

**Campaign for Community Wellness  
Steering Committee  
February 29, 2008  
Cirby Hills, 10am-noon**



Happy Leap Year!

**Facilitated by:** Seana Doherty, and Lauren O'Brien, Streamline Consulting Group

**Attendees:** Casey Fraser, Amy Ellis, David Sota, Anno Nakai, Emilio Vaca, Elisa Herrera, Sonia Samaniego, Cyndy, Eric Branson, Lynn Tarrant, Melinda Kall (sp?), Mike Laverda, Kirsten Livak, Christina Nicholson, Victoria Wilson-Smith, Maureen Bauman, Kathy Denton, Diane Shively, Tad Kitada, Michele Zavoras, Stephanie Rogerson, Jon Kerschner, Deb Martin, Jan Shonkwiler, Nancy Roach, Sharon O'Leary

**Agenda**

- I. Welcome!
- II. Voice
- III. Public Comment (announcements)
- IV. Review role of steering committee
- V. Updates: Campaign Elements
  - SAMHSA
  - PEI
  - Housing
  - Workforce/Education/Training (WET)
    - Input
  - Social Marketing/Needs Assessments
    - Native American
    - Latino
    - Input: Social marketing calendar
- VI. March meeting
  - PEI Workgroup presentations

(See attached powerpoint presentation for full agenda details)

**I. Welcome!**

**II. Voice**

**Jonathan Jacobs:** Welcome Center Update

The Welcome Center is a resource center open to the whole community. Come to participate as there are activities and outings, and it's really a place for the community to intermingle. The Welcome Center is moving along at great speed to accomplish their vision and goals. Participants have done 2 fundraisers since November. The Christmas Bazaar benefited our community as well as participants. For Valentines Day participants baked cookies. Very exciting that it was entirely consumer and participant driven. We made 200% profit, more than doubling our funds!



Welcome Center used 50% of money earned to buy bus tickets for Welcome Center participants.

The Welcome Center is totally consumer-driven; we have recently opened our doors to people with special needs as well. Our recovery group focuses on mental health and substance abuse, but is open to all aspects of recovery. Meets Wednesdays.

This month we have a guest speaker, Sierra Foothills Aids Foundation, to promote AIDS awareness and safe sex.

Overall, the Welcome Center is achieving its goals and moving in the right direction!!!

**Native American Drumming Group:** TalkDrum

A few elders from our community here make up this Native American drumming group.

**Gordon Boswell, Cherokee nation of Oklahoma:**

Paraphrased: I speak for all people and all children. Sometimes I sit on Roundtop and wait for the rainbow, but someone told me I need to sit with children for it to come...

I work with kids in Eldorado County in the probation project, and have been working with children for 25 years of my life. As a spiritual leader, you are told what you should do, but all you really need to do is respect your life and others' lives.

I have been drug free and alcohol-free all my life. Unfortunately, parents who are abusers can lead their children to become abusers, and we need to help them make the right choices.

Speak from your heart, don't speak from papers, papers are not your heart.

Gordon led us in a prayer and then TalkDrum played 2 beautiful songs that represent history and spirituality of Native American culture.

*Thank you all for the beautiful songs and inspiration!*

**Adrienne Kmetz:** Transition-Age Youth Voice (Guest)

My younger brother is a great success story! He struggled with some mental health issues that surfaced over the summer and left college to stay at home for the semester. He was enrolled in group sessions and partial programs throughout the fall, and recently attended a Young Adult Panel Discussion on overcoming these obstacles and finding success in your life. Now he is excited to reapply for colleges in Boston and get back to school!

**III. Public Comment**

- Comments Welcome
- 3-minutes per comment
- General announcements

**Emilio:** Kings Beach Youth Empowerment Conference, keynote speaker: Dolores Huerta, United Farm Workers Union, Fri. May 30, 2008.

**Michele:** Pick up an MHSA book and brochure to see supports and strategies per county.

**Seana:** Nurtured Heart training – March 12<sup>th</sup> – Sign up today with Adrienne.



#### **IV. Steering Committee Commitment**

- We are at a 1-year mark!
- 2 year commitment request (March 2007 – March 2009)
- 1 vote per constituency
- Family members and consumers get 1 vote per person
- Specifically, as a Steering Committee member, we are asking you to:
  - Attend 10-12 Steering Committee meetings per year

**Jan:** I think what we're saying is that we should assign alternates and identify them so we can send them to meetings in our places if need be.

