

## Memorandum

TO: CCW Steering Committee members  
FROM: John • Michele  
DATE: February 6, 2012  
RE: **Summary of progress, consensus reached and next steps**

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### OVERVIEW

For the past several meetings we have been working to help CCW Steering Committee members develop shared agreement around three questions:

- What does the Campaign for Community Wellness (CCW) do? (Purpose)
- How does the CCW do what it does? (Action)
- How does the CCW assess its progress? (Progress)

### CONSENSUS REACHED TO DATE

1. We have now reached consensus on *four* distinct but related purposes for the Campaign for Community Wellness (CCW). These include:
  - a. The CCW supports outreach and engagement to new constituencies, and networking, collaboration, and resource development among participants, to improve mental health services and promote community capacity-building.
  - b. The CCW supports efforts that promote mental health to:
    - (1) Demonstrate cultural relevancy and responsiveness;
    - (2) Serve unserved and under-served populations;
    - (3) Demonstrate a commitment to resiliency and recovery;
    - (4) Define and assess progress toward outcomes;
    - (5) Improve the efficiency of service delivery;
    - (6) Increase program sustainability; and
    - (7) Integrate community capacity-building as appropriate.
  - c. The CCW provides education and stigma reduction across the County.
  - d. The CCW tracks and makes recommendations about MHSA program implementation and plan changes.
2. The group also has endorsed the following refinements and understandings of the four purposes:
  - a. For the second purpose, the group agreed on several refinements, including:
    - (1) The intention of the learning and support processes is to join with programs and other efforts as allies, not to sit in judgment of programs and community efforts from on high.
    - (2) While we will begin with MHSA programs and community partners we have relationships with, the intention is to expand this peer learning and improvement process to include other programs and community-based efforts over time.
  - b. The workplans for all four purposes should reflect an intention to expand participation in the campaign to include community-based efforts and other programs beyond those already engaged.

## WORK TO DATE

1. **Four ad hoc workgroups** have formed to develop more detailed workplans for each purpose.
2. To date two of these workgroups—**Outreach and Engagement, and Support for Mental Health Efforts**—have drafted workplans. These workplans were presented at the January Steering Committee meeting. Summaries of the workplans, and the feedback offered by steering committee members at the January meeting, are attached. Note: The formatting of the Assessment Tool has been changed to conserve paper. The content is exactly as presented in January. Steering Committee feedback to the Assessment Tool is summarized at the end of the tool.
3. **Education and Stigma Reduction**
  - a. The workgroup began as a small group; Lynn Tarrant has moved to another County and Maureen has not had time to engage. The group needs to re-form and begin again.
  - b. Richard agreed to lead a workgroup to explore the relationship of this work by the CCW to the Social Marketing and other education efforts already underway in the County. Other members of this workgroup will include Rebecca, Will, Tammy, and Elisa. Any other Steering Committee members interested should let Richard know.
    - (1) One aspect of the Social Marketing contract decision needs to be made ASAP to avoid the threat of reversion. One option may be to move some of this year’s contract dollars to other contractors who are already doing education and stigma reduction work. The County will likely make this decision before the next CCW Steering Committee meeting.
    - (2) The ad hoc workgroup will make longer term recommendations about how to address the Education and Stigma reduction purpose at the next Steering Committee meeting.
4. **MHSA Implementation**
  - a. Workgroup members included Emilio, Karen Carey, Cindy Brundage, and Jennifer Cook.
  - b. The workgroup recommended to the Steering Committee that the CCW adopts this a fourth purpose. **The Steering Committee approved this recommendation by consensus.**
  - c. Some beginning reflections (to be refined by the workgroup in a future meeting) on how this work can proceed:
    - (1) The workgroup could work with County staff to develop a quarterly report on implementation progress and emerging issues for the Steering Committee to address—e.g., new funding; allocating existing funding to new purposes.
    - (2) There is a clear connection between this purpose and the second CCW purpose, to provide support for mental health efforts. The question is: how does the work under each of the two purposes relate to—and differ from—each other?
5. **Additional workgroups**
  - a. In exploring some of the issues related to CCW’s emerging purposes and workplans, the Steering Committee agreed to create three additional ad hoc workgroups. These workgroups include:
    - (1) **CCW Structure**
      - (a) Lead: Maureen
      - (b) Volunteers include: Christi Meng, Elisa, Katrina, Anno will identify someone from her workgroup, Jennifer Cook, Richard Knecht
    - (2) **Monthly meeting design**
      - (a) Lead: Cindy Bigbee
      - (b) Volunteers include: Anno Nakai, Jennifer Cook

(3) **CCW website**

(a) Lead: Michele

(b) Volunteers include: Will, Lauren, Katrina, PCOE (check with Richard)

- b. Attached to this document are draft workplans for each of the workgroups. Workgroup members will report on their progress at the February Steering Committee meeting.

