advocacy Capacity Building Projects and Countywide Community Meetings and Events in 8 Service Areas to engage Faith-Based leaders/communities to provide mental health and wellbeing supports for individuals, families, and communities and provide input and stakeholder engagement

Strategies to Build Stakeholder Capacity through POE

- Resource and Information Directories for historically underserved ethnic and cultural communities: The development of community resource guides (i.e. Life Links Books) in collaboration with each of the 6 UsCCs, to catalogue community resources countywide that provide culturally relevant services and supports for underserved ethnic and cultural communities
- Regional listening sessions: Listening sessions within each of the 8 service areas, in collaboration with the SALTs, to receive input on data and specific community needs for mental health programs and services to support the stakeholder led Community Planning Team (CPT) process towards MHSA's transition to the Behavioral Health Services Act (BHSA) in 2026
- Filling vacant member seats for the current CPT membership, focusing on bolstering membership participation and expansion of the CPT member seats to add additional representation under BHSA regulations

Strategies to Build Service Capacity of CBOs through POE

- Transforming LA (Incubation Academy): POE funded supports are leveraged with PEI funded supports to provide training, technical assistance and short-term grants for selected small to medium grass roots CBOs to build capacity and infrastructure to provide mental health services and supports, countywide, especially for historically underserved communities. CBOs completing the Incubation Academy are equipped to successfully engage longer term funding opportunities through DMH and other County Departments, as well as other grant funded opportunities through philanthropic partners
- Third Party Administrator Solicitation: Release of a solicitation to secure a Third-Party Administrator that will subcontract with CBOs that successfully bid on longer term funding opportunities to provide mental health services and supports



Thank you

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For questions:
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