**Seana:** Yes

#### **V. Campaign Updates**

Brief Overview of Campaign

##### **SAMHSA Update**

Overview – Cindy Brundage, CSOC, Program Manager

- 6 Year Children's Mental Health Initiative grant to improve services to children including:
  - Increasing family and youth Involvement
  - Establish an independent family and youth organization
  - Increase cultural competency
  - Focus on Latino, Native and transition age youth
- SAMHSA Evaluation Components
- Cross-Sectional Descriptive Study
- National Longitudinal Study
- Refer to handouts for outcomes of first 35 evaluations
- SAMHSA is a research-based grant, with 8 research evaluation Tools
- See handout to view demographics of children receiving services

##### **Latino Outreach**

- Latino Community Event
  - Sunday, March 30, 2008
  - Featured Speaker: Roberto Dansie, PhD.
  - Food, Resource Booths, Ballet Folklorico
  - Child Care Available
  - Lincoln High School Auditorium
- The Role of Culture in Healing
  - Featured Speaker: Roberto Dansie, PhD.
  - March 31, 2008, 8:30-11:30 AM

- PCOE Annex
- Open to SOC Staff and Community Partners



### **Native American Outreach**

- Leafing Out of Spring
- Sunday, April 27, 2008, 10AM-3PM
- Maidu Interpretive Center, Roseville
- Food Booths, Authentic Native Crafts,
- Authentic California Native Dancers,
- Drummers and Craft Demonstrations

### **Prevention and Early Intervention Update (MHSA)**

- 5 work groups--working towards 1 plan
- Plans for you to review at March meeting
- Thank you to the work groups!

### **Housing Overview Update (MHSA)**

Kathy Denton, ASOC Program Manager:

- Receipt of the MHSA Housing Assignment Agreement from California Department of Mental Health, DMH
  - The transfer of \$2,383,900 allocated by the State
  - Funding for capital costs and operating subsidies to develop permanent supportive housing for persons with serious mental illness who are homeless, or at risk of homelessness, and who meet the MHSA Housing Program target population criteria.
  - The county is agreeing to have DMH transfer their MHSA Program Housing funds to California Housing and Finance Agency-CalHFA
- 4 inquiries/responses to Letter of Interest
  - Met with 2 potential applicants
  - Need folks on a workgroup for housing
  - This covers all of Placer County
- Housing Work Group
  - Looking for people with expertise in housing, development, supportive housing projects
  - Technical/expert role - read applications, identify what we need and what they can provide
  - Please give ideas of people, contacts to Maureen today
  - Seana: We are stressing that this is a technical element; we need people with these skill sets

### **Next Steps for Housing**

- Post the MHSA Housing Assignment Agreement for 30 days on the CCW website for public review and comment
- Develop rec's at work group level, bring to Steering Committee: To spend the money on developing housing or not
- Develop Workgroup

- Continue to meet with potential applicants. Provide education on the MSHA Housing Program



### **Workforce/Education/Training (WET) Update**

Amy Ellis, ASOC, Program Manager:

- Overview
- Planning process
- Your ideas

### **Fast Facts**

- Total planning estimate for Placer County is \$594,400. Can be spent over 10 year period (includes \$89,200 for early implementation)
  - Talk of matching funds... leave flexibility to double these \$ at some point.
- Goals:
  - Address short-term and longer-term shortages in behavioral health workforce
  - Increasing current workforce's abilities to meet MSHA essential elements.
- Workforce Education and Training will become part of Integrated Plan in 2009-2010
  - Planned trainings include Mental Health Career pathway, financial incentive program, residency/intern program, training/technical assistance program for existing staff (also community members and contracted service providers)
- Workforce needs assessment
  - Baseline of what we have, who we have, demographically
  - From this: do we need to recruit, train who we have, etc.?

**SC Member Question:** We have a subcommittee at Placer Collaborative Network (PCN), perhaps we could merge efforts? We have a survey with results already, etc. Perhaps bringing people to the table can help to figure out our various expertises.