**NEXT STEPS**

1. Next steps are summarized through this memo and the attached documents.
2. The next Steering Committee meeting is Friday, February 24 from 9:00 - 12:00 noon at the CSOC conference room at 11716 Enterprise Drive in Auburn. Time: 9:00 - 12:00 p.m.
3. The Steering Committee approved the following 2012 schedule with tentative locations:

<b>Date</b>	<b>Time</b>	<b>Location</b>
January 27	9:00 - 12:00 noon	101 Cirby Hills Dr (Cafeteria) Roseville
February 24	9:00 - 12:00 noon	11716 Enterprise Dr. (CSOC) Auburn
March 23	9:00 - 12:00 noon	101 Cirby Hills Dr (Cafeteria) Roseville
April 27	TBD	11716 Enterprise Dr. (CSOC) Auburn
May 18	TBD	101 Cirby Hills Dr (Cafeteria) Roseville
June 22	TBD	11716 Enterprise Dr. (CSOC) Auburn
July 27	TBD	101 Cirby Hills Dr (Cafeteria) Roseville
September 28	TBD	11716 Enterprise Dr. (CSOC) Auburn
October 26	TBD	101 Cirby Hills Dr (Cafeteria) Roseville
December 7	TBD	11716 Enterprise Dr. (CSOC) Auburn

The locations are tentative because we want to hold at least one meeting in the North Lake Tahoe area. The meeting times through March will be 9:00 - 12:00 noon. We will decide at the February or March meetings the meeting times for the remainder of the year.

## Memorandum

TO: CCW ad hoc work group leads  
FROM: John  
DATE: February 6, 2012  
RE: **Draft workplans for three ad hoc workgroups**

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### WORKGROUP: **CCW STRUCTURE**

1. Workgroup lead: Maureen
2. Members: Christi Meng, Elisa, Katrina, Anno will identify someone from her workgroup, Jennifer Cook, Richard Knecht
3. Proposed workgroup
  - a. Leader: TBD
  - b. Members: Core team plus volunteers from each of the other workgroups
4. Organizing questions for next level of workplan (to be answered following the January 2012 CCW meeting)
  - a. Is membership in the CCW as individuals or as organizations?
  - b. Are there meetings that are only open to formal members? Or are there decisions that only formal member make?
  - c. How should the leadership group for the CCW be structured?
  - d. How should the work of the five workgroups be coordinated?
  - e. How should facilitation for the CCW be provided? What resources should be used to support this facilitation?

### WORKGROUP: **MONTHLY MEETING DESIGN**

1. Workgroup lead: Cindy Bigbee
2. Members: Anno Nakai, Jennifer Cook
3. Aspects of the developed workplans to focus on
  - a. Time for community and consumer reports and celebratory presentations at each meeting.
  - b. Work to expand participation in CCW by inviting guest speakers to the monthly meetings
  - c. Develop a more systematic process for organizing program presentations—e.g., choosing a particular learning question to focus on for a period of time, and inviting programs to address these learning questions in their presentations.
  - d. Integrate education and anti-stigma efforts into the monthly CCW meetings
4. Organizing questions for next level of workplan (to be answered following the January 2012 CCW meeting)
  - a. What should be the new structure of the monthly meetings? In particular, how do we integrate:
    - (1) Community reports, consumer reports, and celebratory presentations?
    - (2) Program presentations?
    - (3) Education and anti-stigma presentations?

- b. What's the plan for recruiting and preparing presenters?
- c. Of the seven issues listed below, what should be the first two issues focused on in 2012? Why these issues?
  - (1) Demonstrate cultural relevancy and responsiveness
  - (2) Serve unserved and under-served populations
  - (3) Demonstrate a commitment to resiliency and recovery
  - (4) Define and assess progress toward outcomes
  - (5) Improve the efficiency of service delivery
  - (6) Increase program sustainability
  - (7) Integrate community capacity-building as appropriate
- 5. Who from this workgroup will volunteer to be on an interim leadership group for the CCW?

**WORKGROUP: WEBSITE WORK**

- 1. Workgroup lead: Michele
- 2. Members: Will, Lauren, Katrina, PCOE (check with Richard)
- 3. Aspects of the workplans to focus on
  - a. Expand the webpage to include targeted social outreach—e.g., Facebook page. Note: Natalie P is willing to take the lead on this aspect of the work.
  - b. Develop the CCW website as a vehicle for education and anti-stigma efforts.
- 4. Organizing questions for next level of workplan (to be answered following the January 2012 CCW meeting)
  - a. Who currently manages the website?
  - b. Do we need to contract with someone to work on web design?
  - c. Who will generate the content for the new website design? Who will continue to manage the site after the new content is uploaded?
  - d. By when will we commit to have the revisions complete?
- 5. Who from this workgroup will volunteer to be on an interim leadership group for the CCW?

## Memorandum

TO: CCW Steering Committee  
FROM: Katrina • John • Michele  
DATE: February 6, 2012  
RE: **Update from Outreach and Engagement Committee**

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What follows is the emerging workplan for the Outreach and Engagement Committee. This draft workplan was presented at the January 27, 2012 CCW Steering Committee meeting. Comments highlighted in yellow represent feedback offered during the January meeting.

1. Volunteer workgroup leader: Katrina Moser (KMoser@placer.ca.gov)
2. Aspects of the workplans to focus on
  - a. Welcome team
  - b. Orientation materials for new members
  - c. Twice a year potluck/celebration events
  - d. Plan for constituencies to engage in the next two years
  - e. *plus*: Community engagement/ sharing/celebratory presentations at monthly meetings (20 min max)
3. Organizing questions for next level of workplan
  - a. **Question:** What will the system be for identifying Welcome Committee members each month?  
  
**Recommendation:** 2 people from 2 volunteer organizations with a 6 month commitment to welcoming new people or organizations to CCW.
  - b. **Question:** Who will develop the orientation materials? By when?  
  
**Recommendations include:**
    - (1) Richard Knecht will take lead responsibility to develop a draft by the February CCW meeting.
    - (2) The draft will be a brief (one-page, double-sided) introduction that will include:
      - (a) A short CCW history
      - (b) A calendar of CCW meetings
      - (c) Names and contact info of Welcome Committee members.
      - (d) **Feedback from January 2012 CCW meeting:** Consider including a list of MHSA programs and services as part of this handout.
  - c. **Question:** Who will take the lead on developing the plan for the twice-annual celebrations? What's the proposed date for the first celebration?  
  
**Recommendations include:**
    - (1) CSOC will take lead responsibility for these celebrations.
    - (2) Proposed date and time for first celebration: April 4th 2012 from 4:30 to 6:30 p.m.
    - (3) **Feedback from January 2012 CCW meeting:** Consider using the Social Marketing contractor to help assume some of the costs of these celebrations.
  - d. **Question:** What constituencies should the CCW engage in the next two years?  
  
**Recommendations include:**
    - (1) Faith community
    - (2) Law Enforcement

- (3) AOD programs and practitioners
- (4) **Feedback from January 2012 CCW meeting:** Others groups to consider: LGBTQ; PFLAG; African American; Russian; and Youth Commission.

e. **Question:** What is the plan for engaging these constituencies? Who will take the lead in contacting and supporting leadership from these constituencies?

**Beginning ideas include:**

- (1) Have a script for each current member to use for outreach and call already established contacts.
- (2) Have a 2 or 3 person volunteer group to make contacts.
- (3) Switch volunteer members every 4 months to rotate through entire CCW membership.
- (4) NOTE: not sure how to coordinate this- we would like to get additional input from CCW members
- (5) **Feedback from January 2012 CCW meeting:**
  - (a) Should develop plans not only for inviting people to our meetings, but also for visiting the meetings of other groups we want to engage. For example, the Sheriff's Dep't would like to have a speaker come talk to them about services in the community, what the CCW is and does, and related issues.
  - (b) Take this issue up in the CCW structure workgroup.

4. **Question:** Who from this workgroup will volunteer to be on an interim leadership group for the CCW?

**Recommendation:** Katrina

## **CCW WORKGROUP #2- Work to Help Mental Health Programs Develop Capacity**

Meeting Date: 12/16/11

Attendees: Anno Nakai, Kathy Denton, Trish Gemulla, Cindy Brundage

### **Update on Capacity Building Tool/Process:**

- 1) Capacity Building Self-Assessment Tool:** The workgroup met to revise the capacity building self-assessment tool, integrating feedback from November CCW meeting. The second draft of this tool will be presented at the meeting in January.
- 2) Implementation of Self-Assessment Tool:** The self-assessment tool is designed to be implemented as part of a peer-to-peer capacity building process facilitated by CCW. The information gathered through completion of the tool will be used by program managers to prepare for peer-to-peer capacity building sessions at program sites to learn from the program strengths and challenges identified in the self-assessment process.
- 3) Peer-to-Peer Capacity Building Visits:** The workgroup will need to develop a site-visit protocol (designed to facilitate a mutual exchange between guests and host), identify and orient site-visit facilitators for peer groups, and coordinate a schedule of site-visits. Other members might want to join the workgroup to assist with these tasks.
- 4) Relationship of Self-Assessment to MHSA Contract Management-** Workgroup would like to bring for discussion the question of how self-assessment information might be used by SOC for the purpose of enhancing contract management. In aligning this tool with the PEI Annual Report format, the workgroup also made some recommendations to strengthen the PEI report format (a few of the MHSA values were not addressed). Cindy Brundage will take these recommendations back to the SOC management team.