### **Workforce Input Session**

Questions:

- 1) What activities and/or strategies would help increase the diversity of the MH workforce?
- 2) What activities and/or strategies would encourage persons with consumer or family member experience to enter (or advance in) the mental health workforce?
- 3) What training and technical assistance related strategies (for the current mental health workforce) would advance the goals of MSHA essential elements?
- 4) What community partnerships and collaborations would advance a workforce of professionals and consumers to become technically skilled to meet the essential elements of MSHA?



(See attached for Input Session comments)

### **Social Marketing**

- What is social marketing?
  - Marketing to change behavior
  - It's what we do everyday: talking to our friends, family and community, sharing resources in conversation
- Campaign social marketing goals:
  - Increase public awareness of mental health
  - Decrease stigma around mental illness (change behavior)
  - Reduce barriers to accessing services
- SAMHSA Social marketing
  - Major focus
  - Outreach to Latino, Native American, Transition aged youth
  - Why
  - What are we currently doing?

### **Community Readiness Assessment**

Anno, Elisa, and Sam Stodolski helped plan this assessment

- Purpose: To better understand the needs of Natives, Latinos, and Transition Age Youth for social marketing efforts
- Best practices model - Colorado State University
- Assessment concentrates on 6 areas and applies a rating to each issue; the awareness score in each area correlates to a "stage of readiness"
- Accessibility (2), awareness (3), and competency (3) were very low, although leadership (8) and concern (7) were higher (On a scale of 1 to 10)

### **Cultural trauma**

- When a community has experienced catastrophic events outside of cultural norms/mores, eg war, internment, social injustice, and the Holocaust, these experiences tend to stay with your cultural psyche.
  - For example, Native Americans carry the experiences of their ancestors
  - Some call it "cultural PTSD" – these issues surface daily in experiences
- When justice is not served, especially on reservations where sovereign areas do not apply federal laws stringently, the cultural trauma is carried over for generations.
- Even kids as young as 9 know about gang violence. We as adults need to talk to our children and get a better understanding of this.

According to this data, and data received from the county, Native Americans are receiving services where it is not voluntary: the emergency room, the justice system, etc.

### **Community Concerns**

- Cultural Trauma
- Substance Abuse



- Unemployment
- Family Separation
- Violence/Gangs

#### **Barriers to Accessing Services:**

- Documentation/Enrollment
- Trust/Historical Relationships
- Lack of Culturally Relevant Services
- Transportation/geographic
- Stereotypes/Stigma

#### **Desired Services:**

- Cultural education- history, arts, religion
- Assistance with documentation/enrollment
- Job training, education, employment
- Culturally relevant family support and substance abuse services

#### **Barriers to Accessing Services:**

- Lack of Spanish speaking workers in the county social service system
- Lack of awareness in the Latino community about existing services and supports
- Distrust of county social services
- Legal status/discrimination

#### **Marketing Strategies:**

- Spanish radio and TV stations
- Ads in newspapers (Spanish)
- Posters in stores where Latinos shop
- Person-to-person outreach- Latino churches, schools, communities

#### **Desired Services:**

- After school activities/sports
- Enrichment activities in school
- English classes accessible for adults
- Family-oriented prevention for teens against pregnancy, violence/gangs

#### **Social Marketing Input Session**

##### Steering Committee Ideas on Social Marketing:

- There is a small social marketing group working on activities and PR
- Idea: Lets coordinate with the KidsFest in May
- Acknowledge Steering Committee
- Frisbee
- Movie at Community Day park
- Consumer Speaks/Panel open mic
- Book covers, book markers



- SAMHSA list
- Idea: Movie from San Luis Obispo
  - MyStrength.org, social marketing campaign trying to remove young men from the cycle of violence, a \$3 mill campaign!
- Mental Health Fair
- May is also Older Americans Month, health fairs are carried on all month
- April is Leafing into Spring
- Instead of trying to create energy around one specific thing, maybe we can launch the social marketing campaign, and then celebrate our accomplishments in all these different areas
- Kings Beach Community Empowerment Conference, May 30<sup>th</sup>
- March 28, Peer Org out of Roseville, Caesar Chavez Day
- Children's Mental Health Awareness Day

#### IV. **March meeting**

- PEI draft plans
- Close/One word on DrumTalk: enlightening, exciting, fruitful, helpful, information, hopeful, different, good, tired, lovely, beautiful, fun, heartfelt

Attached:  
Powerpoint  
Workforce Input Session Notes