### **Feedback regarding CCW meeting structure:**

- 1) Learning Conversations at CCW:** Workgroup would like to organize and facilitate learning conversations for everyone as part of the main CCW agenda. Propose a series of six learning sessions in the next year to focus on each of the MHSA principles.
- 2) Presentations by MHSA-funded programs:** Workgroup would like to see MHSA-funded programs continue to rotate on a schedule of 10-20 minute presentations at meetings, along with other county/community programs.

## **CAMPAIGN FOR COMMUNITY WELLNESS Capacity Building Self-Assessment Tool**

**Program Name:**

**Date:**

### **Introduction/Purpose**

This self-assessment tool is designed to assist programs in building capacity to implement the values of the Mental Health Services Act (MHSA). These values include cultural responsiveness; providing service to un-served and under-served populations; commitment to resiliency and recovery; ability to define and assess progress towards outcomes; effectiveness of service delivery; and ability to integrate community capacity building to achieve program goals.

The information gathered through this self-assessment will be used to help programs identify their strengths and capacity building needs, and prepare programs to participate in a capacity building conversation with their peers as part of a community-driven capacity building process facilitated by the Placer Campaign for Community Wellness.

### **A. Cultural and Linguistic Competency**

1. What un-served/under-served population is your program designed to provides services to?
2. How are you ensuring that your recruitment strategies are effective in reaching the intended population?
3. Describe how members of this service population are represented in:
  - a. Leadership roles in your organization (Board of Directors, Executive Staff)
  - b. Staff who are responsible for implementing the program
  - c. Advisory group and volunteers
4. What training, education, and experiences has your program staff been provided to ensure their ability to effectively serve this population?
5. What tools does your program use to assess the cultural identity and experiences of participants (considering their age, gender, ethnicity, ability, sexual orientation, language, citizenship status/level of acculturation, education, and economic status)?
6. How has the program model and/or curriculum you are using been specifically designed or adapted to meet the needs of your service population?
7. Describe how members of the service population participate in program planning (what mechanisms are used to gather information and input)?
8. How do you get feedback from program participants on the relevancy and effectiveness of program activities?

### **B. Ability to reach un-served and under-served populations**

9. At the time of enrollment in your program:
  - a. What % of your service population had not received relevant services?
  - b. What % of your service population had received minimal services?
  - c. What % of your service population had been inappropriately served (services were not culturally responsive, did not address resilience or recovery needs)?

10. Describe how your program attempts to connected participants with culturally relevant community resources?
  11. What are the challenges and/or barriers has your program encountered to serving this un-served/underserved population?
- C. **Resiliency and Recovery-Orientation** (To promote self-reliance, prevention programs are encouraged to promote resilience and treatment programs to promote participant recovery).
12. How does your program promote the resilience and recovery of your service population?
  13. What tools do you use to assess a participant's strengths, resources, and progress towards resilience and/or recovery goals?
  14. Describe how your staff has been trained to work from a resilience or recovery model?
- D. **Define and Assess Progress**
15. 15) What are the goals and intended outcomes of your program?
  16. Describe the progress that your program has made towards these goals and outcomes?
  17. What kind of quantitative/qualitative data has your program gathered to measure progress towards these goals?
- E. **Effectiveness of Service Delivery**
18. How has the data your program has gathered been used to improve service delivery?
  19. Describe the process that your program has in place to improve program effectiveness?
  20. How have you leveraged funding and/or resources to enhance program effectiveness?
- F. **Community Capacity Building**
21. How does your program connect participants to natural supports and provide education on sustainable skills and resources?
  22. How does your program promote leadership within the service population?
  23. What strategies does your program use to address mental health stigma and negative attitudes towards your service population?
  24. How does your program participate in and/or promote collaboration with other service providers?
  25. Is there anything else that you think is important to know about your program?
  26. Reflecting on your responses to this assessment:
    - a. In what areas is your program strong, in what areas does it need improvement?
    - b. What would help strengthen your program to achieve the best outcomes?
    - c. What kind of capacity building assistance would help you to achieve your goals?

### Questions and feedback from the January 27, 2012 CCW Steering Committee meeting

1. Q: Is this tool focused on PEI programs? A: No it is intended for all programs
2. Q: For those programs that have county contracts, how will the tool, and the feedback process for the tool, be integrated into the contract management process? A: This is a

question that the workgroup has yet to take up, but will. It is essential that there be coordination between the two processes so as not to overwhelm or confuse program staff. The workgroup might explore the First 5 learning process as a guide for refining this effort.

3. Recommendation: Workgroup members should engage the leadership of the Mental Health Alcohol and Drug Board to ensure there is no confusion in roles.
4. Q: What incentives will we give programs for participating in this process? A: To be determined.
5. Q: Who will be reviewing the tool when completed? A: To be determined. The workgroup should develop a proposed review process, including roles for Steering Committee members who want to get involved. the Christi Meng volunteered to be a part of the review team once it is established (depending on the time commitment).
6. Q: How many programs at a time will receive tool? A: Not yet determined.
7. Additional recommendations regarding process
  - a. Give agencies a list of evidence based practices that already exist as part of the feedback process.
  - b. At the end of agency completing tool, have a committee meet with them to receive feedback from agency.
  - c. We need to carefully consider how information gathered through the tool will be held and distributed. We want to promote learning, not a “gotcha” dynamic.
8. Next steps for this workgroup
  - a. Review feedback from the Steering Committee.
  - b. Make recommendations about how to proceed, including a recommended structure for the permanent committee to oversee this process.

**PLACER COUNTY CAMPAIGN FOR COMMUNITY WELLNESS  
STEERING COMMITTEE RETREAT**

**January 2012 Gathering**

**LEARNING AND FEEDBACK FORM**

	Uh, no			You bet!	
1. After this gathering, I have a better understanding of what the emerging priorities are for the Campaign for Community Wellness.	1	2	3	4	5
	(n=17, range 3-5)			↓ 4.2	
2. I feel this is an important conversation for the Steering Committee to have.	1	2	3	4	5
	(n=16, range 3-5)			↓ 4.4	
3. After this gathering, I am confident that we are on the right track in this process.	1	2	3	4	5
	(n=16, range 2-5)			↓ 4.0	
4. My key learnings from this gathering:					
<ul style="list-style-type: none"> <li>• With this process we have a better conversation more production.</li> <li>• Organization is key to success.</li> <li>• We still have some distance to travel for bringing this all together.</li> <li>• How to connect to people and clearly gain energy and direction.</li> <li>• Continued awareness that we need more players at the table.</li> <li>• The goals of each workgroup and tasks at hand. The potential upcoming needs and priorities of the CCW.</li> <li>• A better understanding of the complex nature of the discussions.</li> <li>• The steps that the group need to take are more clearly defined.</li> <li>• Lots of hard work has ben started.</li> <li>• The multiple ways that the four workgroups intersect and support one another.</li> <li>• Attendance is key. Voices are missing.</li> <li>• General understanding of groups foal and purpose.</li> <li>• We are a very small group. Many times we are the same doing the job of developing not a problem, but after the big job is done (structure) are we going to be able to grow? The energy seems low and amongst a few. We need more real committed not just their job. I believe in what we are doing just difficult to watch.</li> <li>• Capacity building feels/seems disjointed. How to coordinate better education stigma. Workgroup may be redundant with other county agencies and partner orgs.</li> <li>• Much clearer understanding of the main purposes for CCW and plans to begin the work.</li> <li>• The CCW is complex and moving to the next level will always take more time than I think it should.</li> </ul>					

**5. What worked well during this gathering?**

- Facilitation.
- John's facilitation.
- Participation, facilitation by John, structure.
- People communicated really well, it is nice to see.
- Love the structure of the meeting and staying on task.
- The open forum.
- The structure of the process.
- Goal - product united conversation.
- Lots of input.
- Having someone guide the process.
- The open dialogue and active participation.
- Good management. Facilitation, as always, was very helpful.
- Ability to keep on track.
- Workgroup sharing with me is actually getting done outside the monthly meetings which is much more useful than trying to do work just in the monthly meeting.
- The facilitator to have the right conversation in order to move forward.

**6. What could be improved in future gatherings?**

- Less outside work if possible.
- Coffee would be nice. :-)
- People paying attention to where the conversation is going and not changing the subject.
- Quicker pace.
- Looking forward to the changes around outreach and changes in meeting structure. This will accomplish what I would like to see improved
- One more break, 5 min.
- Bringing back folks who have dropped off or engaging new community folks.
- Three hours is too long. I just cannot remain focused or dedicate this amount of time in the future.
- This meeting worked very well.